



PENNSYLVANIA VEGETABLE MARKETING & RESEARCH PROGRAM

2301 N. Cameron St., Harrisburg, PA 17110 | 717-694-3596 | pvrmp@embarqmail.com | PAVeggies.org

Board Members

Chairman

Christopher Powell
Strasburg

Vice Chairman

Scott Hoffman
Northumberland

Secretary-Treasurer

Kenneth Metrick
Butler

Russell Redding
Secretary of Agriculture

Leonard Burger III
Drums

Stephen Ganser
Kutztown

Joel Kosa
Ulysses

Joseph Mason
Lake City

Laverne Nolt
Martinsburg

Joseph Stahl
Lititz

Cynthia Yingling
Glen Rock

Bennie Yoder
Springs

Executive Secretary

William Troxell
815 Middle Road
Richfield, PA 17086
717-694-3596
pvrmp@embarqmail.com



Fresh Ideas

Volume 32 Number 1

July 2022

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.



The Pennsylvania Vegetable Marketing and Research Program is once again actively promoting your product – PA Veggies – using the theme “Summer Means Local”. Plus, this will be the 17th year that the Program will be promoting the bountiful supply of Pennsylvania vegetables available in August with the PA Produce Month promotion. However, as the “Summer Means Local” theme implies, we will be expanding our promotion efforts to include July and September – before and after Produce Month.

Press releases, social media posts, consumer emails, blogs, and new website content are all planned to promote PA Produce for this season. With the help of a Specialty Crop Block Grant (SCBG), the Program will again be working with Taste Profit Marketing, to tout Pennsylvania vegetables in 2022.

A new initiative for 2022 is to use some of the SCBG funds to do paid advertising on social media. The Program has been using social media – Facebook and Instagram – for several years with good results. By using paid

(continued on page 2)

SUMMER MEANS LOCAL

(continued from page 1)

advertising on these social media outlets, we hope to significantly increase the number of people being reached with these posts which in turn link to the many consumer resources available on the website

The Program will be sending out a series of emails during the summer to its list of consumers and will be actively trying to increase the number of consumers on the list. Growers (for whom we have email addresses) will also receive a series of emails outlining the Program's marketing resources available to them.

PA Veggies Facebook and Instagram social media are a critical part of the Program's efforts to promote Pennsylvania vegetables and Taste Profit will be working to post information throughout the summer. Taste Profit will also be updating the PAVeggies.org website

The Program will be distributing PA Produce Month point-of-purchase materials to growers, to the produce auctions for sale to their buyers and to supermarkets who request them. If you have a retail market, please be sure to order these posters and price cards to show your participation in PA Produce Month.

2021 RESEARCH REPORTS

The reports from most of the nine research projects sponsored by the Program and the Pennsylvania Vegetable Growers Association in 2021 are now available. They can be accessed from the Program's website PAVeggies.org under the Farmer Resources tab. (Reports from previous years are also available on the website.) For growers who do not have access to the website, you can order paper copies on the order form included with this mailing.

ARE YOU LISTED IN THE DIRECTORIES?

The Program has put a great deal of effort into developing online directories of growers who retail their produce to consumers through farm markets, farmers' markets and CSAs as well as a separate listing of growers who wholesale their produce. The value of a directory is determined by the number of growers listed and accuracy of the information listed. So if you are NOT LISTED (or are not sure if you are listed), please fill out the enclosed Directory Information form so we can include you. If you are LISTED, please check your listing to make sure we have the correct information.

IPM INFORMATION ONCE AGAIN AVAILABLE

The Pennsylvania Vegetable IPM Weekly Update will be offered again this year from June through early September. These sweet corn, tomato and curcubit integrated pest management (IPM) weekly updates will be available to growers by email, fax or regular mail. For the last 25 years the Program has offered this information to growers. The regular mail version will only be sent to growers who request it. Please call 717-694-3596 as soon as possible to get on the list for the weekly mailings, faxes or emails.

Growers can also obtain IPM and additional information on 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 <https://www.paveggies.org/farmers/ipm-weekly-updates/>

See the Free Marketing Materials Online in the "Farmer Resources" at PAVEGGIES.ORG

- Seasonal, Veggie-focused Recipes
- How-to Graphics for over 14 Vegetables
- Customer checklist graphics for celebrating local foods
- Downloadable cooking videos and how-to videos, perfect for Facebook or Instagram Reels.

SHIRTS, APRONS AND HATS ADDED TO POINT OF PURCHASE MATERIALS

The Program will be again be offering a selection of various point-of-purchase materials for growers who retail their produce. With the support of a matching grant from the PA Department of Agriculture, we are able to again offer tee-shirts, aprons and hats – all with the “PA Produce” logo on the front.

The shirts and aprons are tan or khaki colored. We are offering the tee-shirts in men’s sizes of medium, large, extra large and extra-extra large.

The aprons will be available in full bib apron style as was offered previously plus a waist apron. Both styles have pockets across the front to allow use at markets.

The hats will have a green front and bill with the “PA Produce” logo on the front.

Also with the help of previous matching grants from the PA Department of Agriculture, the Program has been able to replenish its supplies of price cards, price paddles, price stickers, roadside signs and crop stickers, “How to Use” information cards, student activity cards and other items.

Growers receive a credit of half of their assessment payment (up to a maximum credit of \$25) to allow them to order point-of-purchase materials at no additional cost. Growers who wish to order more than their credit allows can do so by simply adding the additional amount to their assessment payment. See the enclosed description and order sheet.

Send your point-of-purchase order to the Program as soon as possible (by August 31 if possible) in the enclosed business reply envelope.

ELEVEN RESEARCH PROJECTS FUNDED FOR 2022

The Vegetable Marketing and Research Board allocated \$26,000 in assessment funds for vegetable research in 2022, an increase of \$6,000 over the amount budgeted in the previous five years. In cooperation with the Pennsylvania Vegetable Growers Association (PVGA), which will be contributing an additional \$42,823 from its General Fund, the two vegetable growers organizations will be funding eleven different projects. The Association’s research funds are earned at PVGA’s Farm Show Food Booth and the Mid-Atlantic Fruit and Vegetable Convention and from special donations from members.

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

Impact of Management Practices on Soil Health Indicators in Conventional and Organic Vegetable Cropping Systems (multiyear- Year 3)

Dr. Gladis Zinati, Rodale Institute

\$5,000

- to assess soil chemical and biological properties in soil samples taken in 48 plots.
- to disseminate the results to growers using various educational venues. These activities include, but are not limited to, an annual field day, a web article posted on Rodale Institute’s website, an article in a PVGA newsletter, and an online seminar in 2022.

Are Organic Herbicides Effective for Burndown Prior to Crop Establishment?

Dwight Lingenfelter and John Wallace, Penn State University

\$1,867

- to examine various OMRI approved herbicides to determine their effectiveness on burndown weed control.
- to evaluate these herbicides compared to competitive, non-OMRI approved products.

Potential Herbicide Programs to Control Problem Weeds in Pumpkin

Dwight Lingenfelter and John Wallace, Penn State University

\$1,869

(continued on page 4)

RESEARCH PROJECTS *(continued from page 3)*

- to examine various pre and post herbicide programs in pumpkin (i.e., novel concepts vs. standards) to determine their effectiveness on weed control.
- to evaluate these herbicide programs on pumpkin injury and yield impact.

Improving Onion Center Rot Management Through More Precise Topping at Harvest

Beth K. Gugino and Jennie D. Mazzone, Penn State University

\$3,000

- to develop a recommendation to help growers safeguard bulbs from bacterial disease through precision hand-topping at harvest.
- to develop a picture tool to help growers rapidly assess when to harvest based on disease severity and its proximity to the bulb.

Evaluating the Efficacy and Safety of Pyridate in Snap Beans

John Wallace and Dwight Lingenfelter, Penn State, University; Lynn Sosnoskie, Cornell University; Mark VanGessel, University of Delaware

\$3,570

- to evaluate the efficacy and safety of pyridate for commercial snap bean production.
- to evaluate two formulations, Tough EC (an emulsifiable concentrate) and Lentagran WP (a wettable powder).

In-Row Cultivation Using Camera Guidance Technology in Snap Bean

John Wallace and Tosh Mazzone, Penn State University

\$1,248

- to evaluate cultivation timing of in-row cultivation with finger-weeders and camera-based guidance to optimize weed control and minimize crop injury.

Assessing the Ability of Tomato Communities to Suppress Disease in a Transplant Setting

Kevin L. Hockett, Penn State University

\$8,350

- to passage a natural community for 8-10 transfers to select for bacterial spot suppression.
- to evaluate the ability of the disease suppressive community developed in objective 1 to suppress bacterial spot in a tomato transplant production setting.

Keeping PA Vegetable Growers Profitable: Statewide Cultivar Trials

Elsa Sánchez, Robert Pollock, Timothy Elkner, Thomas Butzler, and Megan Chawner - Penn State University and Extension

\$20,000

- to evaluate early maturing, determinate, large, red, slicing tomatoes.

Evaluation of Rootstock-Scion Interaction and Yield Performance in Fresh-Market Tomato Grown in High-Tunnel

Timothy Elkner, Andrew Blunk and Francesco Di Gioia, Penn State Extension and University

\$9,919

- to evaluate the performance of two fresh-market tomato varieties grafted onto four commercial rootstocks examining the rootstock-scion interaction effect on plant growth, nutrient uptake, yield, and fruit quality in a high tunnel under PA environmental conditions.

Breeding Processing Tomatoes for Production in PA

Majid R. Foolad, Penn State University

\$6,000

- to evaluate a total of 40 PROC tomato F₁ hybrids with EB resistance.
- to evaluate 56 PROC tomato F₁ hybrids with EB + LB resistance.
- to continue development and evaluation of elite inbred lines of PROC tomato with EB resistance.
- to continue development and evaluation of elite inbred lines of PROC tomato with EB + LB resistance.
- to establish and continue a project to identify and map genes for bacterial canker resistance to be used for breeding purposes.

Breeding Fresh-Market Tomatoes for Production in PA

Majid R. Foolad, Penn State University

\$8,000

- to evaluate 95 FM large-size F₁ hybrids with EB resistance.
- to evaluate 77 FM large size F₁ hybrids with EB + LB resistance.
- to evaluate 90 FM grape tomato hybrids with EB and/or EB + FB resistance.
- to evaluate and develop elite large-size FM tomato breeding lines with EB resistance and other desirable characteristics.
- to evaluate and develop elite inbred lines of large-size FM tomato breeding lines with LB resistance and other desirable characteristics.
- to evaluate and develop elite inbred lines of FM grape tomatoes with various desirable characteristics.
- to establish and continue a project to identify and map genes for bacterial canker resistance to be used for breeding purposes.

