



PENNSYLVANIA VEGETABLE MARKETING & RESEARCH PROGRAM

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Fresh Ideas

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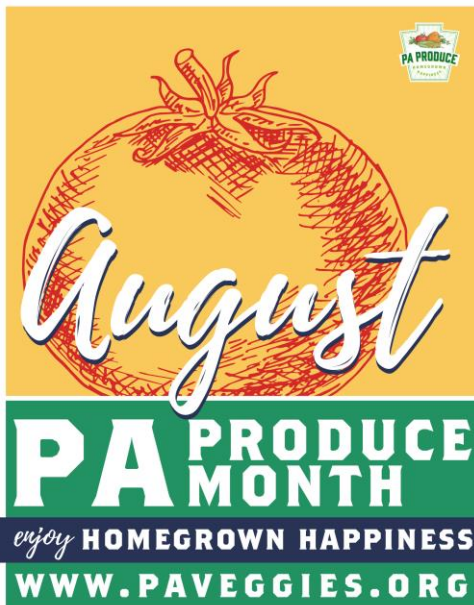
June 2019

The Pennsylvania Vegetable Marketing and Research Program is a state-wide marketing order established by a grower referendum, governed by a grower board and funded by grower assessments.

The Program's sole purpose is to serve the vegetable growers of Pennsylvania by promoting Pennsylvania-grown vegetables and funding practical vegetable production research.

14TH PA PRODUCE MONTH TO BE CELEBRATED

For the 14th year, the Pennsylvania Vegetable Marketing and Research Program will be celebrating August as Pennsylvania Produce Month. The Program will be introducing newly designed posters and price cards to help retailers highlight local produce during the month of August. The new materials will feature the Program's new PA Produce logo that was introduced last year and will be made available to growers directly and through the produce auctions and to supermarkets and other retailers.



Kitchen Table Consultants (KTC), the Program's marketing consultant, will be managing the Program's social media outreach on Facebook and Instagram. While the social media outreach will continue year-around, it will be focus on August. It will include original posts with engaging copy, photos, and graphics for consumers. The Program will also share/like/repost appropriate farmer posts and interact with farmers and consumers via social media to generate excitement about PA Produce Month. Social media posts will also highlight PAVeggies.org web resources for consumers.

Farmer Resources

The ultimate success of PA Produce Month depends on the active participation by growers across the state who retail their produce. KTC has created a Farmer's Toolkit on the Program's website at www.paveggies.org. The toolbox includes ideals and videos on how growers can make the most of PA Produce Month to boost their sales plus Facebook graphics,

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PA PRODUCE MONTH *(continued from page 1)*

graphics for print and website use, infographics, and press release templates and tips. KTC is preparing more videos, blogs and recipes for growers to share, so be sure to make the most of these materials that are designed specifically for your use.

The Program will be creating press releases about Pennsylvania Produce throughout the season but focusing on August as PA Produce Month and will work with media outlets to make consumers aware of PA Produce Month and hopefully feature local growers.

PA Veggies.org Website

The Program's website is a critical part of the Program's Produce Month promotion as well as throughout the year. The Program will be using Specialty Crop Block Grant (SCBG) funding to develop some additional short consumer educational videos for the Program's website at www.paveggies.org. These videos will feature two growers sharing vegetable recipes that will be new and fresh content for the Program's website. These videos will be promoted during August is PA Produce Month promotion. They will include footage from additional Pennsylvania vegetable farms and growers, although it would be presented in such a way as to not promote the individual farm. The purpose is to strengthen consumers interest in purchasing local produce along with preparation ideas they can use to increase or vary their use of local produce. KTC will also be working with chefs to develop new custom recipes for PAVeggies.org. The recipe pages of PAVeggies.org continue to be some of the most highly visited pages on the site and the Program would benefit from publishing more custom recipes for Produce Month. KTC will also be developing strategic blog topics, for the website.

The Program will also be using Specialty Crop Block Grant (SCBG) funding to have its online consumer directory of retail farm markets, community farmers' markets, and CSAs upgraded to a more user-friendly format – in an online searchable database. Currently,

this directory is simply a series of website pages for each three-digit zip code area of the state. Likewise, the Program will be creating a similar online database directory for the wholesale growers which is currently just a series of webpages – one for each crop.

5 WAYS TO REACH NEW AUDIENCES THIS PA PRODUCE MONTH

1. Contact Angela Corrado of Kitchen Table Consultants with your special announcements, quotes about PA veggies, reflections on the season, favorite recipes, or just a fun fact about your farm. She'll share the news through PA Veggies' various marketing channels, exposing your brand to new audiences. Feel free to call (484-955-3817), text, email (angela@kitchentableconsultants.com), or direct message her on Facebook or Instagram (@paveggies).
2. Tag @paveggies or #paveggies in your social media posts so we can easily locate it and re-share.
3. Access our initial press release at paveggies.org/press-release/how-to-perform-small-acts-of-local-love-for-pennsylvania-produce-month/ and send it to your local press and community stakeholders or simply connect us with your contacts and we'll handle communications from there.
4. Takeover @paveggies Instagram account for a day, giving a new audience an inside look at your operation. Submit your request at paveggies.org/take-over-paveggies-instagram-account/.
5. Acquire the proper point of purchase materials and graphics from the PA Veggies' Toolkit for easy use through your various consumer touch points.

13 RESEARCH PROJECTS FUNDED FOR 2019

The Vegetable Marketing and Research Board approved \$20,000 in assessment funds for vegetable research in 2019. In cooperation with the Pennsylvania Vegetable Growers Association (PVGGA), which will be contributing an additional \$60,000 from its General Fund and \$1,700 from the Simply Sweet Onion Committee, the two vegetable growers organizations will be funding 13 different projects. The Association's research funds are earned by the members at the Farm Show Food Booth and other Association events. The Simply Sweet Onion Committee funds come from license and assessment fees paid by the Simply Sweet Onion growers. The Committee is also funding a \$3,250 sweet onion variety trial on its own.

The projects approved for funding and their objectives are listed below.

Towards Integrated Management of Cucumber Beetles

Dr. Shelby Fleischer, Penn State Univ., Dr. Carla Burkle Thomas, Penn State Extension, and David Owens, Univ. of Delaware Extension **\$6,543**

- To evaluate combining the use of trap crops and mass-trapping lures to prevent cucumber beetles from infesting cucurbit crops.

Can Overlapping Residuals Improve Weed Control in No-Till Pumpkins

Dwight D. Lingenfelter and Dr. John M. Wallace, Penn State Univ., Kelly Nichols, Univ. of Maryland Extension, Dr. Mark J. VanGessel, Univ. of Delaware **\$2,500**

- Evaluate potential of Dual Magnum as an overlapping residual approach for pumpkin production throughout the Mid-Atlantic Region.

Potential Herbicides to Control Problem Weeds in Snap Bean

Dwight D. Lingenfelter and Dr. John M. Wallace, Penn State Univ., Kelly Nichols, Univ. of Maryland Extension, Dr. Mark J. VanGessel, Univ. of Delaware **\$1,500**

- To evaluate herbicide effectiveness of these potential herbicides when used in combination with other herbicides as compared to current standards; To determine the effect of these herbicide treatments on snap bean stand, injury, and yield.

Keeping PA Vegetable Growers Profitable: Statewide Muskmelon Cultivar Trials

Elsa Sanchez and Francesco Di Gioia, Penn State Univ. and Tim Elkner, Tom Butzler, Bob Pollock, and Carla Burkle Thomas, Penn State Extension **\$15,000**

- To evaluate 23 muskmelon cultivars plus two grafted cultivars in a conventional plasticulture system.

Management of Phytophthora Blight in Cucurbits and Peppers

Elizabeth Buck, Cornell Vegetable Program **\$4,000**

- To identify zones of high and low risk to increase treatment plan efficiency and efficacy
- To document areas at risk for phytophthora introduction based on topography, water run-off, vehicle flow patterns, and irrigation water sources.
- To build layered field history maps that will include the past cultural and chemical controls to determine the most successful management approaches for the specific farm/field.
- To create maps that will interface with existing tractor RTK programs to prepare for precision ag management techniques in the future.

Breeding Fresh-Market Tomatoes for Production in PA

Majid Foolad, Penn State Univ. **\$8,000**

- To develop and widely evaluate 68 large size F₁ hybrids with EB resistance and other desirable characteristics.
- To develop and widely evaluate 40 large-size F₁ hybrids with LB and EB resistance and other desirable characteristics.
- To develop a total of 30 FM grape tomato F₁ hybrids, all of which in large quantities for commercial evaluation.
- To develop and evaluate FM tomato breeding lines with LB resistance, conferred by Ph-3 and/or Ph-5 resistance genes (also included EB resistance).
- To field evaluate Penn State advanced FM tomato breeding lines.

Breeding Processing Tomatoes for Production in PA

Majid Foolad, Penn State Univ. **\$6,000**

- To develop and evaluate 42 processing F₁ hybrids with EB resistance and other desirable characteristics

RESEARCH PROJECTS FUNDED FOR 2019 *(continued from page 3)*

- To develop and evaluate development and evaluation of 12 processing F₁ hybrids with LB resistance and other desirable characteristics, including EB resistance.
- To develop and evaluate processing tomato breeding lines with LB resistance, conferred by Ph-3 and/or Ph-5 resistance genes (also included EB resistance).
- To field evaluate Penn State advanced processing tomato breeding lines.

Developing Microbial Communities to Suppress Bacterial Diseases of Tomato

Kevin Hockett, Penn State Univ. \$7,000

- To access the effect of natural tomato microbial communities to suppress foliar diseases.
- To transfer microbial communities recovered from objective 1 to select those communities that provide the greatest disease suppression.

Development of Sensor-Based Vegetable Irrigation Systems

Francesco Di Gioia, Long He, Claudia Schmidt, and Elsa Sanchez, Penn State Univ. \$8,500

- To evaluate the efficacy of sensor-based automated irrigation systems in comparison with conventional irrigation management on a fresh-market tomato crop grown in high-tunnels under Pennsylvania growing conditions.

Coupling Host Resistance with the Evaluation of Biofungicides for the Management of Common Foliar Vegetable Diseases in Pennsylvania

Beth Gugino, Penn State Univ. \$5,995

- To further evaluate the use of host resistance in combination with biofungicide-based programs and conventional programs augmented with biofungicides in randomized complete split-plot trials with a minimum of four replications.

Managing Allium Leafminer

Shelby Fleischer, Penn State Univ. and Timothy Elkner, Penn State Ext. \$8,624

- To define when adult flight period occurs to help time insecticide applications, limiting applications and using cultural control.
- To improve the use of conventional and organic insecticides to manage Allium leafminer.
- To help determine the behavioral response of ALM to variation in host species and opportunities for biological control.

Viable Options for Managing Allium Leafminer (ALM) in Organic Onion Production – Year 2

Gladis Zinati and Andrew Smith, Rodale Institute \$5,000

- To monitor ALM weekly (April-July 2019) using two colors of sticky card traps (yellow and blue) in yellow onion seedlings grown into different colors of plastic mulch and non-plastic mulch with and without row cover for early detection of ALM, population and damage.
- To access the impact of cover crop type on ALM early detection, damage, and yield.
- To monitor percentage of mycorrhizal colonization and assess its impact on ALM and onion yield.

Optimizing Inoculation Strategies to Enhance the Evaluation of Disease Management Strategies for Center Rot of Onion

Beth Gugino, Penn State Univ. \$3,008

- To determine the optimal bacterial inoculation method and timing in a replicated split plot field trial with timing as the whole plot (first leaf senescence, bulb swell and bulb initiation) and inoculation method (uninoculated, toothpick inoculated, bacterial suspension with a surfactant, bacterial suspension with an abrasive – e.g. diatomaceous earth) as the subplot.

The Vegetable Marketing and Research Program Board voted not to fund the following vegetable research projects that were submitted because there were not enough funds available to fund all the proposals.

Impact of Management Systems on Nutrient Quality of Post-Harvest Winter Squash (multi-year)

Dr. Gladis Zinati and Dr. Andrew Smith, Rodale Institute \$5,400

Going Underground: Conserving Beneficial Soil Fungi for Insect Biocontrol and Plant Performance

Dr. Mary Barbercheck, Penn State Univ. and Dr. Franklin Egan, PA Assn. for Sus. Ag. \$7,010

Production of High Value Flavonoid-Rich Corn Shoots/Microgreens

Dr. Surinder Chopra, Dr. Francesco Di Gioia, Dr. Elsa Sanchez, Dr. Helene Hopfer, Dr. Kathy Kelley, and Dr. Amit Sharma, Penn State Univ. \$7,500

Assessment of Nitrogen Input Requirement of Grafted and Non-Grafted Fresh-Market Tomato Grown in High-Tunnels

Francesco Di Gioia, Elsa Sanchez, and Claudia Schmidt, Penn State Univ. and Tim Elkner, Penn State Extension \$14,000

2019 ASSESSMENTS NOW PAYABLE

Enclosed with this newsletter is your Assessment Statement Form for 2019. The assessment for the 2019 growing season is now payable. **Remember, high tunnel production is considered greenhouse vegetable production and is assessed by the 1,000 sq. ft. of production area rather than by the acre. Also, growers that have both field production and greenhouse/high tunnel production simply add the acres of field production and the number of 1,000 sq. ft. of greenhouse/high tunnel production together to determine their total number of production "units" to calculate their assessment.**

For general information about the assessment and the crops to which it applies, see the back of the pink Assessment Statement. The assessment is NOT DUE on small fruits like strawberries, brambles or blueberries OR on white potatoes.

If you are growing less than an acre of vegetables this year and less than 1,000 sq. ft. of greenhouse or high tunnel vegetables and expect to sell less than \$2,000 worth of vegetables, please indicate at the bottom of the form which statement best states your circumstance and return the form. This will enable us to update our records.

Please keep the pink copy of the form in your records for three years. Return just the white copy. Payments are due by January 31, 2020, at the latest. You are encouraged to pay the assessment and order any point-of-purchase materials by July 31, 2019.

You Have a Choice

You have the opportunity to designate on your Production Verification Statement how much of your assessment you want to see used for marketing activities and how much you would like to see used for research. Marketing activities include sponsoring PA Produce Month in August and printing and shipping of point-of-purchase materials. Over the past five years, the Program has spent about 53% of grower assessment dollars on research and 47% on marketing activities. It should be noted that these percentages do not take into account the money spent on general administrative expenses nor the grant funds the Program has received.

HELP THE PROGRAM SAVE MONEY

If you use email, PLEASE include your email address on your Assessment Statement Form at the place indicated to the right of your name. The Program is planning to do more of its communications to growers by email which saves the Program greatly in postage and printing costs.

IPM INFORMATION ONCE AGAIN AVAILABLE

Sweet corn, tomato and curcubit integrated pest management (IPM) weekly updates will again be available to growers in several forms this year, including email, fax or regular mail. For the last twenty-two years the Program has offered this information to growers in the PA Vegetable IPM Weekly Update. PVGA supports the sweet corn trapping with a \$2,600 grant.

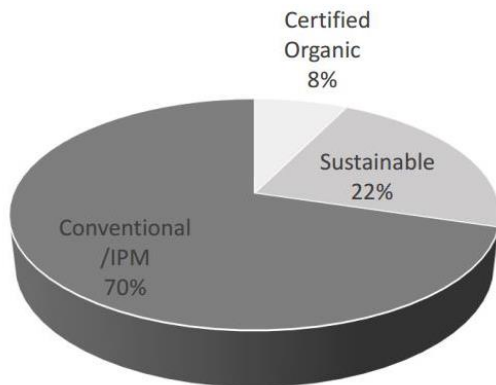
The IPM Weekly Update will be offered again this year from mid-June through August. The regular mail version will only be sent to growers who request it. Please return the form by July 31

or call 717-694-3596 as soon as possible to get on the list for the weekly mailings, faxes or emails. Please note that faxes will normally be sent during the nighttime hours.

Growers can also obtain IPM information a toll-free recorded telephone message that is available 24-hours-a-day by calling 1-800-PENN-IPM. The weekly reports will also be posted on the Program's website at <http://www.paveggies.org/farmers/newsletters-and-reports/>.

GROWER PRODUCTION AND MARKETING INFORMATION

Each year the Program asks growers to indicate whether they produce their vegetables with conventional/IPM methods, sustainable (non-certificated organic or minimal pesticide use) methods or certified organic methods. For the 2017 crop year (the last year for which complete data is available), 1,224 growers responded with 70% indicating the use of conventional/IPM growing methods, 22% sustainable and 8% certified organic.



PA Vegetable Production Methods

Likewise, the Program asks fresh market growers how they market their produce. Sixty-three percent sell some of the produce retail with 23% selling exclusively retail. Seventy percent sell some wholesale with 30% selling exclusively wholesale.

Those results show that over half (57%) of all growers sell some of their produce at a produce auction while nearly half (49%) operate a roadside market.

POINT OF PURCHASE MATERIALS AVAILABLE

The Program will be again be offering a selection of various point-of-purchase materials for growers who retail their produce. Growers receive a credit of half of their assessment (up to a maximum credit of \$25) toward their order of point-of-purchase. See the enclosed description and order sheets.

Among those who sell their vegetables retail, 78% operate a roadside market, 26% attend a community farmers market, 9% offer CSA subscriptions and 10% use other retail methods.

Among those who sell their produce wholesale, 82% sell some or all of it at an auction, 20% do direct store delivery, 17% sell to wholesalers or brokers, 12% to cooperatives, 9% to restaurants, 8% to chain store warehouses, and 8% to other wholesale outlets.

The Program asks growers for this information to enable it determine how many growers use different growing and marketing methods. This helps the Program plan its promotion and marketing activities better. It also allows the Program to inform growers when new marketing opportunities that may be of interest to them become available. Growers are encouraged to complete this section on their assessment form each year.

GAP CERTIFICATION COST SHARE AVAILABLE

The Pennsylvania Department of Agriculture (PDA) offers farms and packinghouses the opportunity to be certified for Good Agricultural Practices (GAP) for farms and Good Handling Practices (GHP) for packinghouse operations. For further information on the certification program, contact Audra Mata at 717-369-5740 or amata@pa.gov.

The Department is also offering a GAP/GHP Cost-Share Program for the 2018 calendar year. Growers that successfully complete one initial USDA Good Agricultural Practices (GAP) or one initial USDA Good Handling Practices (GHP) audit are eligible to apply. Qualified applicants may receive up to a maximum of \$400 per year to cover the costs of *one* successful initial USDA GAP or GHP audit. For information, contact Laura England, at 717-783-8462 or laengland@pa.gov.