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Fruit Notes

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Cornell Cooperative Extension
Lake Ontario Fruit Program

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7th Hispanic Summer Fruit Tour Featuring the Leadership/Communication Styles and Orchard Management Skills of Bulmaro Solis at Zingler Farms

Mildred Alvarado, Nicole Waters, Janet van Zoeren, Alejandro Calixto, and Mario Miranda Sazo

The Cornell Small Farms Program (SFP), the New York State Integrated Pest Management (NYSIPM), the CCE LOF team, and Zingler Farms have decided to collaborate closely to host the seventh annual Spanish-language fruit tour at one of the Zingler farms in an effort to strengthen Spanish language education in the Lake Ontario fruit region. The tour will start at **830am until 130pm on Wednesday August 24, 2022**. Please send your Hispanic employees to the first stop located at **16603 Skillington Rd, Holley, NY** (look for the Cornell fruit event signs located at the entrance). There will be **one long orchard stop** featuring Bulmaro Solis and his key Hispanic employees, a short indoor training, and a lunch celebration for all tour attendees at the end of the tour in the pavilion at CCE Orleans County office.

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During the tour we will provide Spanish-language education about the use of fruit color enhancement technologies in apple, fire blight control, and strategies to build efficient teams during apple production and at harvest. Three **independent stations at the Zingler site** will offer participants the opportunity to develop practical skills through various orchard activities. Finally, the event will end with an indoor self-reflection hands-on activity and field-based learning. A lunch will be provided following the indoor class activity.

8:30 am: Registration (place to meet at the Zingler site is 16603 Skillington Rd, Holley, NY
- look for Cornell fruit event signs).

9:00am – 11:00am: Outdoor educational training in the Spanish language at the Zingler site.

Orchard management with Mario Miranda Sazo, CCE LOF

Reflective Materials (or RMs) have become an effective technology for improving fruit color on high value apple cultivars. Two main materials have been adopted in our region. During the tour, there will be a small display of the main reflective materials and a discussion about their uses.

In addition to the adoption of fabric materials in our region, some innovative WNY apple growers have also conducted leaf pruning (manual) and applied plant growth regulators. A more recent development has been the purchase of pneumatic defoliation machines for improved fruit coloring by a few WNY fruit growers in the last few seasons. We will discuss the use of all these technologies with Bulmaro. Participants will have a good understanding of why and how these techniques have been adopted in the WNY apple industry at the end of the tour.

IPM with Janet van Zoeren, CCE LOF and Alejandro Calixto, NYSIPM

Fire blight and invasive insect pest discussion: Fire blight has caused severe economic losses on many WNY orchards, as each of 2020, 2021, and 2022 has been designated a “bad fire blight year”. Some important discussion points will include: how do you identify fire blight, how do you know if it’s caused by a resistant strain of the bacteria, and how do you treat it?

In addition, we will view firsthand and listen to a success story of turning around a severe fire blight infection and saving an orchard block, told by Bulmaro. At the end of the talk we will change gears completely, and briefly discuss monitoring for an invasive insect pest, the spotted wing drosophila, using red sticky cards. Final remarks about fruit IPM will be provided by Alejandro Calixto, Director of NYSIPM.

Cornell Small Farms Program – Futuro en Ag Project with Mildred Alvarado, CSFP

Communication Skills to Promote Motivation among Farm Employees: To deliver the best NYS apples to your customers, while realizing your farm business goals, two factors are essential - promoting good team-building skills and providing proper training to employees. The benefits of an efficient, well-trained work team are ultimately reflected in higher fruit quality, streamlined expenses, pleasant working environments, and committed employees. These values establish a work culture that goes far beyond just one working season. The seventh Spanish Fruit Tour of summer 2022 will aim to train crew leaders and harvest teams to develop positive work environments, mutual understanding, and effective communication while developing and supervising new and existing farm employees alike.

During this Human Resource Management station, we will be learning how to train new and existing employees on the apple harvesting process through practical exercises, from pre-harvest preparation, correct ladder techniques, how to properly harvest apples so as not to damage the next year's crop and this year's apple quality. Importance of the role of the supervisors in the quality inspection, the importance of following instructions from the

teams, listening and taking care of their work with respect and dedication to harvest quality apples and strengthen their employers, their communities, and the apple industry. This station will be conducted with the help of experienced Zingler Farm employees and will be reinforced with human resource management techniques.

11:00am – 11:30am: Drive from the Zingler site to CCE Orleans County office for an indoor activity and lunch.

11:30am – 12:30pm: Self-reflection with all Facilitators

This section will be conducted using practical, self-reflection exercises and visual training methods. We seek to promote employee, supervisor, and farm owner engagement through a deeper understanding of multicultural skills, as equally important to proper field training methods. Appreciating each individual's contribution in the short-term, from production through harvest, promotes a successful farm business in the long term.

12:30pm – 1:30pm: Lunch at the pavilion at CCE Orleans office (funds provided by CSFP)

Learn more about our host Bulmaro Solis, Manager at Zingler Farms



My name is Bulmaro Solis. I work at Zingler Farms. I have been with the company approximately 13 years. I came to New York because I was very motivated by agriculture,

coming from the rural area I come from, that's what I did, agriculture. I came first to the State of Florida, to cut oranges, later I came to New York State. After a year, I fell in love with apples mainly because I am fascinated by the trees. I treat them as if they were my own children and I really enjoy doing that. That's why I stay in the apple industry; that's why I am here.

Zingler Farm is approximately 500 acres. We have several varieties of apples, the best known are Sweetango™ and Honeycrisp. We have several locations, or if we want, we can call them several "ranchos" or orchards, in different places, they are very large, and throughout the year we move to different points.



I manage the crops, and the people. During the month of March, when people come to prune, we have between 42-46 people, during harvest, we are approximately 80 people.

Throughout the year my job is to manage all those people, tell them what to do, and accommodate them, at home, and at work. I also report to my bosses about their performance, and our daily work tasks.

I took the Futuro Financiero course in March, and I wish the program could continue because we in the farming community, mainly managers, need more help. We need more

knowledge, and the program helped us a lot. I would like to see this continue with even more topics, and I would like to see more people like myself coming to the program. During the Futuro Financiero course, something was shared about managing people that really stood out - and it is - trust in your people (employees) and delegate more. If a young individual from

Registration for the tour (including food and beverages to be offered at the end of the tour) is **FREE** thanks to funds and support provided by the Cornell Small Farms Program. For additional questions, contact Mario Miranda Sazo mrm67@cornell.edu, (315) 719-1318 or Mildred Alvarado ma853@cornell.edu (413-406-9760).

IMPORTANT - Registration process for the 2022 Hispanic summer fruit tour:

Pre-registration will be required for attendance of your Hispanic employees for any part of the Hispanic tour this year (the last day for pre-registration will be Friday August 19, 2022 by 5pm). It is especially important for food counts/seating, and handouts.

Mark Your Calendar

Meeting Title	2022 LOF Summer Tour
Date	Tuesday, August 9 th
Time	All day
Location	Orleans County
Cost	Free, thanks to our sponsors
Contact for Info/Registration	Preregistration required for lunch counts: https://lof.cce.cornell.edu/event_preregistration_new.php?id=1669
Brief Description of Meeting	See article in the last issue or go to: https://lof.cce.cornell.edu/event.php?id=1669
Meeting Title	Annual Cornell Hemp Field Day
Date	Thursday, August 11
Time	8:00am-3:00pm
Location	Cornell's AgriTech Campus in Geneva, NY

Mexico arrives with the potential to become an orchard manager, I would tell him/her "You must have a lot of discipline, and you must have a lot of patience, then you will succeed in your Ag career."

Source: Interview conducted on March 3, 2022 by SFP Team.

We encourage all growers to register their Hispanic employees by **emailing a list of participants** with first name(s) and second last name(s)) plus a phone number from your organization to Mildred Alvarado (ma853@cornell.edu), Nicole Waters (nw42@cornell.edu), or Mario (mrm67@cornell.edu). Please contact Mario if you need more specifics about the tour.

Please be aware that the educational components of the tour will be presented only in the Spanish language. There won't be on-site translation to the English language during this tour.

Cost	\$25 per person, deadline is August 1. Registration is open here: https://app.certain.com/profile/form/index.cfm?PKformID=0x3321695d3c1&&varPage=register
Contact for Info/Registration	Dr. Daniela Vergara, Emerging Crops Specialist, CCE Harvest NY, Dv255@cornell.edu to discuss sponsorship opportunities and benefits.
Brief description of Meeting	The focus this year includes hemp genetics and breeding, pest management, and grain and fiber production, including demonstrations of combine harvesting and baling. This hands-on field day will have interactive workshops offering DEC credits on the use of pesticides and disease management. Digital ag applications and an introduction of the USDA hemp germplasm repository will also be included. Full agenda here: https://hemp.cals.cornell.edu/2022/07/05/registration-open-for-cornell-hemp-field-day-aug-11-geneva-n-y/
Meeting Title	NASGA Summer Tour
Date	August 16 th -17 th
Time	All day
Location	South central Ontario, Canada
Cost	\$150-325
Contact for Info/Registration	https://www.nasga.org/n-american-strawberry-growers-summer-tour.htm
Brief Description of Meeting	See article in our last newsletter for full agenda and tour stops.

Meeting Title	7 th Hispanic Summer Fruit Tour Featuring the Leadership/Communication Styles and Orchard Management Skills of Bulmaro Solis at Zingler Farms
Date	Wednesday, August 24, 2022.
Time	8:30-1:30pm
Location	Zingler Farms (Holley farm), 16603 Skillington Rd, Holley, NY - look for Cornell fruit event signs.
Cost	Free, but a pre-registration is required, see below
Contact for Info/Registration	Pre-registration will be required for attendance of your Hispanic employees for any part of the Hispanic tour this year (the last day for pre-registration will be Friday August 19, 2022 by 5pm). We encourage all growers to register their Hispanic employees by emailing a list of participants with first name(s) and second last name(s)) plus a phone number from your organization to Mildred Alvarado (ma853@cornell.edu), or Mario (mrm67@cornell.edu). Please contact Mario (cell 315-719-1318; mrm67@cornell.edu); Mildred Alvarado (cell 413-406-9760; ma853@cornell.edu) if you need more specifics for the tour.
Brief description of Meeting	Spanish-language education about the use of fruit color enhancement technologies in apple, fire blight control, and strategies to build efficient teams during apple production and at harvest. There will be three independent stations at the Zingler site (2 hours of outdoor educational training and one hour indoor training with a free lunch at CCE Orleans).

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. Copyright 2022. All rights reserved. No part of this material may be reproduced or redistributed by any means without permission. Cornell Cooperative Extension provides equal program and employment opportunities. **The Lake Ontario Fruit Program is a Cornell Cooperative Extension partnership between Cornell University and the Cornell Cooperative Extension Associations in Monroe, Niagara, Orleans, Oswego and Wayne counties.**

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Lake Ontario Fruit Program
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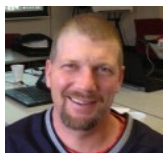
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Fruit Notes

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Fruit Specialists



Craig Kahlke | 585-735-5448 | cjk37@cornell.edu
Team Leader, Fruit Quality Management

Areas of Interest: Fruit Quality and factors that affect fruit quality before, during, and after storage.

Crops: Blueberries, Raspberries / Blackberries, Strawberries, Apples, Apricots, Cherries, Nectarines, Peaches, Pears, Plums



Mario Miranda Sazo | 315-719-1318 | mrm67@cornell.edu
Cultural Practices

Crops: Blueberries, Raspberries / Blackberries, Strawberries, Apples, Apricots, Asian Pears, Cherries, Currants, Gooseberries, Nectarines, Peaches, Pears, Plums



Janet van Zoeren | 585-797-8368 | jev67@cornell.edu
Integrated Pest Management (IPM)

Areas of Interest: IPM of tree fruit and berry pests, biological control, pollinators.

Crops: Blueberries, Raspberries / Blackberries, Strawberries, Apples, Apricots, Asian Pears, Cherries, Currants, Nectarines, Peaches, Pears, Plums

For more information about our program visit us at lof.cce.cornell.edu