



PENNSYLVANIA VEGETABLE MARKETING AND RESEARCH PROGRAM

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Fresh Ideas

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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.

Growers Approve Continuation of Program

Nearly 85% of the vegetable growers voting in the review referendum on the Pennsylvania Vegetable Marketing and Research Program voted "Yes" to continue the Program for another five-year period. A total of 466 valid ballots were received with 396 voting "Yes" to continue the Program and 70 voting "No". Eight ballots were ruled to be ineligible or spoiled. Over 1,900 ballots were mailed to growers.

The Vegetable Marketing and Research Program has been consistently supported by growers in previous review referendums. In 2008, 84% of the growers voted in favor of continuing the Program compared to 78% in 2003, 66% in 1998 and 60% in 1993.

The Vegetable Marketing and Research Program Board greatly appreciates this vote of confidence in the work of the Program.

Order Your Point of Purchase Materials Now

The Vegetable Marketing and Research Program will again be offering a large selection of point-of-purchase items including the new banner introduced last year. The full-color heavy-duty banner advertises "Fresh Local Vegetables" and features the "PA Preferred" logo. Several other new items will also be offered.

Last year the Program began the process of phasing out materials with the "Simply Delicious" logo. The Program has considerable inventories of some "Simply Delicious" items because it has been the Program's policy to purchase large quantities of the custom printed items at a time to take advantage of volume discounts. These inventories will be used up in the coming years. The Board approved some price reductions on certain "Simply Delicious" items where large inventories need to be used up.

The Board encourages all individual growers to become licensed to use the state's official "PA Preferred" logo that is featured on the new banner and other new point-of-purchase items in the future. The Program can only ship the banners and other items with the "PA Preferred" logo to growers who are licensed with the "PA Preferred" program. Completing the license application is free and simple to do on the www.PAPreferred.com website or by calling 717-772-3094.

Since many growers are not yet licensed members of the "PA Preferred" program, the Vegetable Marketing and Research Program will be using the phrase "Fresh Local Vegetables" without the "PA Preferred" logo on some point-

of-purchase items so they can be shipped to growers who have not yet signed up with the "PA Preferred" license.

One of the new items being offered for 2013 is a series of "How to Use" information sheets for less familiar vegetables like Beets, Eggplant, Kale, Leeks, Spaghetti Squash, Summer Squash, Swiss Chard, and Winter Squash. These 3" x 5" sheets will be in tablet form so they can be easily displayed along with the produce. The sheets will contain information on how to prepare the item plus a recipe or serving suggestion.

Also available for purchase will be reusable tote bags with the "PA Preferred" logo and white tee-shirt bags with "Fresh Local Vegetables" imprinted on them.

Some of the most popular items historically have been the plastic price cards and price paddles which will be available along with the clip-on 3" x 4" price cards in plastic holders for retail market displays.

The crop or message stickers for the roadside signs will again be offered separately. There are 15 different stickers available for the signs. The choices include: Sweet Corn, Tomatoes, Peppers, Asparagus, Green Beans, Cantaloupe, Watermelons, Strawberries, Pumpkins, Fall Crops, Organic, Just Ahead, Farm Fresh, and a directional arrow. A blank sticker is also available allowing growers to letter in their own message or crop. Growers may choose to change the crop or message on the sign during the season or put a different crop on each side of the signs. The crop stickers can also be used on other signs.

continued on page 2

Point-of-Purchase Materials

continued from page 1

We will be offering a set of 16 different recipe cards featuring the best recipes from the 2011 and 2012 Vegetable Recipe Contests.

Market aprons and tee-shirts with the "Simply Delicious, Simply Nutritious" logo in full color on the front are available while supplies last. They enable growers to give their market personnel a more professional and uniform appearance. Both compliment the "Simply Delicious" embroidered hats.

If your market is going to participate in the PA Produce Month promotion, don't forget to order those point-of-purchase materials as well on the enclosed yellow sheet.

Each grower is allowed a credit equal to 50% of their assessment payment for the year up to a maximum credit of \$25 in ordering point-of-purchase materials. If you wish to order more than your credit allowance, you may do so by paying for the additional items. For a full description of the items available, see the enclosed list on the green sheet.

2013 Recipe Contest Set

The Program is sponsoring its tenth annual Pennsylvania Vegetable Recipe Contest this summer. Pennsylvania residents, including growers or spouses, are eligible to enter one or more of their best vegetable recipes using Pennsylvania vegetables to compete for \$100 prizes in four categories at a state-wide cook-off.

Growers who would like brochures about the Recipe Contest to give to their customers should call the Program at 717-694-3596. Entries are due June 30, 2013.

The cook-off is set for August 8 at the Lebanon County Career and Technology Center as part of the PA Produce Month promotion.

A panel of four judges will review the written recipe entries and select sixteen finalists to prepare their recipes at the cook-off. Four recipes will be chosen in each of the following four categories:

- Snap Beans/Lima Beans/Peas
- Sweet Corn
- Broccoli/Cabbage/Cauliflower
- Leafy Greens

Recipe entries must contain as a major ingredient one of the vegetables in the category entered. Fresh, canned, frozen or dried vegetables can be used in the recipe.

Recipes will be chosen on the basis of creativity, nutrition/healthfulness, ease of preparation, use of a category vegetable as a major ingredient and overall appeal.

The Program uses the recipe entries in its press releases, recipe cards, brochures or other published materials. For further information about the contest, visit the Program's website a www.paveggies.org or contact the Program at 717-694-3596 or pvmrp@embarqmail.com

Attention Wholesale Growers

The Vegetable Marketing and Research Program is again developing a directory of wholesale growers and we need your updated information about what crops you grow. If you wholesale your produce, please fill out the form on the back side of the yellow sheet in this mailing. This will allow us to build lists of growers who produce different vegetable crops to provide to wholesale produce buyers. It will also be posted in some form on the Program's website.

We are asking growers to not only list the specific crops they grow, but also to indicate about how many acres of each they grow. This enables us to direct larger buyers to the larger growers.

Make Sure You're Listed in the Consumers Guide

Growers who retail their produce at a roadside market should be listed in the "Consumer's Guide to Pennsylvania Farm Markets" published by the Department of Agriculture. Call 717-783-9948 for further information. This directory also lists community farmers' markets.

Penn State's Ag Map is also a good place for retail markets to be listed. Growers who want to list their farm on AgMap should go to <http://agmap.psu.edu> or call them at 814-863-7001.

Are You Listed on "PA MarketMaker"?

Pennsylvania MarketMaker is an online resource designed to boost farmers' marketing efforts, help consumers and businesses find locally grown products, and contribute to agricultural profitability. Likewise, other buyers and sellers in the food supply chain, including food retailers, processors, wholesalers, producers and farmers, restaurants, wineries, farmers' markets and others will be able to find your business and products.

Registration and participation is free. Visit <http://pa.foodmarketmaker.uiuc.edu>. If you do not have Internet access and wish to register, contact Gina Backes at 309-757-9077 and ask her to either mail you a registration form or have her complete your registration over the phone.

Sign Up for "PA Preferred"!

Today's consumer is very interested in knowing the producer and where their food comes from. By utilizing the PA Preferred™ logo on your produce, you can distinguish your product from others in the marketplace. It is an effective tool for increasing the awareness of Pennsylvania produced, quality product. There is no charge for becoming a member. Program information may be found on line at www.PAPreferred.com or by contacting Bryan Keister at 717-772-3094 or bkeister@pa.gov. By enrolling today, you will be listed on the PA Preferred™ website.

Plan Now to Celebrate August as PA Produce Month

When is Pennsylvania Produce most plentiful all across the state? August, of course. That is why the Pennsylvania Vegetable Marketing and Research Program will once again be celebrating August as Pennsylvania Produce Month. The purpose is to focus consumer attention on the abundant supplies of quality, fresh Pennsylvania produce that are available in farmers' markets, roadside farm markets and even supermarkets during the month of August.

The Program realizes that some Pennsylvania vegetables hit the market in May, June and July. A press release highlighting sweet corn will be mailed in late June. Regular point-of-purchase materials will be mailed beginning in June. But August is the month when nearly all vegetable crops are available in plentiful supply across the state. August is also the time when an extra boost in sales would be welcomed by most marketers.

The Program will be providing the following support to markets and growers to enable them to promote and hopefully profit by PA Produce Month:

1. ALL growers who order ANY point-of-purchase materials in 2013 will automatically receive six small (8.5" x 11") full-color "August is PA Produce Month" posters.

2. A Produce Month grower kit will be available to all growers at a nominal cost of \$2 per kit. This kit will include two large posters (about 18" x 24"), and twenty 7" x 11" price cards – both in full color. These kits can be ordered directly from the Program. Growers will also be able order additional small posters for \$0.50.

3. A sample press release that markets can use to both promote PA Produce Month and any special activities they will be undertaking to celebrate PA Produce Month to their local press will be sent to each participating market.

4. The Program will be contracting for radio advertising and possibly some television advertising to let consumers know about PA Product Month.

5. A general statewide press release on PA Produce Month will be issued to news media across the state along with articles on various Pennsylvania vegetable crops.

6. One or more media events will be scheduled to highlight PA Produce Month. Farmers' markets, or even roadside markets, interested in hosting one of these events, should contact the Program.

7. A Produce Month market kit for non-grower markets will be available at most produce auctions across the state. These kits will include one large poster (about 18" x 24"), six small posters (8.5" x 11"), and twenty 7" x 11" price cards – all in full color.

8. The Program will also make posters available to supermarkets across the state to support their sales of local produce.

Growers or farmers' markets who want to participate in PA Produce Month can do so by using any of the following suggestions:

1. Order a Produce Month grower kit. .

2. Use the PA Produce Month graphics in your print advertising during August. These will be available on the Program's website.

3. Run a special coupon in your advertising for use at your market during PA Produce Month. Don't forget to include the PA Product Month graphics on the coupon. Make it a percentage off coupon or a given dollar amount discount. Or you could make the coupon a frequent buyer offer where the customer receives the specified discount if they visit the market every week or four times during August. These could be handed out at your market during the end of July and early August.

4. Offer a PA Produce Month special during August.

For example:

- Pick 5 Get 10 - Buy 5 different vegetables and get a 10% discount

- 15 ears of sweet corn for the price 12

- Free tomato with a \$5 or \$10 purchase

- Free cantaloupe with \$10 or \$15 purchase

Be creative and offer a different special each week of the month. If your peppers are overproducing, make them the giveaway item. Use any special that has worked for you in the past.

5. Hold a PA Produce Month special event – like a Sweet Corn, Tomato, Watermelon, or Cantaloupe Festival. If you already have special event planned for August, incorporate PA Produce Month into your plans and publicity for that event. If you would like your special event to be considered for one of the Program's media events, contact the Program.

The key to the success of Pennsylvania Produce Month is the support and participation of growers and markets across the state. We hope growers will use this campaign to highlight the availability of their crops during August.

GAP/GHP Certification and Cost Share Available

The Pennsylvania Department of Agriculture (PDA) offers farms and packinghouses the opportunity to be certified for Good Agricultural Practices for farms and Good Handling Practices for packinghouse operations. For further information on the certification program, contact the Department at 717-787-4315.

The Department is also offering a GAP/GHP Cost-Share Program for the 2013 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 Jared Grissinger, at 717-705-9513 or jgrissinge@state.pa.us.

A Record Amount of Research Funded in 2013

The Vegetable Marketing and Research Board allocated \$30,000 in assessment funds for vegetable research in 2013. In cooperation with the Pennsylvania Vegetable Growers Association, which contributed an additional \$55,000 from its General Fund and \$3,000 from the Simply Sweet Onion growers, the two vegetable growers organizations will be funding 17 different projects. The Association's research funds are earned by the members at the Farm Show and Ag Progress Days Food Booths. The approved projects total about \$88,000, a record amount.

The projects approved for funding and their objectives are listed below. Projects marked with an asterisk "*" were only approved for partial funding.

Sweet Corn

Keeping PA Vegetable Growers Profitable: Statewide Cultivar Trials

Elsa Sánchez and William Lamont, Penn State University; and Timothy Elkner, Thomas Butzler, Steven Bogash, Lee Stivers, Robert Pollock, Penn State Extension

\$12,000

- to evaluate several cultivars of vegetable crops –cultivars of synergistic sweet corn in 2013 – in three field locations to provide Pennsylvania growers with up-to-date recommendations based on how each cultivar performed regionally and statewide.

Adjusting Thresholds and Timing of Sprays for Corn Earworm on Processing Sweet Corn

A. M. Shelton and D. Olmstead, Cornell Univ. **\$3,200***

- to evaluate CEW control when insecticides are applied using a) pheromone trap guidelines listed above or b) new experimental timing treatments that begin just prior to silking when CEW are present in pheromone traps.
- to compare efficacies of CEW control using industry-standard insecticides (pyrethroids) and alternative registered insecticides when applied at first tassel.
- to evaluate the outcome of further oviposition by CEW after insecticide treatments made at silk initiation are discontinued.

Tomatoes

Breeding Tomatoes for Early Blight and Late Blight (LB) Resistance and Other Desirable Horticultural Characteristics for Production in PA

Majid R. Foolad, Penn State Univ.

\$6,000*

- to transfer new LB resistance genes (Ph-5) to our fresh-market tomato lines and evaluate under field conditions for horticultural characteristics.
- to transfer new LB resistance genes (Ph-5) to our processing tomato lines and evaluate under field conditions for horticultural characteristics.
- to transfer the previously-known LB resistance gene (Ph-3) to our fresh-market tomato lines and evaluate under field conditions for horticultural characteristics.

- to transfer the previously-known LB resistance gene (Ph-3) to our processing tomato lines and evaluate under field conditions for horticultural characteristics.
- to characterize the genetic basis of resistance within new sources of LB resistance.
- to produce experimental hybrids of fresh-market and processing tomato and evaluate under field conditions.
- to field evaluate Penn State advanced processing and fresh-market tomato breeding lines.

Identification of Genetic Resistance to Tomato Bacterial Diseases in Pennsylvania

Timothy McNellis and Majid Foolad, Penn State Univ.

\$8,000

- to identify resistance to *Xanthomonas camopestris* pv. *Vesicatoria* (bacterial spot disease) within the tomato breeding lines developed at the Pennsylvania State University as well as a collection of tomato wild species.

Evaluation of the Performance of PSU Tomato Breeding Lines and F₁ Hybrids Under Commercial Production Conditions in Pennsylvania

Beth K. Gugino and Majid Foolad, Penn State Univ. **\$6,000**

- to evaluate the performance and yield of ten large-size fresh-market tomato breeding-lines and F₁ hybrids developed at the Pennsylvania State University under grower field conditions in PA and compare with the currently-grown commercial cultivars.

Continuing to Build Upon BLIGHTCAST and PA-PIPE: Evaluation of an Improved Decision Support System for Late Blight

Beth K. Gugino, Penn State Univ. and Bill E. Fry, Cornell University

\$4,460

- to evaluate/field-test the use of the Cornell late blight decision support system (DSS) for managing late blight on tomato and potato in PA.
- to determine the infrastructure needed to integrate the Cornell late blight DSS and the PA-PIPE.

Plum / Roma Tomato Variety Trial 2013

Steve Bogash and William Brandenburg, Penn State Extension

\$4,461

- to identify tomato cultivars that have promise as successful market varieties
- to identify those cultivars that are both resistant and susceptible to yellow shoulders based on an intensive tissue testing program.
- to identify cultivars that are considered superior in flavor and appearance
- to produce saleable yield data (size, avg. weight, etc) for the cultivars in this program in order to allow growers to select varieties that meet their marketing criteria.
- to increase local market share for fresh market tomatoes by local growers by assisting them in the selection of tomato cultivars that are considered superior by tasting panels.

continued on the next page

Research Funding *continued*

- to determine the maximum potential yield and packout for selected varieties through intensive tissue analysis and subsequent nutrient application.

Slicer Tomato High Tunnel Economics Trial

Steve Bogash, Penn State Extension **\$6,369**

- to evaluate the economics of producing slicing tomatoes in a high tunnel comparing those that are grown from an early spring planting through the entire growing season into the fall.
- to evaluate the economics of producing slicing tomatoes in a high tunnel comparing those that are planted in the spring and grown until field tomatoes come into the marketplace, then removed and that portion of the high tunnel renovated and replanted for a fall harvest.

Developing a Biological Control Program for Two-Spotted Spider Mite in Central Pennsylvania High-Tunnel Tomato Production

Cathy Thomas, Pennsylvania Department of Agriculture **\$5,000**

- to utilize one-on-one training with an IPM/Biocontrol specialist to help growers integrate a biological control program for management of two-spotted spider mite in high tunnel vegetable production.
- to reduce the use of conventional and high-risk pesticides in high tunnels of participating growers by at least 50%.

Cucurbits

Optimizing Management of Cucumber Downy Mildew to Currently used Fungicides, Varieties and Production Methods

Sally A. Miller and Fulya Baysal-Gurel: The Ohio State University (OARDC) **\$2,000***

- to assess the relative sensitivity of the downy mildew pathogen to fungicides commonly used to manage the disease using a greenhouse assay we have developed recently.
- to determine the relationship between *P.cubensis* spore counts, plant canopy for ground and trellis cucumber production, and outbreak of disease.
- to develop an IPM approach to downy mildew management in cucumbers.

Developing Downy Mildew and Powdery Mildew Management Strategies for Organic Cucurbit Production

Sally A. Miller and Fulya Baysal-Gurel, The Ohio State University (OARDC) **\$2,000***

- to test the efficacy of several biorational products approved or likely to be approved for organic production to control cucurbit downy and powdery mildew diseases.
- to test the use of floating row covers for the management of bacterial wilt, and cucurbit downy and powdery mildew diseases.
- to determine the effects of row covers on yield

Green Slicer Cucumber Variety Trial Year 2

Steve Bogash, Penn State Extension **\$4,973**

- to identify slicing cucumber cultivars that have promise as successful market varieties.
- to rate cultivars as to their resistance and susceptibility to powdery and downy mildew in a standard disease management program.
- to identify cultivars that are considered superior in flavor and appearance
- to produce saleable yield data (size, avg. weight, etc.) for the cultivars in this program in order to allow growers to select varieties that meet their marketing criteria.

Other Crops

White and Gray Mold Control in Snap Beans

Helene R. Dillard, Cornell University **\$4,316**

- to conduct a comprehensive field trial to compare efficacy of registered and non-registered new fungicides for control of white mold caused by *Sclerotinia sclerotiorum* and gray mold caused by *Botrytis cinerea* on snap beans.

Colored Bell Pepper High Tunnel Economics Trial

Steve Bogash and Timothy Elkner, Penn State Ext. **\$4,390**

- to evaluate the economics of colored bell peppers in high tunnels comparing those that are harvested green as early as possible, then later allowed to fully ripen once field green peppers show up in the local market.
- to evaluate the economics of colored bell peppers in high tunnels those that are harvested only fully colored.

Evaluating Potential Herbicides for Row-Middles with Plasticulture

Mark VanGessel, Univ. of Delaware and Dwight Lingenfelter, Penn State Univ. **\$5,000**

- to evaluate effectiveness of various herbicides for weed control in row middles for plasticulture.
- to evaluate potential herbicides for use in plasticulture
- to evaluate crop safety of various crops for herbicides that could be registered in PA

Evaluation of Lettuce Cultivars for Both a Spring and Fall Crop in High Tunnels

Elsa Sánchez and William Lamont, Penn State Univ. **\$4,000**

- to evaluate several cultivars of three types of lettuce for spring and fall production in high tunnels to provide Pennsylvania growers with recommendations.

Evaluate the Effects of Inoculum Pressure and Onion Maturity at Harvest on Harvest And Post-Harvest Losses Due to Bacterial Diseases

Beth K. Gugino and Emily E. Pfeufer, Penn State Univ. **\$6,064**

- (includes \$3,000 from Simply Sweet Onion Committee)*
- to evaluate the effects of inoculum pressure and onion maturity at harvest on harvest and post-harvest losses due to bacterial disease.

2013 Assessments Are Now Payable

Enclosed with this newsletter is your Production Verification Statement for 2013. The assessment for the 2013 growing season is now payable. The form for 2013 is slightly different from previous years to reflect the changes approved by growers in last year's amendment referendum. **High tunnel production is now 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 Production Verification Statement. The assessment is **not** due on small fruits like strawberries, brambles or blueberries **nor** 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, 2014, at the latest. However, growers who sell their produce through collecting sales agents may be required to pay earlier in the year. Growers are encouraged to pay the assessment and order any point-of-purchase materials by June 30, 2013.

You Have a Choice

Growers have the opportunity to designate on their Production Verification Statement how much of their assessment they want to see used for marketing activities and how much they would like to see used for research. Marketing activities include sponsoring PA Produce Month, printing and shipping of point-of-purchase materials, distributing press releases and sponsoring the recipe contest. Over the past five years, the Program has spent about 67% of grower assessment dollars on research and 33% 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 Us Help You

Like last year, this year's form includes several questions that will enable the Program to serve you better, especially if you are a fresh market grower. The questions ask whether your operation is certified organic, sustainable or conventional, if you sell your produce retail or wholesale, what form of retail sales you use, and what forms of wholesale outlets you use.

This information will serve two purposes. It will allow the Program to determine how many growers use different growing and marketing methods. This will help us to plan our promotion and marketing activities better. Second, the Program will be better able to inform you as a grower when new marketing opportunities that might interest you are available. We are also asking you to include your email address if you have one. Obviously, that is quickest and most cost-effective method of contacting you. The Program does not plan to publish the marketing information about individual farms but rather use it internally.

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.

The Program has funded IPM research at Penn State for tomato disease control and sweet corn insect control for many years. The Board feels it is important to provide this IPM information to growers during the season when they can use it to time fungicide and insecticide applications. For the last sixteen years the Program has offered this information to growers in the PA Vegetable IPM Weekly Update. Besides being sent to individual growers, it is posted at many of produce auctions.

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 on the yellow Grower Response Form. Please return the form by June 30, 2013, to get on the list for the weekly mailings, faxes or emails. Please note that faxes will normally be send during the nighttime hours.

Growers can also obtain the information from these projects to help them time their fungicide and insecticide sprays from a toll-free hotline, and from websites.

The toll-free recorded telephone message is available 24-hours-a-day by calling 1-800-PENN-IPM. While the call can be dialed from either a rotary or touch-tone phone line, to access the specific information about vegetable diseases or sweet corn, the telephone must be able to be switched to a touch-tone phone after the initial call is placed.

The IPM information will also be available on the Penn State Extension Vegetable, Small Fruit and Mushroom website at <http://extension.psu.edu/plants/vegetable-fruit>.

Questions? Call the Program at 717-694-3596 or email us at pvmrp@embarqmail.com.