



PENNSYLVANIA VEGETABLE MARKETING AND RESEARCH PROGRAM

2301 North Cameron Street, Harrisburg, Pennsylvania 17110-9408
717-694-3596 pvmrp@embarqmail.com www.paveggies.org



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.

Promoting PA Vegetables, Funding Research Produce Month Celebrated Again in 2013

The Vegetable Marketing and Research Program conducted its eighth celebration of August as Pennsylvania Produce Month in 2013. 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 again this year. The Program also had redesigned point-of-purchase materials printed for the month-long promotion.



AUGUST
is PA Produce Month

**Fresh local
vegetables
at their best!**

Visit www.paveggies.org for tasty recipes!
Pennsylvania Vegetable Marketing and Research Program

The Program sponsored traffic reports, primarily during the last week of July and the first week of August in the Philadelphia, Pittsburgh, Harrisburg, Lancaster, York, Erie, Altoona, Allentown/Bethlehem, Reading, and Scranton/Wilkes Barre metropolitan market areas. The ad messages announced that August is PA Produce Month and urged 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.

To encourage greater participation in Produce Month, the Program mailed six small PA Produce Month posters to each grower who ordered the Program's other point-of-purchase materials. About 60 of these growers ordered the Produce Month kit in addition which included two large posters and 20 special Produce Month price cards. Over 350 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 also offered the large and small PA Produce Month posters to the major supermarket chains in the state. Posters and/or price cards were requested for about 236 stores by Acme, Karns, Lancaster Family-Owned Markets, Redner's Warehouse Markets, ShopRite (Wakefern) and ShurFine (Associated Wholesalers).

Grant Monies Received

The Program received funding through several Specialty Crop Block Grants through the state Department of Agriculture in 2013. One provided \$10,000 to advertise PA Produce Month, another provided funds for the website and point-of-purchase materials and the third funded the vegetable industry strategic planning effort in the winter of 2013-14.



Point-of-Purchase Items Shipped to Growers

The Program shipped point-of-purchase materials to 371 growers for the 2013 season. Last year a newly designed banner (shown above) and large price paddles featuring the “PA Preferred®” logo were added to the Program’s selection of point-of-purchase materials. This year information cards on less well known crops were offered and will be shipped to growers in early 2014. Plans are also underway to offer plastic shopping bags and reusable totes to growers.

The new banner and new price paddles could only be distributed to growers who are licensed by the Department of Agriculture to use the “PA Preferred” logo. The Department of Agriculture has discontinued its use of the “Simply Delicious” logo and is urging all agricultural producers to be licensed to use the “PA Preferred” logo.

The Vegetable Marketing and Research Program has considerable inventories of “Simply Delicious” point-of-purchase materials that it will continue to distribute to growers. Binwrap, roadside signs, price cards, price paddles, price stickers, shirts, aprons and hats will all be available for several years until supplies are exhausted. Other items like recipe cards, clip-on price cards and brochures will be transitioned away from the “Simply Delicious” logo as supplies of these items are exhausted.

The following numbers of the different items were ordered in 2013:

Banners	35
Binwrap	90
Restaurant Signs	14
Roadside Signs	146
Stickers for Roadside Signs	819
Clip-On Price Cards (pk of 10)	107
Price Cards (pk of 10)	257
Small Price Paddles (pk of 10)	254
Large Price Paddles (pk of 10)	159
Large PA Preferred Paddles (pk of 10)	36
PA Vegetables Brochures (pk of 100)	35
Fun & Healthy Facts Brochures (pk of 100)	31
Price Stickers (roll of 500)	124
Aprons	48
Shirts	86
Hats	40
Recipes Cards (50 of each of 16 recipes)	66
Information Cards	356

Press Relations Effort Reaches Over 7.2 Million

The Vegetable Program sent out press releases on sweet corn, tomatoes, snap beans, lima beans, eggplant, cole crops and pumpkins/squash this season. The crop releases contained recipes entered in the Vegetable Recipe Contests. In 2013, 103 articles from the releases referencing the Program’s releases or information appeared in newspapers (both print and online) read by over 7.2 million persons including:

- 23 articles on pumpkins/squash reaching 2,703,000 readers,
- 21 articles on sweet corn reaching 864,000 readers,
- 17 articles on cole crops reaching 672,000 readers,
- 13 articles on tomatoes reaching 808,000 readers,
- 7 articles on lima beans reaching 357,000 readers,
- 7 articles on eggplant reaching 121,000 readers,
- 5 articles on snap beans reaching 49,000 readers, and
- 10 articles on other crops reaching 1,620,000 readers.

The Program has been distributing press releases about Pennsylvania vegetables for 23 years. The goal is to get accurate articles about Pennsylvania vegetables in Pennsylvania newspapers, especially on the food pages, with recipes consumers can use. The releases are also posted on the Program’s website at www.paveggies.org.

Recipe Contest Yields Tasty Recipes

Three Pennsylvania cooks were declared winners in the tenth annual Pennsylvania Vegetable Recipe Contest Cook-Off. Veteran contestant, Frances Dietz of York, for the second year in a row, won the first-place prizes in two categories, this year in the Snap Bean/Lima Bean/Pea category and the Sweet Corn category. First-time finalist Sally Kocan of Gibsonia won the first-place prize in the Leafy Greens category and Marilyn Goldfarb of Boalsburg took the prize in the Broccoli/Cabbage/Cauliflower category. The Cook Off was held on August 8, 2013, at the Lebanon County Career and Technology Center in Lebanon. Daniel Naylor, eastern regional director of Pennsylvania Department of Agriculture presented certificates to the winners who received \$100 prizes. The other finalists received a \$25 gift certificate to the farm market of their choice.

Four finalists in each category completed for the top prizes. Judges choose the finalist recipes for the Cook-Off from 90 written recipe entries submitted by 43 cooks from across the state. Recipes were scored on the basis of five criteria: creativity, nutrition/healthfulness, ease of preparation, use of a category vegetable as a major ingredient, and overall appeal. Recipes were required to be created or modified by the contestant or a member of the contestant’s family.

All the finalist recipes will be available on the Vegetable Marketing and Research Program’s website at www.paveggies.org or by mail from the Program office.

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 funded 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

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

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

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***

Identification of Genetic Resistance to Tomato Bacterial Diseases in Pennsylvania

Timothy McNellis and Majid Foolad, Penn State Univ.
\$8,000

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**

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**

Plum / Roma Tomato Variety Trial 2013

Steve Bogash and William Brandenburg, Penn State Extension **\$4,461**

Slicer Tomato High Tunnel Economics Trial

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

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

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***

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***

Green Slicer Cucumber Variety Trial Year 2

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

Other Crops

White and Gray Mold Control in Snap Beans

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

Colored Bell Pepper High Tunnel Economics Trial

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

Evaluating Potential Herbicides for Row-Middles with Plasticulture

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

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

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

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)

2013 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 has 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 – **see enclosed blue order form.**

IPM Reports Published

The Program distributed a weekly two- to six-page IPM update on tomato fungicide and sweet corn insecticide scheduling and cucurbit disease information to 188 persons by electronic mail, 54 by fax and 119 growers by mail plus the produce auctions during the 2013 growing season.

Board Officers Elected at November Meeting

At their November meeting, the Vegetable Marketing and Research Program Board re-elected David Miller of York as chairman and James Hoopes of Ulysses as vice chairman. Christopher Powell was elected secretary-treasurer in place of Don Geise of Northumberland who had previously served as secretary-treasurer and will be retiring from the Board in 2014.

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 served on the Board during 2013:

Eastern Region

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

- Leah Cook, with Duda's Farm in Brownsville, Fayette Co., a retail and wholesale fresh market
- 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.

Also serving on the Board are:

- Lela Reichart, the representative for the Secretary of Agriculture; and
- James Zimmerman of Weaverland Produce Auction and a retail and wholesale fresh market grower, a representative the collecting sales agents.

Marketing Statistics

The following statistics were gathered from the marketing questions asked of fresh market growers on the assessment forms for the 2012 growing season.

Total Responses	1,253	% of all	
Sell Retail	889	71%	
Sell Retail Only	359	29%	
Sell Wholesale	894	71%	
Sell Wholesale Only	364	29%	
			% of retail
Retail Outlets		% of all	% of retail
Roadside Markets	726	58%	82%
Farmers Markets.	261	21%	29%
CSAs	83	7%	9%
Other	94	8%	11%
			% of whsle
Wholesale Outlets		% of all	% of whsle
Auctions	725	58%	81%
Chain Store			
Warehouse	80	6%	9%
Direct Store			
Delivery	227	18%	25%
Wholesaler/Broker	169	13%	19%
Restaurant	98	11%	11%
Cooperative	72	6%	8%
Other	102	8%	11%
Growing Method			
Certified Organic	56	5%	
Sustainable	298	25%	
Conventional/IPM	841	70%	

2013 Financial Statistics

Area Reported in Assessment Payments*

Fresh Market	20,081	acres	68%
Processing	7,095	acres	24%
Greenhouse	2,236	M sq. ft.	8%

Source of Assessment Income*

Fresh Market	\$50,668	76%
Processing	\$11,539	17%
Greenhouse	\$4,333	7%

*for the 2012 season

Income for the 2013 Fiscal Year

Grower Assessments	
Undesignated	\$47,908
Designated for Research	\$11,223
Designated for Promotion	\$6,368
Specialty Crop Block Grants	\$15,550
Point-of-Purchase Materials	\$3,315
	\$84,364

Research and Promotion Spending for 2013 Fiscal Year

Research	\$30,048
Promotion	\$34,198