

PENNSYLVANIA VEGETABLE MARKETING AND RESEARCH PROGRAM

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2011 ANNUAL REPORT

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 by funding practical vegetable production research.

Sixth Annual PA Produce Month Celebrated

The Vegetable Marketing and Research Program conducted its sixth celebration of August as Pennsylvania Produce Month this season. And with the help of a Specialty Crop Block Grant from the United States Department of Agriculture through the Pennsylvania Department of Agriculture, the Program was able to promote Produce Month and Pennsylvania vegetables on radio stations across the state during August.

While the Program's press relations efforts, distribution of point-of-purchase materials, vegetable recipe contest, website and other activities promote Pennsylvania vegetables throughout the season, Produce Month is designed to focus extra attention on Pennsylvania vegetables at the height of your season.

During the first week of August, the Program sponsored traffic reports on 86 radio stations and ran 30-second ads on the 50-station Radio Pennsylvania network including KYW in Philadelphia. The radio messages encouraged consumers to stop and pick up some fresh Pennsylvania vegetables at their local community farmers' market, roadside farm market or supermarket. Consumers were also encouraged to visit the Program's website at www.paveggies.org for vegetable recipes.

The Governor officially proclaimed August as Pennsylvania Produce Month and the state House of Representatives organized a one-day farmers market in the Capitol rotunda featuring produce from Spiral Path Farms, the Joshua Farm and other vendors.

To encourage greater participation in PA Produce

Month, the Program mailed six small PA Produce Month posters with each of about 300 point-of-purchase orders received from growers. About 90 of these growers ordered the Produce Month kit in addition which included two large posters and 20 special Produce Month price cards. Growers could also order a compact disc with graphics for use in their newspaper or other print advertising.

Over 250 Produce Month kits were shipped to the various produce auctions across the state where they were available to growers and to the non-grower marketers who purchase produce at the auctions.

The Program again offered the large and small PA Produce Month posters as well as price cards to several major supermarket chains in the state. Posters and/or price cards were requested for about 250 stores by Acme, Karns, Lancaster Family-Owned Markets, Redner's Warehouse Markets, ShurFine (Associated Wholesalers), and SuperValu (Shop N' Save, Foodland, and County Stores).

To gauge the number of consumers who visited the website as a result of the radio advertising campaign, the Program offered on the website a \$2 rebate to consumers who submitted proof of purchasing \$20 worth of vegetables from a community farmer's market or roadside farm market from August 5 to August 15. They also had to complete a short survey. Unfortunately only a few consumers took advantage of this offer.

If you have a retail farm market or are part of a

Program Benefits from Specialty Crop Block Grants

The Vegetable Marketing and Research Program has received several Specialty Crop Block Grants to help promote Pennsylvania Vegetables. These funds have enabled the Program to improve its website, provide additional point-of-purchase materials to growers, and increase its promotion of August as Pennsylvania Produce Month

These grants are made under the Specialty Crop provisions in the 2007 Farm Bill. These federal funds are allocated to each state and administered by the

community farmer's market, plan now to participate in the 2012 August is PA Produce Month promotion. Pennsylvania Department of Agriculture which awards them to entities within the state.

In 2009, the Program was awarded a \$41,000 Specialty Crop Block Grant to update its www.paveggies.org website and supply point-of-purchase materials to growers during the 2010 and 2011 seasons.

The Program had Graphtech, a Harrisburg printing and graphic design firm, totally reconstruct its website.

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Specialty Crop Block Grants

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While the content of the website remains very similar to what it was previously, it is presented in a much more professional manner. The website contains the finalist recipes from the Program's recipes contests over the past several years, arranged by crop, so consumers can quickly access fresh, new recipes for Pennsylvania vegetables. The website also contains nutritional information on vegetables. News releases about various Pennsylvania crops provide further information about – again with more vegetable recipes. A list of markets selling Pennsylvania produce is available as well.

The website also serves as a source of information for growers. The research reports from the projects funded by the Program and the Pennsylvania Vegetable Growers Association are posted on the site for free access by growers at any time. Information about the point-of-purchase materials available to growers and an order form are also available as are the Production Verification Forms needed for the payment of the annual assessment.

Most of the funds from this first Specialty Crop Grant were used to purchase additional supplies of point-of-purchase materials for growers in 2010 and 2011 as well as pay for shipping costs. Additional supplies of clip-on price cards, plastic price cards, recipe cards, shirts, aprons, hats, crop stickers for the roadside signs, roadside signs and stakes, price stickers and "Fun and Healthy Facts" brochures were purchased.

In 2010, the Program was also awarded a \$46,000 Specialty Crop Block Grant that will help fund the PA Produce Month, press relations and recipe contest promotion efforts in 2011 and 2012. This grant enabled the Program to again conduct a radio advertising campaign to promote August as Pennsylvania Produce Month. Due to budget constraints, the Program has not been able to do any radio advertising of the month long promotion for several years. The Program was also able to retain a clipping service to track the number of articles published as a result of the Program's press relations efforts.

The Program has been awarded a third Specialty Crop Block Grant of \$26,000 to continue to improve the website and purchase point-of-purchase materials during the 2012 and 2013 growing seasons.

2011 Research Reports Available

In the past the Program has mailed copies of the reports from the research projects funded by the Program and the Vegetable Growers Association to all growers paying their assessment for the previous year. In order to save Program funds, the Program Board decided to post all the research reports on the Program's website at www.paveggies.org. Growers who do not have access to the internet can order paper copies of the projects of interest to them.

Hundreds of Point-of-Purchase Materials Shipped

The Program shipped point-of-purchase materials to 368 growers for the 2011 season. While no new or different items were offered, the Program was able to again offer "Simply Delicious" banners and binwrap. These were supplied to the Program by the Department of Agriculture. New supplies of clip-on price cards, price stickers, roadside signs and stakes, recipe cards and recipe card racks, hats, and brochures were purchased in 2011. Small and large price paddles, price cards, shirts, aprons, and restaurant signs all featuring the "Simply Delicious" logo were also available to growers paying the Program's assessment.

The following numbers of the different items were ordered in 2011:

Banners	92
Binwrap	125
Restaurant Signs	36
Roadside Signs	125
Stickers for Roadside Signs	825
Clip-On Price Cards (pk of 10)	99
Price Cards (pk of 10)	208
Small Price Paddles (pk of 10)	291
Large Price Paddles (pk of 10)	167
PA Vegetables Brochures (pk of 100)	25
Fun & Healthy Facts Brochures (pk of 100)	23
Price Stickers (roll of 500)	117
Aprons	34
Shirts	60
Hats	24
Recipes Cards (50 of each of 16 recipes)	41
Recipe Card Racks	11

Press Relations Effort Reaches Over 3.5 Million

The Vegetable Program sent out press releases on sweet corn, tomatoes, melons, snap beans, zucchini, cucumbers, beets, lima beans, cole crops and pumpkins/squash plus a special release on the effects of flooding on growers. The crop releases contained recipes entered in the "Simply Delicious" Vegetable Recipe Contests. In 2011, 44 articles from the releases appeared in newspapers (both print and online) read by over 3.5 million persons including:

- 12 articles on sweet corn reaching 360,000 readers,
- 5 articles on the flood damage reaching 2,614,000 readers,
- 5 articles on snap beans reaching 104,000 readers,
- 5 articles on lima beans reaching 93,000 readers,
- 4 articles on pumpkins and squash reaching 29,000 readers,
- 3 articles on beets and root crops reaching 87,000 readers,
- 3 articles on tomatoes reaching 81,000 readers,
- 3 articles on cole crops reaching 35,000 readers,
- 2 articles on zucchini reaching 83,000 readers,

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Press Relations

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- 1 article on cucumbers reaching 71,000 readers, and
- 1 article on melons reaching 12,000 readers,

The press releases are also posted on the Program's website at www.paveggies.org.

The Program has been distributing press releases about Pennsylvania vegetables for the last 21 years. The goal is to get accurate articles about Pennsylvania vegetables in Pennsylvania newspapers, especially on the food pages.

Eighth Annual Vegetable Recipe Contest Held

Four Pennsylvania cooks were declared winners in the eighth annual Pennsylvania "Simply Delicious, Simply Nutritious" Vegetable Recipe Contest Cook-Off. Kenneth Ward became the first male first-place-prize winner with his "Colorful Corn Chowder". First-time finalist Shauna Yorty of Lebanon, won the first place prize in the Snap Bean/Lima Bean/Pea category with her "Shauna's Super Summer Salad". The other first-place-prize winners were Kathy Rohrbaugh of Shrewsbury and Frances Dietz of York. The Cook Off was held on Friday, August 5, 2011, at the Olewine Center for Culinary Arts at Harrisburg Area Community College, Harrisburg, Pennsylvania.

George Greig, state Secretary of Agriculture presented the \$100 cash prizes to the winners. Finalists who did not win first-place prizes received a \$25 gift certificate to the farm market of their choice.

Four finalists in each category competed for the top prizes. Judges choose the finalist recipes for the Cook-Off from 66 written recipe entries submitted by 30 cooks from across the state. Recipes were scored on the basis of four criteria: creativity, nutrition/healthfulness, ease of preparation, and overall appeal. Recipe entries had to contain as a major ingredient at least one vegetable in the category. Recipes were required to be created or modified by the contestant or a member of the contestant's family.

All the finalist recipes are available on the Vegetable Marketing and Research Program's website at www.paveggies.org or by sending a self-addressed, stamped envelope to the Program at : PA Vegetable Mktg. & Res. Program, 815 Middle Road, Richfield, PA 17086.

IPM Reports Published

The Program distributed a weekly two- to six-page IPM update on tomato fungicide scheduling, sweet corn insecticide scheduling and cucurbit disease information to 156 persons by electronic mail, 44 by fax and 144 growers by mail from mid-June through August, 2011.

The Program also provided the weekly update to produce auctions.

Program Helps Fund Record Amount of Research in 2011

The Vegetable Marketing and Research Board helped fund 15 vegetable research projects in 2011. The vegetable projects were funded in conjunction with the Pennsylvania Vegetable Growers Association. The Program contributed a record \$35,000 in assessment monies towards these projects. The Vegetable Growers Association contributed another \$35,000 for the projects from the profits from their Farm Show food booth.

The projects were as follows:

Sweet Corn

Monitoring and Management of Worms in Sweet Corn

Shelby J. Fleischer and Scott Smiles, Penn State Univ. \$4,500

Evaluating Rotational Vegetable Crop Sensitivity to

Impact Herbicide

Mark VanGessel, Univ. of Delaware and Dwight Lingenfelter, Penn State Univ. \$4,000

Non-Atrazine Herbicide Programs for Weed Control in

No-till Sweet Corn

Dwight Lingenfelter, Penn State Univ. and Mark VanGessel, Univ. of Delaware \$3,000

Snap Beans

Extended Season Management of Snap Bean Root

Pathogens Using Combinations of Seed and Soil Treatments

Beth K. Gugino, Penn State Univ. and William Waltman, Penn State Cooperative Ext. \$4,700

Common Lambsquarters and Velvetleaf Control in Snap Beans

Dwight Lingenfelter, Penn State Univ. and Mark VanGessel, Univ. of Delaware \$3,000

Breeding White Mold Resistant Snap Beans

Phillip D. Griffiths, Cornell Univ. NYSAES \$3,500

Tomatoes

Management of Tomato Bacterial Pathogens Using Heat

Seed Treatments

Beth K. Gugino, Penn State Univ., and Steve Bogash, Penn State Cooperative Ext. \$4,800

Breeding Tomatoes for Disease Resistance and Other

Desirable Traits for Production in PA

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

High Tunnel Fresh Market Slicer Tomato Nutrient Trial

Steve Bogash, Penn State Cooperative Extension \$5,897

Biological Control of Tomato Root Diseases

Steven Bogash, Penn State Cooperative Ext. \$3,908

Cucurbits

Disease Resistant Pumpkin Variety Evaluation

Timothy Elkner, Penn State Univ. \$3,000

Evaluation of New Cantaloupe Varieties for Marketable Yield, Fruit Quality and Pest Problems

Michael D. Orzolek, Penn State Univ. \$3,600

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Research Projects

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Keeping PA Vegetable Growers Profitable: Statewide

Winter Squash Cultivar Trials

Elsa Sánchez and Mike Orzolek, Penn State Univ.; Timothy Elkner, Thomas Butzler, Steven Bogash, Lee Young, and Eric Oesterling, Penn State Coop. Extension \$12,000

Onion

Evaluate the Role of Transplants and the Effect of Defense-Inducing, Growth-Promoting and Fertility Treatments Yield and Development of Onion Bacterial Diseases.

Beth K. Gugino, Penn State Univ. \$4,000

The PVGA Simply Sweet Onion Committee contributed another \$3,244 towards this project.

Peppers

Colored Bell Pepper High Tunnel Variety Trial

Steve Bogash and Timothy Elkner, Penn State Cooperative Extension \$4,081

Financial Statistics

Area Reported in Assessment Payments*

Fresh Market	19,219	acres	66%
Processing	8,561	acres	29%
Greenhouse	1,285	M sq. ft.	4%

Source of Assessment Income*

Fresh Market	\$45,571	73%
Processing	\$13,931	22%
Greenhouse	\$2,852	5%

*for the 2010 season

Income for the 2011 Fiscal Year

Grower Assessments	
Undesignated	\$37,337
Designated for Research	\$14,462
Designated for Promotion	\$6,783
Specialty Crop Block Grant - promotion	\$40,468
Interest	\$27
Other – mostly point-of-purchase materials	\$3,925
	\$103,003

Research and Promotion Spending for 2011 Fiscal Year

Research	\$35,000
Promotion	\$49,980

Contact the Program

Growers with questions about any of the Program's activities are welcome to contact the Program:

phone: 717-694-3596

fax: 717-694-3596

email: pvmrp@embarqmail.com

website: www.paveggies.org

mail: 2301 North Cameron Street
Harrisburg, PA 17110-9408

Board Officers Re-elected at November Meeting

At their November meeting, the Vegetable Marketing and Research Program Board re-elected David Miller of York as chairman, James Hoopes of Ulysses as vice chairman and Don Geise of Northumberland as secretary-treasurer.

The Program's Board, which includes twelve grower members, has the primary decision-making authority for the Program. The Secretary of Agriculture appoints the Board members from nominations submitted by growers. The Secretary of Agriculture and a representative of the sales agents required to collect the assessment also sit on the Board. The Board members are entitled to per diem payments for their services but they have voted to refuse any payment for their service other than reimbursement for travel expenses.

Four growers are chosen from each of the three regions of the state. The following growers serve on the Board:

Eastern Region

- Christopher Powell, a retail and wholesale fresh market grower from Strasburg, Lancaster Co.;
- Stephen Ganser, a retail fresh market grower from Kutztown, Berks Co.;
- Harry Hopkins, a retail and wholesale fresh market grower from Falls, Wyoming Co.;

Central Region

- Don Geise, a field man for Furmano Foods in Northumberland, Northumberland Co., which grows and processes tomatoes and snap beans;
- Stephen Kistler, a processing snap bean grower from Orangeville in Columbia Co.;
- David Miller, a retail and wholesale fresh market vegetable grower from York, York Co.;
- David Peters, a retail fresh market grower from Gardners, Adams Co.;

Western Region

- James Hoopes, a processing snap bean and sweet corn grower from Ulysses, Potter Co.;
- Kenneth Metrick, a retail fresh market grower from Butler in Butler Co.; and
- Joseph Mason, a retail and wholesale fresh market grower from Lake City, Erie Co.

The fourth seats in both the eastern and western region are currently vacant. Also serving on the Board are:

- Lela Reichart, the representative for the Secretary of Agriculture; and
- a representative the collecting sales agents (this seat is also currently vacant).