A partnership between Cornell University and the CCE Associations in these five counties: Monroe, Niagara, Orleans, Oswego & Wayne

Fruit Notes

YOUR TRUSTED SOURCE FOR RESEARCH-BASED KNOWLEDGE

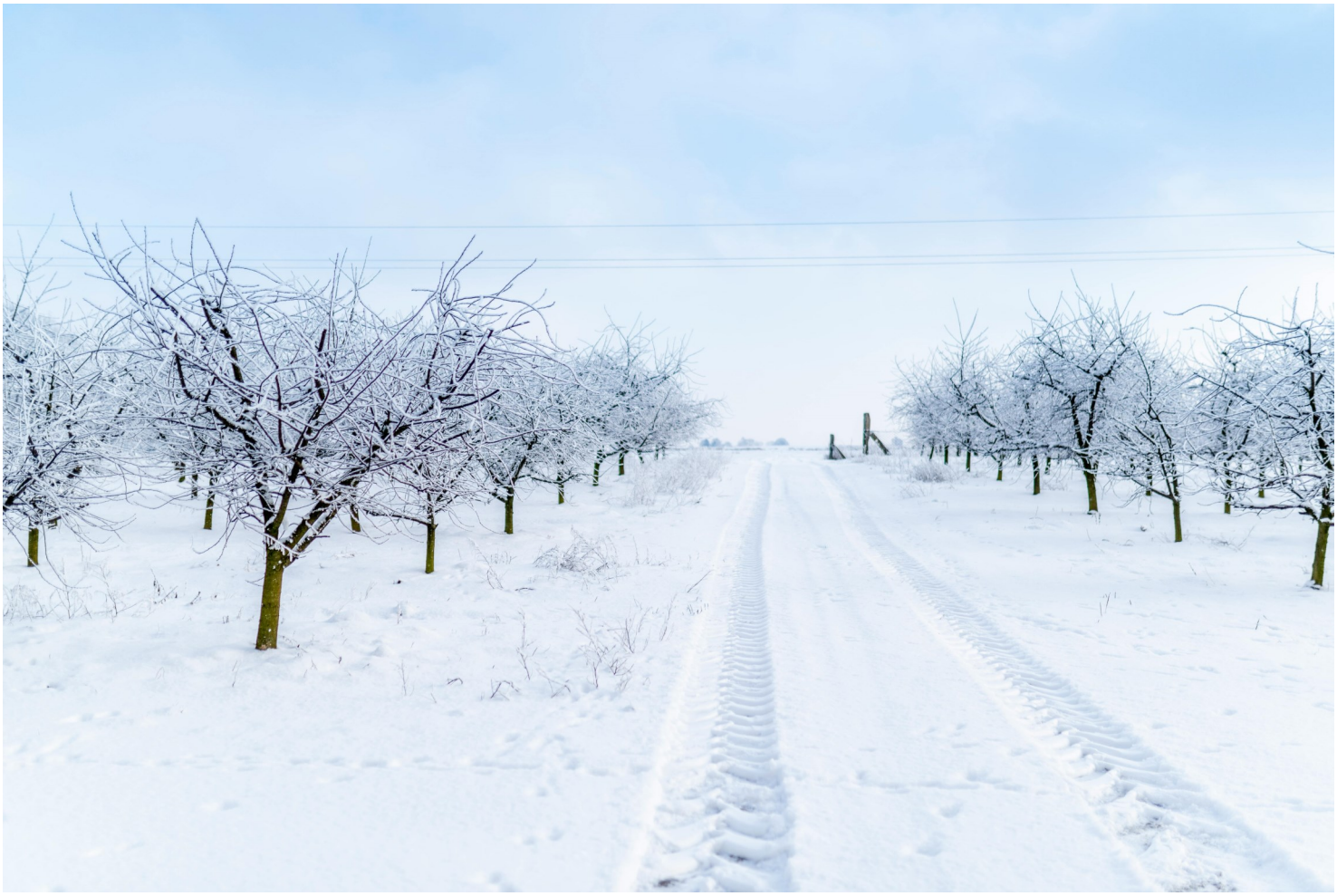
Cornell Cooperative Extension
Lake Ontario Fruit Program

Volume 24 Issue 12 December 17, 2024

Season's Greetings and Thanks!

Craig Kahlke

At this time of year, most of us naturally like to reflect back onto how the last 12 months went. I just wanted to say on behalf of the whole team, we appreciate all of you for your support and the partnership that we have with the fruit industry in Western New York. We are all committed to helping you stay sustainable in your businesses, through good times and bad. All of us with the Lake Ontario Fruit Team wish all of you are very safe, restful, and enjoyable Holiday Season**!** We look forward to working with you in 2025 and beyond!



Save the Date for Our 3rd Annual Western NY Fruit Conference!

February 4-5, 2025

For the second year in a row, this 1 1/2 day conference will be held at the DoubleTree by Hilton in Rochester. Tuesday, February 4th will be a full day, with the Pest Management Session in the morning which will include DEC credits. Pest management topics will include the usual herbicide, insecticide and fungicide efficacy and timing research results, as well as an emphasis on adapting your management program to incorporate bio-opesticides and other new techniques. Other sessions planned are horticulture, including precision ag updates, business, including several grower talks, and marketing updates, including from Cynthia Haskins at NYAA. These sessions are still being finalized and if you have suggestions on topics/speakers that you would like to hear please e-mail Craig (cjk37@cornell.edu) or Liz (emt44@cornell.edu). Keep checking our website for updates at: https://lof.cce.cornell.edu/event.php?id=1923

Interested in Sponsoring the Conference? – sponsorship information will be emailed out in early January.

Welcome Gabe!

Please join us in welcoming the newest member of our team—Gabe Myers!

Gabe was born and raised in the Medina area. He moved to Knoxville, TN in 2006, where he met his wife and became the manager of a wine and spirits retailer. He returned to the area in 2017 and began employment with Leonard Oakes Estate Winery. He's spent the past 7 years in various roles with both the winery and LynOaken Farms, including wine production, tasting room management, wholesale account management, and most recently the Office Manager for both companies. He is now the Administrative Assistant for LOF and for the Orleans County Cornell Cooperative Extension, having started in early December. In his free time, he enjoys spending time with his wife, watching Bills and Mets games, trying new wines and craft beers, playing video games, and grilling/smoking meat.

Is Honeycrisp© the New Red Delicious?

Bonnie Nelsen, LOFP Business Specialist

A recent issue of Serious Eats, an online publication read by serious foodies, published an article entitled "How Honeycrisp Apples Went From Marvel To Mediocre." Written by Genevieve Yam, this well-documented piece describes how Honeycrisp, a seasonal apple with outstanding flavor and texture, has become the new Red Delicious—a commodity that's readily available but often tastes lousy, much like the Red Delicious variety it was intended to replace. It's a view that should spark serious thought and discussion among apple growers, given that Honeycrisp and its off-

spring are planted widely in New York orchards. You can read the original article here: "How Honeycrisp Apples Went From Marvel To Mediocre" .

Yam begins by asking a simple question: Why don't the Honeycrisp apples available in supermarkets today taste as good as the ones available ten years ago? To answer the question, we have to consider the variety's origins.

Honeycrisp was introduced in the early 1990s as an alternative to Red Delicious, the predominant apple variety available in supermarkets. Red Delicious is a variety well-suited to an industrial model of production, storage, and distribution but has poor texture and flavor. Apple breeders at the University of Minnesota reasoned that consumers were ready for an apple with exceptional texture and flavor, and they were right: Honeycrisp was an immediate hit with consumers, and demand for the variety outstripped supply, thereby raising prices. Growers in Washington and New York planted Honeycrisp widely to take advantage of price premiums.

But as every apple grower knows, Honeycrisp is notoriously fickle and hard to grow. In addition to its biennial habit, Honeycrisp is poorly suited for the warmer, drier growing conditions in Washington State (New York's conditions are similar to Honeycrisps' native Minnesota). Growers in Washington State realized this early but plunged ahead regardless to take advantage of the market opportunity. Moreover, the characteristics that give Honeycrisp its exceptional texture and flavor also make it hard to store and ship. For example, Honeycrisp apples have very thin skin, making them subject to sunscald and storage defects like stem pokes and internal browning. And the cell structure that gives Honeycrisp its crisp, juicy texture also make the fruit susceptible to storage defects.

The upshot is that growers (Yam singles out Washington State here) have flooded consumer markets with subpar fruit grown in less-than-ideal conditions that's stored longer than originally intended, thereby increasing the probability that consumers will purchase fruit with poor eating quality and internal defects. Consumers are increasingly deciding that Honeycrisp aren't worth the higher price charged by retailers, resulting in oversupply and declining prices for retailers and growers. Honeycrisp, she concludes, have become a commodity that's little different from the Red Delicious it was intended to replace.

Yam's article is an insightful, thought-provoking reminder that apple producers are part of an industrial food system, and their actions can't be viewed independently. Just as decisions made at the storage and retail end of the system impact demand and prices for apple growers, the growers' actions—like the decision to grow Honeycrisp in a less-than-ideal climate—impact retailers, storage operators and packers. It's important to be aware of how all decisions contribute to the one decision that really matters: the consumers' choice to purchase apples or something else.

Yam, Genevieve (2024) "How Honeycrisp apples went from marvel To mediocre." Serious Eats, retrieved from How Honeycrisp Apples Went From Marvel to Mediocre.

Trap Crops in Berry Production Systems Part II

Anya Stansell, Small Fruit Specialist, Harvest New York

A trap crop is a crop grown alongside a cash crop. The trap crop is more attractive to insect pests than the cash crop and is used to lure the pests away from the cash crop. To be profitable, trap crop plantings are small and easy to manage. These plantings may also attract beneficial insects or yield marketable fruit. This article will review the use of green beans in strawberry and raspberry plantings to trap spider mites, and blueberries of the variety 'Jersey' to trap stem gall wasps.

Spider mites are small (less than 1mm long), sap-sucking arachnids that deplete the nutrient reserves of their host plants. They thrive in warm, dry conditions and are attracted to stressed plants.

Green beans are very appealing to spider mites and can be useful in strawberry and raspberry production systems. Spider mites will attack green beans more rapidly than the berry crop, allowing for the early treatment of the infestation using predatory mites, or miticides. To the naked eye, high populations of spider mites cause a grimy appearance of the host plant's leaves. Damage progresses to bronzing and yellowing of damaged tissues.

Caption: early stages of two spotted spider mite damage on strawberry leaf.
Image credit: Marvin Pritts, Cornell University

Using green beans as a trap crop is especially compatible in covered production systems such as high tunnels. This is because spider mite pressure is high in covered systems, and the lack of strong winds simplifies the placing of lightweight pots. A couple potted green bean plants may be placed throughout the system to attract spider mites in several zones within the planting. When visual monitoring, ideally with a hand lens, shows that a spider mite population is present, treatment can be deployed to control the infestation early.

In blueberries, the stem gall wasp will lay eggs on woody tissue. The hormones secreted by the adult cause an overgrowth of woody tissue around the eggs, forming a woody gall from 0.5 – 1.5 inches in length. Populations tend to increase over time. The galls redirect energy from the plant, and heavy infestations can reduce planting vigor. There are few insecticides labeled for stem gall wasp control due to the long egg laying season and the protection offered by the woody gall—this pest is best controlled by hand-picking the galls off the plants and burning them.

Image caption: A young blueberry bush overtaken by stem galls. This degree of infestation will reduce the bush's vigor.
Image credit: Laura McDermott, Cornell Cooperative Extension

The 'Jersey' blueberry variety is relatively popular throughout the Northeast, producing a late-season crop of large berries. For some reason, stem gall wasps appear to favor 'Jersey' blueberries for their egg laying, though they will infest other varieties if 'Jersey' is not present. If installing a new planting of blueberries, adding a small number of 'Jersey' plants can simplify stem gall wasp identification and control while still producing an appealing crop of berries.

Sources

Using Trap Plants Successfully | Ronald Valentin, BioPest USA, Inc | Greenhouse Magazine
https://www.greenhousemag.com/article/gmpro-0411-trap-plants-biologicial-controls-pesticides/

Spider Mites in Strawberries | Marvin Pritts, Berry Diagnostic Tool | Cornell Fruit Resources https://blogs.cornell.edu/berrytool/strawberries/strawberries-two-spotted-spider-mite-injury/

Spider Mites in Raspberries | Marvin Pritts, Berry Diagnostic Tool | Cornell Fruit Resources
https://blogs.cornell.edu/berrytool/raspberries/raspberries-leaves-have-a-bronze-or-yellowish-white-speckling-on-them-spider-mites/

Stem Gall Wasp in Blueberries| Marvin Pritts, Berry Diagnostic Tool | Cornell Fruit Resources
https://blogs.cornell.edu/berrytool/berry-pests/blueberry-stem-gall-wasp/

USDA Designates Numerous NY Counties As Natural Disaster Areas—Emergency Loans Available

Elizabeth Higgins, Extension Associate, Eastern New York Horticulture Program

The USDA has designated a number of New York counties as natural disaster areas due to four extreme weather events in July and August 2024. This designation allows the Farm Service Agency (FSA) to extend much-needed emergency credit to producers recovering from natural disasters through emergency loans. Emergency loans can be used to meet various recovery needs including the replacement of essential items such as equipment or livestock, reorganization of a farming operation, or to refinance certain debts (Morning Ag Clips, 2024). The FSA will review the loans based on the extent of losses, security available, and repayment ability.

The natural disasters and eligible counties for emergency loans are listed below. Producers who wish to apply for an emergency loan should contact the farm Service Agency in their county before the application deadline.

Triggering Disaster #1: High Winds and Hail on 8/11/2024

Application Deadline: 7/28/2025

Primary Counties Eligible: Orleans, Wayne

Contiguous Counties Eligible: Niagara, Genesee, Monroe, Ontario, Seneca, Cayuga

Triggering Disaster #2: Hurricane Debby from 8/5/2024-8/10/2024

Application Deadline: 7/28/2025

Primary Counties Eligible: Jefferson, Orange, Saratoga, Steuben

Contiguous Counties Eligible: Albany, Allegany, Chemung, Dutchess, Fulton, Hamilton, Lewis, Livingston, Montgomery, Ontario, Oswego, Putnam, Rensselaer, Rockland, St. Lawrence, Schenectady, Schuyler, Sullivan, Ulster, Warren, Washington, Yates

Triggering Disaster #3: Excessive Rain and Wind from 8/19/2024-8/20/2024

Application Deadline: 7/28/2025

Primary Counties Eligible: Saratoga

Contiguous Counties Eligible: Albany, Fulton, Hamilton, Montgomery, Rensselaer, Schenectady, Warren, Washington

Triggering Disaster #4: Excessive rain from 7/29/2024-8/20/2024

Application Deadline: 7/28/2025

Primary Counties Eligible: Onondaga

Contiguous Counties Eligible: Cayuga, Cortland, Madison, Oswego

N.A. (December 5, 2024) “USDA Designates Numerous NY Counties as Natural Disaster Areas.”

Morning Ag Clips, retrieved from USDA Designates Numerous NY Counties as Natural Disaster Areas - Morning Ag Clips

Funds Now Available to Offset Excessive Costs of Marketing Specialty Crops (MASC Program)

Elizabeth Higgins, Extension Associate, Eastern New York Horticulture Program

The USDA Farm Service Agency has just made $2 billion available to help specialty crop producers (fruit, vegetable, tree nuts, nursery crops, Christmas trees, floriculture, culinary and medicinal herbs and spices, honey, hops, maple sap, turfgrass and grass seed) expand markets and manage higher costs. **Because only $ 2 billion has been allocated for this program, the application period is short: applications are only accepted from December 10, 2024, to January 8, 2025. Many NYS farms—including fruit farms--appear to be eligible for these funds. This is not a grant or loan; payments are provided to offset prior costs and are based entirely on your sales history from recent years.**

The MASC program is intended to help specialty crop producers meet higher marketing costs related to:

- Perishability of specialty crops like fruits, vegetables, floriculture, nursey crops and herbs;
- Specialized handling and transport equipment with temperature and humidity control;
- Packaging to prevent damage;
- Moving perishables to market quickly; and
- Higher labor costs.

FSA will calculate MASC payments based on the producer's total specialty crop sales for the calendar year elected by the producer (either 2023 or 2024 or expected 2025 sales for new producers). The total specialty crop sales reported by the producer will be separated into sales ranges, each with a payment factor. Up to $49,000 (a); $50,000-$99,000 (b); $100,000-$499,999 (c); $500,000-$999,999 (d); All sales over $1million (e). The payment factors will depend on the amount of eligible applications FSA receives and are expected to range between 2 to 11 percent. The lower income ranges will have higher percentages than higher income ranges.

For example: if a producer had total specialty crop sales of $450,000, FSA would calculate the payment equal to the sum of the following: $49,999 multiplied by (a) + $50,000 multiplied by (b) + $350,001 multiplied by (c). If the payment factors (a, b and c) were all 2 percent the producer would be eligible for a $9,000 payment. Payments are subject to a payment limitation of $125,000.

Eligible producers or legal entities must:

- Have an average adjusted gross income (AGI) of less than $900,000 for tax years 2021, 2022, and 2023, ***unless the producer or legal entity's average adjusted gross farm income is at least 75 percent of their average AGI*;** so, if your income is more than 75% from farming you are not held to the AGI cap.
- Be in the business of producing a specialty crop at the time of application and be entitled to an ownership share and share in the risk of producing a specialty crop that will be sold in calendar year 2025.
- Be a U.S. citizen, resident alien, partnership, corporation, limited liability company, or other organizational structure organized under state law, Indian Tribe or Tribal Organization, or a foreign person or foreign entity who meets certain eligibility requirements.
- Comply with the provisions of the "Highly Erodible Land and Wetland Conservation" regulations, often called the conservation compliance provisions; and
- Not have a controlled substance violation.

Eligible established specialty crop producers can apply for MASC benefits by completing the FSA-1140, Marketing Assistance for Specialty Crops (MASC) Program Application, and submitting the form to any FSA county office by Jan. 8, 2025. When applying, eligible specialty crop producers must certify their specialty crop sales for calendar year 2023 or 2024.

New specialty crop producers are required to certify 2025 expected sales, submit an FSA-1141 application and

provide certain documentation to support reported sales i.e., receipts, contracts, acreage reports, input receipts, etc. New producers are those who began producing specialty crops in 2023 or 2024 but did not have sales due to the immaturity of the crop, began producing specialty crops in 2024 but did not have a complete year of sales or will begin growing specialty crops in 2025.

This is the link to the program website: Marketing Assistance for Specialty Crops.

This is the link to the Federal Register Notice that provides the most detail about the program.

Loans Available: Controlled Atmosphere Storage Extends Shelf Life of Perishable Commodities

The loans are designed to assist a diverse range of agricultural operations, including small and mid-sized businesses

Agricultural producers of perishable commodities including fruits, vegetables and floriculture can now get funding for controlled atmosphere storage through Farm Storage Facility Loans (FSFL) offered by the U.S. Department of Agriculture's (USDA) Farm Service Agency (FSA). Controlled atmosphere storage regulates the concentrations of oxygen, carbon dioxide and nitrogen in a storage room to increase the shelf life of crops.

"Controlled atmosphere storage facilities are widely used by the apple industry here in New York. Our growers can now benefit from having this type of storage facility added to the list of eligible structures for Farm Storage Facility Loans, allowing producers to extend the shelf life of the commodities they grow and market," said Jim Barber, FSA State Executive Director in New York.

In addition to now supporting controlled atmosphere storage, FSFLs also provide low-interest financing to help producers build or upgrade storage facilities and to purchase portable (new or used) structures, equipment and storage and handling trucks.

The low-interest funds can also be used for controlled atmosphere storage monitoring equipment, designed to notify facility owners immediately if potential atmospheric concerns are detected. Producers may renovate existing storage facilities to include controlled atmosphere storage monitoring equipment. Authorized loan terms for FSFL renovations are three and five years only.

To assist with monitoring gases and particle concentrations for controlled atmosphere storage, the following equipment, but not limited to, is eligible for an FSFL:

- Optical oxygen sensor.
- Low power CO2 sensor.
- Air quality sensor.
- Gas detection devices.
- Air temperature and relative humidity sensor.
- Water activity meter.
- Temperature stabilized water activity analyzer.
- Precision and performance humidity and temperature transmitter.

Loans of up to $50,000 can be secured by a promissory note/security agreement, loans between $50,000 and $100,000 may require additional security and loans exceeding $100,000 require additional security.

FSFL borrowers do not need to demonstrate lack of commercial credit availability to apply. The loans are designed to assist a diverse range of agricultural operations, including small and mid-sized businesses, new

farmers and ranchers, operations supplying local food and farmers markets, non-traditional farm products and underserved producers.

The December 2024 interest rates for FSFLs are:

- Three-year loan terms: 4.125%
- Five-year loan terms: 4.125%
- Seven-year loan terms: 4.250%
- Ten-year loan terms: 4.375%
- Twelve-year loan terms: 4.375%

For more information, see the FSFL fact sheet: https://www.fsa.usda.gov/tools/informational/fact-sheets/farm-storage-facility-loan and contact FSA at your local USDA Service Center: http://www.farmers.gov/service-locator

FSA helps America's farmers, ranchers and forest landowners invest in, improve, protect and expand their agricultural operations through the delivery of agricultural programs for all Americans. FSA implements agricultural policy, administers credit and loan programs, and manages conservation, commodity, disaster recovery and marketing programs through a national network of state and county offices and locally elected county committees. For more information, visit fsa.usda.gov.

USDA touches the lives of all Americans each day in so many positive ways. In the Biden-Harris Administration, USDA is transforming America's food system with a greater focus on more resilient local and regional food production, fairer markets for all producers, ensuring access to safe, healthy and nutritious food in all communities, building new markets and streams of income for farmers and producers using climate smart food and forestry practices, making historic investments in infrastructure and clean energy capabilities in rural America, and committing to equity across the Department by removing systemic barriers and building a workforce more representative of America. To learn more, visit usda.gov.

USDA to Measure Bee and Honey Production, Disposition, and Income

Hernan Ortiz, Hernan.Ortiz@usda.gov, 800-498-1518

The U.S. Department of Agriculture's National Agricultural Statistics Service (NASS) will contact beekeepers during the Bee and Honey Production, Disposition, and Income Inquiry to gather information on colony numbers, honey production, stocks, and sales. The information helps evaluate conditions from year to year, and promote programs designed to ensure the viability of beekeepers and agricultural pollination services. This survey occurs January and February of 2025 collecting data from more than 9,000 producers nationwide. "The survey results provide a statistical benchmark on U.S. honey production and value," said David Knopf, regional director of the NASS Northeastern Regional Field Office. "The information will allow the USDA, beekeepers, and any other interested parties to analyze data on a state-by-state basis and monitor changes in honey production and value," added Knopf.

To ensure all survey participants have an opportunity to respond, NASS interviewers will contact producers who do not respond by mail or online to conduct an interview. NASS safeguards the privacy of all respondents and publishes only aggregate data, ensuring that no individual operation or producer can be identified. Results of this survey are published annually in the *Honey* report, which will be available on March 14, 2025. All NASS reports are available online at www.nass.usda.gov/Publications/. For more information, call the NASS Northeastern Regional Field Office at (800) 498-1518.

Grant Money For Your Farm? It's Possible! This Workshop Will Show You How!

Are you planning to invest in projects like farm worker housing, irrigation systems, storage facilities, packing facilities, cideries, craft beverage production, cooling and refrigeration, renewable/clean energy, or greenhouses in the future? Would you like to build them at a 50% discount? It's possible with a farm grant!

Grants are an attractive funding alternative to commercial lending that are available to farmers from federal, state, local and private sources. But grants aren't available for every project, nor are they "free" in the sense that you have to do nothing. And finding appropriate grants and deciphering grant requirements can be challenging.

This free online workshop will help you identify and evaluate grant opportunities for your farm. The program consists of three how-to sessions followed by three virtual panel discussions with representatives from federal, state, local, and private organizations that offer farm grants. These representatives will offer practical tips for landing grants from their agencies. Farmers who have received farm grants will also describe their experiences in the panel discussions. You will be able to ask questions is all sessions.

As a result of participating in the workshop, you will:

- Identify sources of federal, state, local and private farm grants
- Learn about the types of projects for which grant funding is available
- Learn to navigate grant portals and register for announcements about new grant opportunities
- Understand request for proposals
- Identify the requirements of a grant opportunity
- Determine if a grant opportunity is a good match for your farm

DATE

January 16, 2025
January 23, 2025
January 30, 2025
February 13, 2025
February 20, 2025
February 27, 2025

TIME

12:00 p.m.-1:00 p.m.

PLACE

Zoom

COST

Free to you (this program is based upon work supported by USDA/NIFA under Award Number 2023-70027-40447 from the USDA's Northeast Risk Management Education Center)

HOST

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TO REGISTER, CLICK ON THIS LINK: https://lof.cce.cornell.edu/event.php?id=2003

Cornell Agricultural Workforce Development Course: "Staffing and Organizing your Team"

Cornell Agricultural Workforce Development is excited to announce the registration is now open for the upcoming course, *Ag Supervisory Leadership (ASL) 104: Staffing and Organizing Your Team*. This essential online training is designed for farm managers, supervisors, and HR professionals who are ready to take their leadership skills to the next level and build a stronger, more effective team. The course will begin on January 17, 2025, with live Zoom discussions beginning on January 23, and will run through February 27, 2025.
Upcoming Course: Ag Supervisory Leadership (ASL) 104 - Staffing and Organizing Your Team
Online Registration Now Open for Agricultural Supervisory Leadership Training

This essential online training is designed for farm managers, supervisors, and HR professionals who are ready to take their leadership skills to the next level and build a stronger, more effective team. The course will begin on January 17, 2025, with live Zoom discussions beginning on January 23, and will run through February 27, 2025.

Course Overview: In today's competitive agricultural industry, finding the right employees is more challenging than ever. Hiring the wrong person can lead to costly consequences, but with the right tools and strategies, you can create a team that drives success. In *Staffing and Organizing Your Team*, participants will learn how to professionalize their human resource systems and position their farms as employers of choice.
Key topics include:

- Becoming a Preferred Employer
- Personnel Planning and Job Descriptions
- Avoiding Bias and Discrimination in Hiring
- Recruiting and Interviewing Strategies

The Selection Process and Onboarding:
The course is designed to help you streamline your hiring processes, improve employee engagement, and reduce turnover, all while building a positive workplace culture.
Course Details:

- Course Format: Online via Moodle, with live weekly Zoom discussions every Thursday at 3 PM ET.
- Start Date: January 17, 2025 (Module 1 release).
- Live Sessions: Every Thursday, starting January 24, 2025, through February 28, 2025.
- Time Commitment: A minimum of two hours per week for course activities, including weekly discussions and assignments.
- Course Cost: $275 for NYS residents; $325 for out-of-state residents.

Pre-registration Required: Registration closes on January 22, 2025, at 11:59 PM.

Scholarship Opportunity for Dairy Producers: Thanks to the generous support of the Northeast Dairy Business Innovation Center (NE-DBIC), eligible dairy producers can apply for a $100 scholarship to help offset registration costs. Participants must select "Dairy" when prompted about their industry during the registration process to be considered for this limited scholarship. Eligible applicants must be from the following states: Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

How to Register for the Scholarship: To qualify for the scholarship, please ensure that you select either "NYS Dairy" or "Northeast Dairy" when registering for the course. This will trigger scholarship eligibility, and your discounted rate will be reflected at checkout.

About the Agricultural Supervisory Leadership (ASL) Certificate: Supervisors are key to the success of any farm business. They directly influence employee performance, engagement, and retention. The ASL certificate program provides farm supervisors and managers with critical leadership and human resource management tools to foster productive, rewarding workplaces. The program combines recorded lectures, live discussions, reading materials, and interactive assignments to help participants develop practical skills and confidence in managing teams.

Upon completion of all six courses within the ASL certificate program and a passing grade of 70% or higher on all weekly quizzes, participants will earn the Agricultural Supervisory Leadership Certificate.
For More Information and to Register: Don't miss the opportunity to improve your team-building skills and become a more effective leader in the agricultural workforce. Register here now: https://cvent.me/e5rB4V
For more information, visit the Agricultural Supervisory Leadership webpage: https://agworkforce.cals.cornell.edu/agricultural-supervisory-leadership-certificate-program/
or visit the Liderazgo en Supervisión Agrícola (ASL Spanish) webpage: https://agworkforce.cals.cornell.edu/liderazgo-en-supervision-agricola/.

About the Agricultural Supervisory Leadership Certificate Program:
The Agricultural Supervisory Leadership (ASL) certificate equips farm supervisors with essential human resource management practices and leadership skills to foster rewarding workplaces and drive business results. By confidently applying these skills, managers improve employee performance, develop teams, reduce turnover, and increase engagement, supported by extensive practice and engagement activities within the certificate program.

Online Business Planning Course in January 2025 Empowers Farmers to Succeed in New Ventures

Elizabeth Higgins, Extension Associate, Eastern New York Horticulture Program

A new comprehensive Business Planning Course offered by Cornell Cooperative Extension will be offered this winter, designed specifically to help farmers and ranchers successfully launch new business ventures. The course will be offered for 9 weeks online, starting January 7 and running through March 4. It offers flexible pacing and aims to equip participants with the essential tools and knowledge to develop a business plan that includes effective marketing strategies and robust financial plans.

According to Steve Hadcock, the Ag Entrepreneurship and Market Development Educator with the Capital Area Agriculture and Horticulture Program and one of the instructors for this course "This course is tailored for individuals who need to develop a business plan. It is ideal for an existing farm that is planning to undertake a new venture but is also critical for anyone who is planning to start a farm business."

Hadcock also highlighted some of the other course benefits. Participating farms will develop budgets for farm enterprises and evaluate the economic feasibility of an idea, gain insights into effective marketing strategies to attract and retain customers and learn to evaluate their farm's financial health to plan for sustainable growth. In addition, at the weekly webinars they can network with other farmers and industry experts through interactive webinars. Course instructors are Steve Hadcock with the Capital District Horticulture Team, Elizabeth Higgins with the Eastern NY Commercial Horticulture Program and Bonnie Nelsen with the Lake Ontario Fruit Team.

The cost of attending this course is $150 per farm. Farmers and ranchers interested in the Business Planning Course can register online at https://enych.cce.cornell.edu/event_preregistration_new.php?id=1991.

Don't hesitate to contact Elizabeth Higgins at emh56@cornell.edu or call 518.949.3722 for more information.

Please get in touch with Elizabeth Higgins if you have any special needs.

Unlock Career Growth and Enhance Communication on Your Farm with the Agricultural English Mentorship (AEM) Program

Are you ready to help your Spanish-speaking farm employees advance their careers and strengthen communication on your farm? The Agricultural English Mentorship (AEM) program, created by Cornell Agricultural Workforce Development (CAWD), is designed to address the language challenges faced by many farm workers and to provide them with the skills they need to succeed.

With 62% of farm employees in the U.S. being native Spanish speakers, language barriers can impede productivity and career advancement. The AEM program offers a solution by providing farm employees with the opportunity to improve their English language skills in a way that is practical, engaging, and directly relevant to their daily work on the farm.

What is the Agricultural English Mentorship (AEM) Program?
The AEM program combines professional English instruction, personalized mentorship, and hands-on learning to enhance the language skills of Spanish-speaking farm employees. The program is designed to be both educational and practical, incorporating real-world farm scenarios that directly relate to the work your employees are doing every day.

A mentor must register with the English learner and commit to 15 minutes of mentorship each week. Mentors do not need to know Spanish to participate. The dual goals are to teach specific farm terminologies and to strengthen relationships between the English-speaking mentors and their Spanish-speaking employees while learning English.

Course Format:

- **Agricultural Focus:** AEM is tailored specifically for Spanish-speaking farm employees, using visual and auditory learning tools that are closely linked to farm work and terminology.
- **English Instruction:** Participants can learn at their own pace with pre-recorded videos, followed by live Zoom sessions where instructors provide individualized guidance on topics like pronunciation, grammar, and conversational skills.

Mentorship: Each farm is encouraged to assign an English-speaking mentor to meet with employees weekly. These 15-minute sessions will focus on farm-specific vocabulary and exercises, fostering stronger relationships and better communication between Spanish-speaking employees and English-speaking leadership.

Course Topics Include:

- Lesson 1: The Alphabet and Vowel Sounds
- Lesson 2: Introductions and Greetings
- Lesson 3: Farm Mission Statements
- Lesson 4: The History of the Farm (Learning Numbers)
- Lesson 5: The Employee Handbook

Lesson 6: The Values and Culture of the Farm

By participating in AEM, farm employees will gain confidence in their English skills, helping to improve workplace communication, enhance productivity, and open doors to career advancement.

Course Dates and Materials:
The course will be offered virtually through the Moodle app, which is easily accessible from phones and computers. Course materials will be available starting **January 17, 2025**, with live discussion sessions running every **Friday from January 24 to February 28, 2025**. Participants can choose between morning or afternoon sessions for the live sessions.

We highly encourage attendance at these live Zoom sessions to maximize learning and take full advantage of the personalized instruction available. To get the most out of the course, we recommend that participants set aside at least two hours per week for course activities. The involvement of an English-speaking mentor is a critical component of success in this program and will greatly enhance the overall learning experience.

Get Started:
Investing in your farm's workforce by offering the AEM program not only enhances communication but also builds a more engaged and skilled team.

For more information or to sign up for the Agricultural English Mentorship program, visit https://cvent.me/BqPWrm or contact Mary Lewis at ml2656@cornell.edu

About Cornell Agricultural Workforce Development (CAWD):
Cornell Agricultural Workforce Development (CAWD) provides resources and programs designed to strengthen the agricultural workforce. Through research, education, and innovative programs, CAWD helps improve farm employee skills, productivity, and career growth opportunities.
Info & Registration: https://web.cvent.com/event/0a894aff-4245-4b6b-901f-19b7f0897229/summary

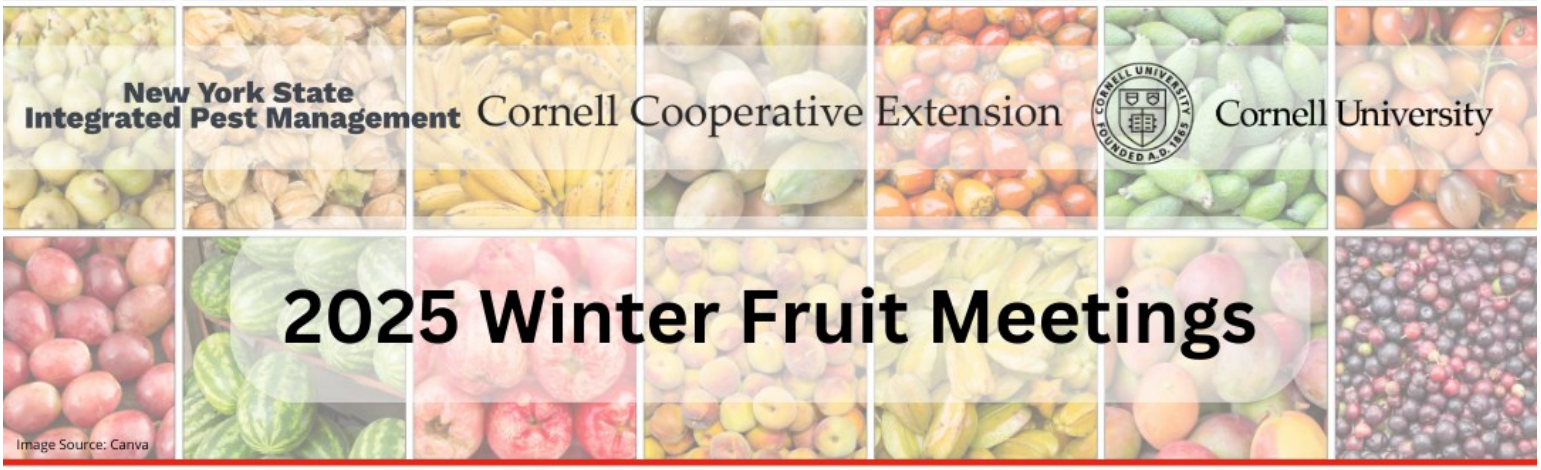
Español: **https://web.cvent.com/event/0a894aff-4245-4b6b-901f-19b7f0897229/summary**

Electric Weeding in Organic Perennial Crops

Join us for a free webinar on electric weeding in organic perennial crops on January 14, 2025!

We're pleased to invite you to an upcoming webinar hosted by eOrganic on January 14, 2025. This session will explore Electric Weeding in Organic Perennial Crops, a promising solution for one of the most persistent challenges in organic fruit and berry production: effective weed management. In this engaging webinar, researchers from Oregon State University, University of California Davis, and Cornell University will share the findings of their latest experiments with electric weeding machines in organic blueberry and orchard crops.

Register now at https://oregonstate.zoom.us/webinar/register/WN_ZJ5T7ytCQD29DyLrbuIGNg



Winter Webinar Schedule:

Please save the date for six upcoming bi-weekly lunch hour webinars happening on Fridays this January through March.

Webinars hosted by NYSIPM, CCE Harvest NY, CCE LOFP, and CCE ENYCHP.

Week 1: Digging in to Pruning and Soil Health
Speakers: Mario Miranda Sazo (CCE LOFP) and Dr. Debbie Aller (Cornell CALS)
Friday January 17, 2025 *11:00am-12:30pm*
Register: https://bit.ly/digging-into-soil-health-pruning-2025

Week 2: Cider Apples - Mechanized Harvesting and Sweet Cider Food Safety
Speakers: Dr. Greg Peck (Cornell CALS) and Dr. Randy Worobo (Cornell CALS)
Friday January 31, 2025 *11:00am-12:30pm*
Register: https://bit.ly/cider-apples-mechanized-harvest-2025

Week 3: The Value of "Eco-Friendly" Marketing -
OMRI Certification, Red Tomato, EcoApple, NYS Grown and Certified
Speakers: Liz Higgins (CCE ENYCHP), Josh Morgenthau (Fish Kill Farms), and Kevin Clark (Rose Hill Farm)
Friday February 14, 2025 *11:00am-12:30pm*
Register: https://bit.ly/eco-friendly-marketing-2025

Week 4: Berries
Speaker(s): McKenzie Schessl (Cornell AgriTech) and Samantha Willden (Cornell AgriTech)
Friday February 28, 2025 *11:00am-12:30pm*
NYSDEC Pesticide Recertification Credits will be available | Register: https://bit.ly/berries-Feb28-2025

Week 5: St. Peachtrick's Day
Stone Fruit Insect and Disease Management
Speakers: Dr. George Sundin (Michigan State University) and Brett Blaauw (University of Georgia)
Friday March 14, 2025 *11:00am-12:30pm*
NYSDEC Pesticide Recertification Credits will be available | Register: https://bit.ly/st-peachtricks-2025

After registering, you will receive a confirmation email containing information about joining the meeting.

DEC CREDIT INSTRUCTIONS:
If you would like DEC Credits, please send a copy of your photo ID to Anna Wallis aew232@cornell.edu
To receive credits you will need to attend the entire webinar on your own computer/device, and complete the required Google Form survey at the beginning and again at the end of the webinar.

Mark Your Calendar

Meeting Title	**From Seed to Success: Turn Your Idea into an Actionable Plan Farm Business Plan**
Date	Online Course January 7- March 4, 2025. Tuesdays, Time TBA.
Location	Zoom
Cost	Free
Brief Description of Meeting/ Registration	For registration info and questions., contact Bonnie Nelsen at bjn2@cornell.edu, or 315-980-9926.| See more information on page 13.

Meeting Title	**NYS Ag Forum**
Date	January 9, 2025
Location	ON Center, Syracuse
Cost	Varied
Brief Description of Meeting/ Registration	See below for agenda and registration info? https://www.nysagsociety.org/about-the-forum

Meeting Title	**Electric Weeding in Organic Perennial Crops**
Date	January 15th 2025
Cost	Free
Brief Description of Meeting/ Registration	See more information on page 15. Register now at https://oregonstate.zoom.us/webinar/register/WN_ZJ5T7ytCQD29DyLrbuIGNg.

Meeting Title	**Farm Grant Literacy Workshop**
Dates	January 16, 23, 30, February 13, 20, 27 (12-1PM)
Location	Zoom
Cost	Free thanks to USDA/NIFA under Award Number 2023-70027-40447 from the USDA's Northeast Risk Management Education Center)
Brief Description of Meeting/ Registration	See article on page 10. Questions? Contact Bonnie Nelsen, bjn2@cornell.edu, 315-980-9926 315-980-9926 Email: bjn2@cornell.edu **TO REGISTER, CLICK HERE: https://lof.cce.cornell.edu/event.php?id=2003**

Meeting Title	**Cornell Fruit Webinar—Digging into soil health and pruning**
Date	Friday, January 17th
Location	Online via Zoom
Cost	Free
Brief Description of Meeting/ Registration	Registration information on flyer on page 16.

Meeting Title	**2025 Agricultural & Food Systems Conference**
Date	January 17, 2025, all day
Location	Stocking Hall, Cornell University
Cost	$100 for non-Cornell attendees
Brief Description of Meeting/ Registration	New York agricultural leaders learn about the short-and long-term outlook for agriculture and agricultural products. Breakout sessions concentrate on dairy, grains and feed, and horticultural products. By attending, you will: • Better understand critical issues facing agriculture in New York and the Northeast • Learn about the near-term outlook for major New York commodities Interact with fellow leaders of the vibrant New York agricultural industry Audience Industry leaders, agribusiness professionals, policymakers, educators, and farm managers. Conference Contact Information Michelle Cranston mmc292@cornell.edu General Questions Contact Email: dyson.lgp@cornell.edu

Meeting Title	**Agricultural English Mentorship (AEM) Program**
Date	starting **January 17, 2025**, with live discussion sessions running every **Friday from January 24 to February 28, 2025**. Participants can choose between morning or afternoon sessions for the live sessions.
Location	Online
Cost	$275 for NYS residents; $325 for out-of-state residents.
Brief Description of Meeting/ Registration	**Unlock Career Growth and Enhance Communication on Your Farm** *Cornell Agricultural Workforce Development (CAWD) Introduces a Unique, Agriculturally-Centered English Program for Spanish-Speaking Farm Employees* See more info on page 11.

Meeting Title	**NOFA-NY 2025 Winter Conference**
Date	January 18th, 2025
Location	SUNY Morrisville
Cost	NOFA-NY Member Price $100
Brief Description of Meeting/ Registration	The conference will feature more than 25 educational workshops and events, the Farmer of the Year keynote address, an engaging trade show, evening entertainment, the In Living Color BIPOC Affinity Space, and more. Info & registration here: https://nofany.org/2025conference/

Meeting Title	**Cornell Fruit Webinar—Cider Apples: Mechanized Harvesting and Sweet Cider Food Safety**
Date	Friday, January 31st
Location	Online via Zoom
Cost	Free
Brief Description of Meeting/ Registration	Registration information on flyer on page 16.

Meeting Title	**3rd Annual Western NY Tree Fruit Conference**
Date	February 4-5, 2025 (all day Feb 4, AM only Feb 5)
Location	Double Tree by Hilton, Rochester
Cost	TBD
Brief Description of Meeting/ Registration	See article in next fruit notes. For upcoming program and registration info, stay tuned to https://lof.cce.cornell.edu/event.php?id=1923. Questions? Contact Craig Kahlke at cjk37@cornell.edu or 585-735-5448

Meeting Title	**Cornell Fruit Webinar—The Value of "Eco-friendly" Marketing. OMRI Certification, Red Tomato, EcoApple, NYS Grown and Certified**
Date	Friday, February 14th
Location	Online via Zoom
Cost	Free
Brief Description of Meeting/ Registration	Registration information on flyer on page 16.

Meeting Title	**IFTA 2025 Annual Conference in Rochester**
Date	February 16-19, 2025
Location	Rochester Riverside Convention Center & Hyatt Regency Rochester
Cost	See program
Brief Description of Meeting/ Registration	2 full days of educational programs, and one full day field tour plus social events. **More info & registration here:** **https://ifruittree.org/event/ifta-2025-annual-meeting-rochester-ny/**

Meeting Title	**Cornell Fruit Webinar—Berries**
Date	Friday, February 28th
Location	Online via Zoom
Cost	Free
Brief Description of Meeting/ Registration	Registration information on flyer on page 16.

Meeting Title	**Cornell Fruit Webinar—Stone Fruit Insect and Disease Management**
Date	Friday, March 14th
Location	Online via Zoom
Cost	Free
Brief Description of Meeting/ Registration	Registration information on flyer on page 16.

Contents

Cornell Cooperative Extension
Lake Ontario Fruit Program
12690 Rt. 31
Albion, NY 14411

Fruit Notes

Fruit Specialists

Craig Kahlke I 585-735-5448 I 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 I 315-719-1318 I mrm67@cornell.edu

Cultural Practices

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

Janet van Zoeren I 585-797-8368 I 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,

Bonalyn Nelsen I 315-980-9926 I bjn2@cornell.edu

Business Management

Areas of Interest: Fruit Farm Business Management, Farm Labor & Regulations, and Evaluation of ROI of New Technologies

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