FRUIT NOTES
Lake Ontario Fruit Program

Volume 13 Issue 21 **November 7, 2013**

November 20 Deadlines: Crop & NAP Insurance Enrollment or Policy Changes

A. De Marree

If you are planning to make any changes to your current crop insurance policy for the 2014 crop year, those changes must be made by November 20th. This includes increasing or decreasing coverage or changing from fresh to process or adding the fresh varietal option. Schedule a meeting with your agent to fully understand all of your options!

CRITICAL POLICY CHANGES: COST of Crop Insurance Could Go Up 37%

Cost is scheduled to **increase by 9, 12 or 15%** based on farm location, Fresh Apple Value**: $12.75** / bu., Varietal A: **$19.95** / bu., Varietal B: **$12.65**/bu. which will also drive up the 2014 policy costs. Finally, if the new farm bill is enacted before Nov 20 – growers with $750,000 in Adjusted Gross Income could lose 15% of current government subsidy. So – it is CRITICAL that you meet with your crop insurance agent to determine the best level of crop insurance versus cost for your 2014 policy!!!

Tax Planning: Start Now!

A. De Marree

Many growers may have a larger than normal 2013 tax liability due to 2012 crop insurance indemnity checks received in 2013, high 2012 fruit prices AND a very large 2013 apple crop.

Before considering the purchase of equipment to minimize that tax liability, you may want to look at investing in fall urea sprays to strengthen buds or control apple scab, post-harvest gypsum and lime applications, fall weed control, fall mouse control and control measures for the pest and other problems of this past growing season. In addition you may have trees tilting from over-cropping, trellis posts too far apart, broken trellis wires & anchors. The amount of rain we received this year may also indicate where more tile is needed or drainage ditches that need to be cleaned out.

Carefully consider with your tax accountant and/or lender what may be your best tax management options for 2013 filing. New acreage coming into production could increase the supply of apples for the next several years, putting pressure on both fresh and process apple prices. Some apple varieties are rapidly becoming obsolete. It is critical that you begin to carefully manage your business to protect assets and profits in the coming years. This process should start with managing 2013 income taxes.

Cornell University Cooperative Extension

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Building Strong and Vibrant New York Communities

Cornell Cooperative Extension provides equal program and employment opportunities. NYS College of Agriculture and Life Sciences, NYS College of Human Ecology, and NYS College of Veterinary Medicine at Cornell University, Cooperative Extension associations, county governing bodies, and U.S. Department of Agriculture, cooperating.

Every effort has been made to provide correct, complete, and up-to-date pesticide recommendations. Nevertheless, changes in pesticide regulations occur constantly, and human errors are still possible. These recommendations are not a substitute for pesticide labeling. Please read the label before applying any pesticide.

Check Your DEC Pesticide Applicator License Now

Take a look at the expiration date on your pesticide applicator license to determine when you will need your recertification credits. For private fruit you will need 10 credits, 2.5 of which must be in category 22. Winter opportunities are coming up with points galore! So watch for meetings and workshops to earn credits, or set up for some on-line credits. Most meetings and workshops for credit are finished in early March and then the opportunities are fewer.

Cleaning Up for Fall Critter Control

Mike Fargione (edited by D. Breth)

Voles (field mice) including Meadow Voles and Pine Voles:

Vole (mouse) populations quickly increase under favorable conditions (infrequent mowing and wet seasons). Damage involves feeding on the bark above (*primarily meadow voles*) or below ground level (*primarily pine voles*). Feeding that mostly or completely encircles the stem (girdling) can cause plant death in the subsequent growing season. Lesser degrees of injury can mimic other decline-dynamics, such as root rots or borers. These can be identified by pulling weeds from around trunks and looking at the base of the tree for frass from borers, digging up trunks and roots to look for discoloration of cambium in the root and crown, toothmarks from voles/rabbits.)

The reduction of protective cover is the primary cultural control method for voles. Close mowing of row middles and perimeter surroundings in late fall reduces vole habitat, improves baiting success, and increases natural predation rates. A clean herbicide strip assists this. Dropped fruit, prunings and other debris should be removed.

Wire and plastic tree guards have fallen from favor, particularly in new high-density orchards where 1,000-2,000 trees per acre are being planted. When used, be sure the bottom edges of guards are buried slightly below the soil line. Mice do chew through plastic guards.

Post-harvest rodenticide applications can offer useful second stage orchard mouse control. Pelletized baits may be most effective, and unlike corn or oat whole grain baits, they are less likely to be consumed by non-target species such as quail, grouse, or turkeys. Not all sites will need treatment - scout first. Apply rodenticides as grass begins to die back (November), after several days of clear, dry weather, but before snow cover, to improve rodent bait taking.

Zinc phosphide-treated baits are currently legal for post-harvest use in NY commercial pome, stone, grape, bushberry, caneberry and nut plantings. Zinc phosphide baits can be broadcast by hand or machine. It is illegal to have bait accumulate in piles or land on bare ground. Bait stations - PVC tubes, split tires, or beneath shingles - work well and avoid such problems.

Rozol is also labeled in NY for post-harvest pome fruit and stone fruit use but not in other fruit plantings. Rozol cannot be broadcast; it must be used in bait stations or placed directly into a vole tunnel (useful with pine voles). (Rozol is an anticoagulant, wildlife researchers have reported a risk to raptors and other wildlife secondarily feeding upon poisoned but still mobile rodents.) Regardless of bait, whenever possible, bait station use is preferred where game birds frequent. Always read product labels for additional restrictions before use.

Rabbits:

Rabbit feeding on twigs can be distinguished by its low height above the ground and its smooth angular cut (not jagged like deer). Rabbit trunk girdling shows larger, distinct tooth marks on the exposed wood whereas vole feeding leaves almost a smooth wood surface.

The most effective means of reducing rabbit populations and damage is to mow and remove cover in and around the planting. Regular season hunting effectively reduces damage. Live trapping can be used, but NYS conservation law requires animals to be euthanized or to be released onto the same property but never released elsewhere.

Physical barriers such as individual guards or low fencing must be at least 2' taller than the maximum snow depth in order to be effective.

Breth suggested scouting for rabbit tracks in the snow will let growers know when rabbits can be a problem especially around the edges, and if so, cutting some branches for them to chew on might keep them off your trees.

October Urea Sprays and Mowing to Reduce 2013 Scab Carryover

By Kevin Iungerman, ENYCH, adapted for WNY by D. Breth

Fall is a good time to start next year's management programs for apple scab using simple tactics of running a flail mower through the orchard and/or applying foliar urea applications to reduce inoculum carryover in leaf litter. Granted, these approaches will never achieve a 100% degradation of the leaf matter but the approaches can greatly reduce next year's spore load by 50% and even 80% from what it will otherwise be with an additive effect.

2013 has been a bumper "seed year" for 2014 pest management season and there is no sign of scab control getting any easier with "magic' fungicides in the future. To estimate the potential ascospore load, research by MacHardy and Gadoury showed that if less than 1% of terminal leaves have a scab lesion, the potential is for 800,000 ascospores per acre per year; if 4-10% of leaves with scab infection, 242 million ascospores; and if 20% of leaves infected, 6 billion ascospores to fight off for the season!

This inoculum reduction strategy also impacts on fungicide-resistant and fungicide-sensitive apple scab isolates equally; so you will be destroying considerable numbers of scab isolates that are resistant either to strobilurin fungicides or sterol inhibitor fungicides as well as the sensitive ones. This article recaps how to best carry out one or all of the following inoculant-reduction practices:

- Late fall foliar urea applications
- Fall ground urea applications to fallen leaves
- Shredding of leaf litter with a flail mower

Foliar Application to Leaves in Late Fall:
Machardy and Gadoury research illustrated the benefits of utilizing a 5 percent solution of urea spray or greenhouse grade urea to increase the breakdown of leaves. The urea is used at a rate of 40 lbs. in 100 gallons of water per acre. Dr. Dave Rosenberger of Cornell's Hudson Valley believes that if the amount of water/A was somewhat more or less than 100 gal/A this would be OK provided that the full rate of urea is applied per acre. Food-grade urea will dissolve more easily than fertilizer-grade urea, but either one will be effective against scab. A good You-tube video is available to watch the process of fall foliar urea applications. http://youtu.be/8g0WyVi68GM

One might think that good leaf condition and retention should give better uptake and effectiveness; not so. It turns out that if the leaves are still physiologically active at the time of a foliar application, and if they do not then drop within seven days, the tree's axial buds will draw off the nitrogen of the urea from the leaves. While this will not impair winter hardiness and it will serve to boost early spring bud development, it will deplete the nitrogen load in the leaves and hamper accelerated leaf degradation following detachment. It is considered to be more effective to wait until leaf-fall and to then apply the urea to the downed leaves rather than spraying the leaves while still on the trees. Why? Because timing can be quite tricky.

Normal seasonal temperature changes do complicate the clear choice of options; outright hard fall freezes can of course complicate matters. In general, the longer one can delay the application, the more effective the urea action will be against scab – though of course there are limits. Casual observation will demonstrate how fertilized and maintained orchards carry their foliage quite long relative to wild trees, and oftentimes, we have seen how an early hard freeze can prolong an apple leaf's attachment dramatically. Still, ambient ground temperature must be favorable, and of sufficient duration, to allow indigenous microbes and earthworms to be our agents of leaf destruction. While urea can soften leaves for easier ingestion by earthworms, if overlay cold conditions abruptly arrive the critters retreat into the soil and leaf ingestion ceases. So while optimal timing is uncertain, Dave suggests that you make your fall urea applications by – and no earlier than - late October (unless you think that more than 50% of leaves will be on

the ground by that time). Ideally, one would like to have the applications made within 7-14 days of leaf drop.

What happens if you get busy and miss the pre- or post- leaf fall window? You're in luck – you get a second chance, a spring application!

Spring ground applications of urea to leaf litter: The several uncertainties of fall application are the reasons some prefer to hold the ground urea applications to leaves until spring, when biological activity is rising, and the timing may be more effective in achieving leaf degradation and reduced spore counts. Also at that timing, the urea likely inhibits ascospore formation in surviving structures. But spring has liabilities too; as we know, snow and /or wet spring conditions can render spring timing less favorable than fall.

Now, fall flail mowing of leaf litter:
Shredding leaf litter in the fall carries some of the same uncertainty of timing as urea applications – and also can be done in the spring. Flail mowing increases microbial breakdown of leaves prior to winter as it provides more pieces that can be invaded and consumed by our biological friends. If left undisturbed, scab pseudothecia structures in leaf litter will eventually develop the following spring – and not before. All of these pseudothecia structures will be oriented in a vertical direction with openings facing up. When optimal conditions prevail, mature spores will be forcibly ejected out of the top of the pseudothecium and into the air to be carried hither and yon.

Mowing in fall will not directly destroy pseudothecium but will prevent more leaf litter from surviving to host pseudothecium formation. Spring mowing will turn leaf litter topsy-turvy, so many leaf pieces containing a pseudothecium are more likely to be ejected into the soil rather than into the air, cutting the infection cycle potential of those particular leaf pieces. You do not get this reorientation benefit in the fall, because pseudothecia are not yet formed.

Your choice then: mow in the fall and facilitate leaf decomposition and greatly diminish the end numbers of potential pseudothecia; or mow in the spring when more pseudothecia will be present, but expect that physically reorienting a good percentage of the pseudothecia, along with leaf degradation from urea and heightened soil organisms action (with improving ground temperatures) will be a suitable strategy.

But as with spring urea applications, mowing will require suitable field conditions to be present, which will allow you to get in there to mow. In sum, it seems to me - if it can be done - that a combination of fall foliar applications and then flail mowing seem an approach with greater certainty of being carried out and thus the preferred approach.

A few other points about mowing:

- The mower must be set low enough to reach leaves low to the floor.
- The mower must also be offset to reach leaves beneath the trees.

(And a note here concerning any fallen leaf urea application in the spring: this nitrogen will add to the overall nitrogen fertilization of the affected trees so subsequent N fertilization rates should be adjusted accordingly. In late fall, most of the nitrogen not taken up in the fallen leaves will likely leach out of the soil profile).

Revision of "Late October Urea Sprays & Mowing to Decrease Scab Carryover", Iungerman, Northeast Tree Fruit, October 2012. Adapted from "Reduction of Overwintering Inoculum in Orchards with Apple Scab Cultural Controls: Reducing Apple Scab-Infected Leaf Litter Prepares the Orchard for More Effective Control Next Year", George W. Sundin, Amy Irish-Brown, Michigan State University Extension News for Agriculture, Sept. 9, 2011; and email information from Dr. Dave Rosenberger, Cornell NYSAES Hudson Valley Lab to Kevin Iungerman, 10/5/11.

Fall Planting of Apples

Leslie Huffman, Mario Miranda Sazo, and Terence Robinson

Fall planted orchards have shown strong growth the first year compared to spring planted trees. Fall planted trees have also shown better blooming synchrony with older established orchards and are therefore more likely to be protected by streptomycin spray programs timed for established orchards. Spring planted trees bloom later than established orchards (when temperatures are warmer) and are at higher risk

of blossom blight if left unprotected or with fewer streptomycin sprays.

Fall planting can also be a good strategy to avoid planting delays in the spring due to unpredictable rainy weather conditions and/or late snow cover. Sometimes a grower can lose 30 or 40 days just waiting for the soil to be dry out to the right moisture conditions when trying to plant early in the spring. Fall planting also allows early root establishment and maximum tree growth which are critical for a new high density planting the first year. But is fall the best time to plant, or are there any problems or concerns to consider?

Successful fall planting requires a combination of conditions: (1) a well-prepared site with good drainage, weeds under control and minimal rodent and deer populations, (2) mild weather and warm soil temperatures for several weeks after planting to encourage root establishment, (3) nursery trees that begin their dormancy process early, including leaf drop, (4) a nursery supplier that is willing to fall dig trees, (5) sufficient labor to plant trees quickly without drying, and (6) proper soil conditions to re-close the soil around the roots without leaving air pockets. The soil should flow when plowed or disked to allow the soil to flow around the roots as the tree planter passes. This last point is probably the most critical. **There are some fall seasons in Western NY that are just too wet and proper soil conditions are never achieved after Oct 15. It is a costly mistake to "mud" tree in if the soil is too wet, it can lead to tree dessication and death**. In those years we recommend that the trees be left in the nursery or stored until the spring.

If you can satisfy the 6 conditions listed above, the following practical tips can help you have a successful fall planting:

1. Nursery trees need to experience cool temperatures and short day lengths to encourage dormancy. Frost will promote leaf fall, and some nurserymen use copper sprays to encourage leaf abscission. If the trees are moved before dormancy, they could begin to grow again, which could predispose them to winter injury.
2. Once the trees show signs of dormancy, they can be dug and moved. Total leaf removal is necessary only if trees will be in storage for some time, to prevent diseases. It is critical to prevent roots from drying out, especially since they may not be fully dormant. Use covering tarps and wet down any roots that seem dry.
3. The roots and soil need to be in intimate contact immediately after planting to ensure the trees survive. Where a tree planter is used, the presser wheels need to be adjusted properly. Hand planted trees should be tramped well around the trunk. A follow-up watering is recommended if a soaking rain does not occur within a few days.
4. There is a risk of winter injury with fall planted apple trees, especially to the lower trunk and scaffold branches, because they are the last to harden off fully. Mounding up soil up to twenty inches around the trunk has an insulating effect against sudden freezes, and can be left to prevent insects from boring into the rootstock but it should be removed the next spring to prevent scion rooting.

If all these precautions are followed, fall planting of apple trees can help your new orchard get off to a quick start next spring.

Note: Leslie Huffman is an apple specialist who works for the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA, Government of Ontario, Canada).

Essential FREE Resource for Farmers, Market Managers, and Local Producers Marketing for Profit: Tools for Success Webinar Series Registration Now Open!

The Farmers Market Federation of NY and the NY Farm Viability Institute have partnered with USDA Northeast SARE to present a series of webinars on marketing: *"Marketing for Profit: Tools for Success."* These webinars have been designed with the assistance of regional and national marketing experts to provide critical marketing insights for farmers and farm markets throughout the northeast. The webinars are free, approximately an hour and a half long, and easy to access with a basic internet connection. This winter, 6 webinars will be held and interested participants are encouraged to register TODAY for the webinars they want to attend.

The Marketing for Profit: Tools for Success webinar series will give farmers the information and tools they need to excel at direct marketing their farm products. It will also provide curriculum, presentations and handouts to Cooperative Extension Educators and other farm service educators to help their farmers master key marketing concepts that will bring greater success and more profits to their farms than ever before.

Marketing encompasses a broad array of efforts all aimed at identifying your market and customers, satisfying your customers and maintaining your customers long term. It includes all marketing channel selections and business decisions, what to grow or produce and how it will be produced; i.e. conventional, organic, bio-dynamic or some amalgam of these; how you choose to make products available, how product is presented to the public, how you present your business, advertising and promotions, signage, pricing strategy, and so on. Marketing is complex and is often the most misunderstood and least successful part of many farm businesses.

The series includes coverage of 5 categories of marketing concepts spanning three years: Self-Assessment, Market Assessment, Customer Assessment, Communications Assessment and Business Assessment. Each Assessment encompasses a series of 3 webinars. The winter season of 2013-14 will focus on Communications and Business Assessment. In these sessions you will learn key concepts in effective communications with your customers and presenting your product for maximum profits. You will also learn to identify key customer characteristics and how to use the information to better present your products and your business. One session will prepare you to weather a crisis and come out stronger than ever. Finally, the last session will help you to track all the data you have gathered throughout the process of developing your business and marketing plans and use this information to help you make critical business decisions.

These are just a sample of the skills and knowledge to be gained through this season's Marketing for Profit: Tools for Success webinar series. Each webinar will be repeated twice to maximize opportunity to participate.

Communications Assessment:

- **How To Say What We Mean and Mean Something!**

Dave Bellso, DesignWorks Advertising
November 19, 10:00 am – 11:30am
November 20, 6:30pm – 8:00pm

- **You Are What You Look Like! Preparing The Product**

Marty Butts, Small Potatoes Marketing
December 3, 10:00am – 11:30am
December 4, 6:30pm – 8:00pm

- **You Are What They THINK You Are! Selling The Product**

Dave Bellso, DesignWorks Advertising
December 17, 10:00am – 11:30pm
December 18, 6:30pm – 8:00pm

Long Term Assessment:

- **Keeping an Eye On Your Customers.**

Lindsay Ott Wilcox, Marketing Director, Clear Channels Communication
January 8, 6:30pm – 8:00pm
January 9, 1:30pm – 3:00pm

- **Putting a Handle on the Tomato: Reinventing the Product**

Bob Buccieri, former President of the Farmers Market Federation of NY
January 28, 10:00am – 11:30am
January 29, 6:30pm – 8:00pm

- **Drudgery That Pays Well! Maintaining Databases and Information**

Laura Biasillo, Ag Economic Development Specialist, Cornell Cooperative Extension, Broome County
February 4, 11:00am – 12:30pm
February 6, 6:30pm – 8:00pm

Coming November 1: *The Marketing for Profit: Tools for Success webinar series will be available online as a full marketing course for farmers and farm educators. The course will cover all 5 Assessment tools, the webinar presentations and includes all resources and links associated with each webinar. Those completing the full course of webinars will be fully prepared to complete a business and marketing plan and add profits to their farm business. In addition, they will receive a Certificate of Achievement and eligibility for Farm Service Agency (FSA) loan credits. To access the*

online course, register at http://www.nyfarmersmarket.com/work-shop-programs/online-marketing-for-profit-course.html.

For information and to register for the webinars and links to archived webinars, go to http://www.nyfarmersmarket.com/work-shop-programs/webinars/program.html.

For information and to register for the Online course for Marketing for Profit: Tools for Success, in cooperation with Cornell Cooperative Extension, Broome County, go to http://www.nyfarmersmarket.com/work-shop-programs/online-marketing-for-profit-course.html .

For more information contact Diane Eggert at deggert@nyfarmersmarket.com or David Grusenmeyer at dgrusenmeyer@nyfvi.org.

Farm Food Safety Training with GAPs: Register Online for the Batavia Workshop Now!

Craig Kahlke

In recent years, several food borne illness outbreaks in produce have made national news. Both the produce industry and the federal government have stepped up demands for fruit and vegetable farms to meet food safety practice standards. These standards are known as GAPs (Good Agricultural Practices).

A new program, Harmonized GAPs, has been developed to combine several food safety certifications into one program. New York's retail produce buyers, such as Wegmans, are asking growers to adopt Harmonized GAPs certification in many cases.

In response, Cornell Cooperative Extension, the Cornell Vegetable Program, the Cornell Lake Ontario Fruit Team, the Produce Safety Alliance, and the Cornell National GAPs Program, with assistance from NY Ag & Markets, will be presenting a training for farm food safety or GAPs, including Harmonized GAPs. The training is open to all produce farms and related industry people. *This workshop is partially funded through a grant from the Genesee Valley Regional Market Authority.*

Tuesday, December 10
What is GAPs?
How does GAPs work?
What does it mean for my farming operations?

Wednesday, December 11
Write a food safety plan for your farm*

Optional supplemental session
Mock audit (at a participant's farm during the growing season)

$60.00 per person registration includes educational materials, lunch and refreshments. Add $15.00 each for additional attendee from the same farm. Space is limited! **Pre-register by December 3, 2013.** Mail the GAPs flyer and registration form in with your payment, or register and pay online here.

Note: Although this program is geared towards the USDA Harmonized Food Safety Standards and Audit, the food safety template and curriculum covers most major 3rd-party audit requirements, including the basic USDA GAP/GHP audit, Global Gap, etc. For questions, please contact Craig Kahlke at 585-735-5448 or cjk37@cornell.edu

** A laptop computer is required for the second day. If you need to borrow a computer, please let us know in advance. If you are not computer savvy, please bring a person with you that has computer knowledge and skills.*

The dates and locations – ALL CONFIRMED – this is it until December 2014. We do not have workshops during the growing season!

December 10 & 11, 2013 – Genesee County, the Fire Training Center in Batavia – register online now at http://cvp.cce.cornell.edu/event.php?id=144 or fill out registration form in this issue and mail with a check. Space is limited, so register now!

December 18 & 19, 2013 – Wayne County, CCE Wayne in Newark – Registration available online and by mail approximately 4 weeks before the event. For updates, see http://cvp.cce.cornell.edu/ events calendar or a future Fruit Notes newsletter.

Lake Ontario Fruit Program
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Contents:

January 6 & 7, 2014 – Ontario County, CCE- Ontario in Canandaigua – Registration available online and by mail approximately 4 weeks before the event. For updates, see http://cvp.cce.cornell.edu/ events calendar or a future Fruit Notes newsletter.

February 27 & 28, 2014 – Steuben County, TBA likely in Bath – Registration available online and by mail approximately 4 weeks before the event. For updates, see http://cvp.cce.cornell.edu/ events calendar or a future Fruit Notes newsletter.

For questions please contact Craig Kahlke at 585-735-5448 or cjk37@cornell.edu

REGISTRATION -Farm Food Safety Training with GAPs **-** December 10-11, 2013
8:30 am Registration & Refreshments; 9:00 am - 3:30 pm Training
Fire Training Center, 7690 State Street Road, Batavia, NY 14020

Name: _____ 1st person: $60.00

Farm/Business Name: _____

Additional Attendee(s) from the same farm @$15 each:

_____ _____

Address:

_____

Phone _____ FAX _____ Email(s)

_____

A laptop computer is required on December 11. Check here if you would like to borrow a laptop _____

TOTAL DUE $ _____ Please make checks payable to: Cornell Cooperative Extension.

Pre-register by Tuesday, December 3, 2013. Space is limited! Return registration form and payment to:
CCE Attn: Angela Parr , 480 North Main Street, Canandaigua, NY 14424