



# VEGEEdge

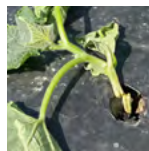
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Volume 20 • Issue 17 • July 31, 2024



Tar Spot in Sweet Corn: Be Alert!

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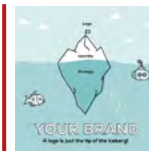
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## Tar Spot in Sweet Corn: Be Alert!

Sarah Pethybridge, Cornell AgriTech, Julie Kikkert, CCE Cornell Vegetable Program, and Darcy E. P. Telenko, Purdue University

There is a new disease on the block for sweet corn in New York. Tar spot is a fungal disease which was first found in field corn in Indiana and northern Illinois in 2015 and has since spread throughout the Midwest. The disease was found in western NY corn fields each year for the last 3 years, and in central NY last year. The disease has **potential to severely reduce yields of susceptible corn varieties**, so we are closely monitoring disease spread and impact. In sweet corn, tar spot causes crop loss by contributing to defoliation, reducing the size and affecting the shape and uniformity of ears, reducing the recovery of kernels for processing sweet corn, and decreasing the marketability of ears by unsightly tar spots on the husks. So far, this year, the disease was detected earlier in the season in other parts of the country, and more recently in Ontario Canada, the middle of Pennsylvania, and eastern Michigan (Fig. 1).

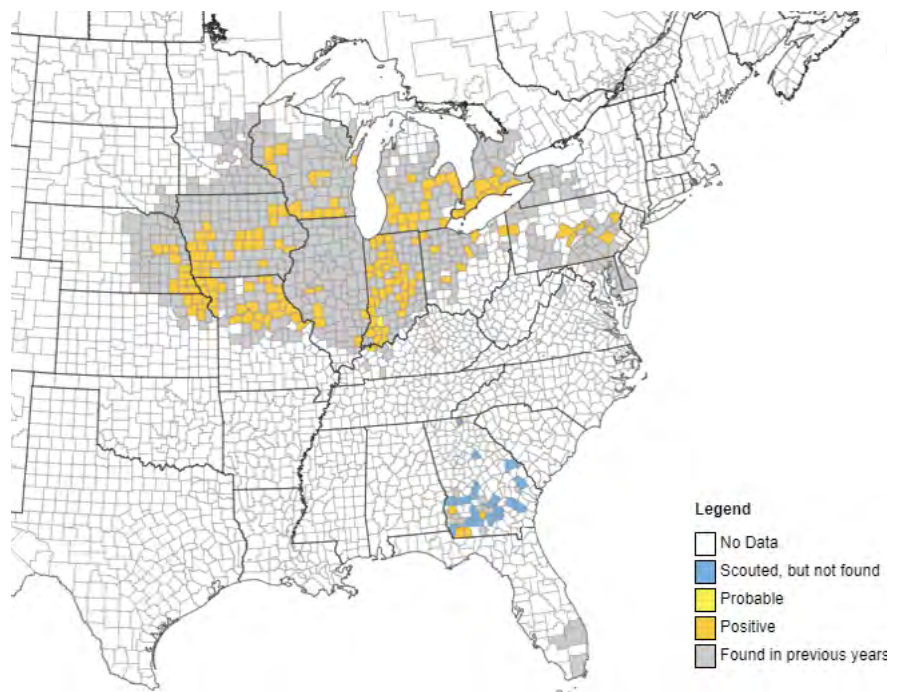
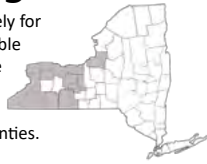


Figure 1. The distribution of tar spot in field and sweet corn by state and county to date in 2024. Source: [Tar Spot - Corn ipmPIPE](#)

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# About VegEdge

VegEdge newsletter is exclusively for enrollees in the Cornell Vegetable Program, a Cornell Cooperative Extension partnership between Cornell University and CCE Associations in 14 counties.



The newsletter is a service to our enrollees and is intended for educational purposes, strengthening the relationship between our enrollees, the Cornell Vegetable Program team, and Cornell University.

We're interested in your comments. Contact us at: CCE Cornell Vegetable Program 480 North Main Street, Canandaigua, NY 14224 Email: [cce-cvp@cornell.edu](mailto:cce-cvp@cornell.edu) Web address: [cve.cce.cornell.edu](http://cve.cce.cornell.edu)

### Contributing Writers

Elizabeth Buck  
Robert Hadad  
Christy Hoeping  
Margie Lund  
Julie Kikkert  
Judson Reid

### Publishing Specialist/Distribution/Sponsors

Angela Ochterski

VegEdge is published 25 times per year, parallel to the production schedule of Western New York growers. Enrollees in the Cornell Vegetable Program receive a complimentary electronic subscription to the newsletter. Print copies are available for an additional fee. You must be enrolled in the Cornell Vegetable Program to subscribe to the newsletter. For information about enrolling in our program, visit [cve.cce.cornell.edu](http://cve.cce.cornell.edu). Cornell Cooperative Extension staff, Cornell faculty, and other states' Extension personnel may request to receive a complimentary electronic subscription to VegEdge by emailing Angela Ochterski at [aep63@cornell.edu](mailto:aep63@cornell.edu). Total readership varies but averages 700 readers.

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The next issue of VegEdge will be produced on August 7, 2024.

## Beans for Lunch Webinar Recordings Available

Margie Lund, Cornell Cooperative Extension, Cornell Vegetable Program

Recordings from the two-part webinar series, "Beans for Lunch" -- **Managing Pests and Disease in Dry Beans**, are now available to watch on YouTube. Both speakers offer lots of practical advice for in-season scouting and management and we had some great discussion and questions.

Friday, June 21, [Managing Dry Bean Insect Pests in the Field](#). Hear from Clark Moore, CCA of Western NY Crop Management Association about common dry bean pests to look out for, scouting techniques, and management options. Go to: <https://www.youtube.com/watch?v=s311gfUWZnc>

Friday, July 19, [Managing Dry Bean Diseases in the Field](#). Learn from Dr. Sarah Pethybridge of Cornell AgriTech about common dry bean diseases to look out for, how to distinguish them from each other, and your options for management. Go to: <https://www.youtube.com/watch?v=q8R5CBkk-rY>

### Some resources mentioned:

New England Vegetable Guide: [Disease Control in Edible Bean](#)

New England Vegetable Guide: [Insect Control in Edible Bean](#)

[Sporecaster app](#) from UW-Madison to evaluate risk for white mold based on your local conditions to support fungicide application decision-making.

[Rovensa Next Prev-Am](#) biological product: In very early stages, but WNYCMA is seeing promising preliminary results for fungicide and insecticide applications, and product is OMRI-approved. Reach out to Rovensa reps; still limited availability. ●



### Tar Spot Symptoms & ID

Tar spot is caused by the fungus, *Phyllachora maydis*. **Disease symptoms are small, raised, black spots that have a ‘tarry’ appearance and occur randomly across the upper and lower surfaces of the leaves (Fig. 2).** The black spots are fungal structures that contain spores. The spots are typically 1/16 to 3/4 of an inch in diameter and typically extend through the leaf so that they can be viewed on both sides. These black spots can also appear on corn husks and leaf sheaths. In addition to the black spots, tan to brown lesions with dark borders (‘fisheye’) may also appear around the fungal structures. The black spots may be mistaken for older common rust pustules (which progress from orange red to black with age), or insect droppings. Insect droppings can be differentiated from tar spot by appearing on only one side of the leaf and may easily be scraped off. Tar spot cannot be scraped or washed off and are typically raised from the leaf surface.



Figure 2. Symptoms of tar spot on corn leaves. Photos: Darcy Telenko, Purdue University

### Scouting

Tar spot is most likely to be found in fields with a history of sweet or field corn where corn has been planted in low lying areas and near windbreaks. Consider scouting fields on a weekly basis. The disease is likely to be first found in the lower part of the plant canopy in fields with a history of foliar diseases.

### Disease Cycle

The **pathogen can survive between seasons on infested sweet and field corn residue left on the surface** of the soil in New York. There are also no alternative hosts – the fungus will only survive on corn! The pathogen that causes tan spot is not seedborne. During the growing season, the disease is made worse by high relative humidity (>75%), foggy days, and long dew periods (~7 hours of leaf wetness), just like conditions we are experiencing across New York now! The fungal **spores are dispersed by wind and rain splash**. Canopy closure also modifies the environment making conditions conducive for the disease. Early disease detection will enable us to plan for subsequent outbreaks and develop protocols for minimizing crop loss.

**If you see any suspicious black, tar spots on sweet corn leaves, please notify Sarah Pethybridge (Plant Pathologist, Cornell Agri-Tech, Geneva; [sjp277@cornell.edu](mailto:sjp277@cornell.edu); 315-744-5359) or Julie Kikkert (Cornell Vegetable Program; [jrk2@cornell.edu](mailto:jrk2@cornell.edu); 585-394-3977 x404).** ●

## Sweet Corn Pheromone Trap Network Report

Marion Zuefle, NYS IPM, [7/30/24](mailto:mzuefle@cornell.edu)

Statewide, 29 sites reporting this week (see [trap count table](#)). European corn borer (ECB)-E and ECB-Z were trapped at five sites this week. Corn earworm (CEW) was trapped at 22 sites, with 17 sites high enough to be on a 4, 5 or 6-day spray schedule (see [chart](#)). Fall armyworm (FAW) was caught at six sites and Western bean cutworm (WBC) was caught at 27 of the reporting sites.

According to the [NEWA Western Bean Cutworm Flight Emergence Lookup table](#), most sites are near 20-25% flight emergence for WBC and should therefore be scouting for eggs with a 4% threshold for processing sweet corn and a 1% threshold for fresh market sweet corn. WBC will usually lay eggs on the upper side of the top 1-3 leaves of pre-tassel corn, close to the leaf base. After tasseling has finished WBC seek out younger corn or dry beans. WBC will most likely peak within the next two weeks. ●

# CROP Insights

Observations from the Field and Research-Based Recommendations

## BEETS

*Cercospora leaf spot* is widespread throughout our region now. Fungicide applications are generally only warranted if disease is present in the field, there is elevated risk based on the weather conditions, and the field has a considerable time until harvest by top-pulling machines or the beets are being sold with the tops on (bunching beets). Please use fungicides wisely. *Cercospora* has an elevated risk of developing resistance to fungicides with single site modes of action. In recent NY surveys, approx. 90% of *C. beticola* were resistant to azoxystrobin (Quadris) and 30% were moderately resistant to propiconazole (Tilt). Rotate among different Fungicide Resistance Action Committee (FRAC) groups to minimize fungicide resistance and read and follow all label instructions. FRAC group 11 fungicides by themselves (e.g. Quadris, Cabrio, Flint Extra) provide low to moderate efficacy against resistant *C. beticola*, but products that contain a mixture of group 11+7 (e.g. Merivon Prime, Luna Sensation) provided improved control. Group 3 products (e.g. Tilt, Cevya) and group 7+12 (e.g. Miravis Prime) provide a moderate to high level of control. Group M01 (e.g. Champ 2F, Cueva), group BM02 (e.g. Double Nickel LC) group P06 (e.g. LifeGard), provide moderate control and are good FRAC group rotational products. – JK

## CUCUMBERS AND CANTALOUPE

See comments on Sweet Corn for cutworms. Can also affect Zucchini and Summer Squash. More growers are taking advantage of late plantings for higher fall prices. Remember that these young plants are more susceptible to cutworm damage than mature crops (Fig. 1). Don't confuse wind damage with cutworms. Wind damage will simply be a 'snapped appearance' instead of a chewed look (Fig. 2). Given the violence of localized storms, consider wind as well. Again, late plantings are more susceptible. – JR



Figure 1. Late planting of watermelon, cantaloupe and cucumbers can be rewarded with high prices, but are more susceptible to cutworm damage than mature crops. Photo: J. Reid, CVP



Figure 2. Wind damage can snap young plants at the level of plastic mulch. Local storms have had very strong winds this summer. Photo: J. Reid, CVP

## DRY BEANS

Most dry beans are now in or past bloom stages, so white mold management should now be considered. An initial application of Omega 500F is recommended followed by a second application of Endura 70 WDG. The first application should be made at the early bloom stage. Hail damage has been seen in some dry bean fields this week following large storms that moved through the region. – ML

### Western Bean Cutworm Report

Western bean cutworm trapping continues at 16 locations in the region (Table 1). Many locations have reached peak flight either last week or this week (indicated in red on chart). Overall moth numbers appear to be higher this year compared to recent years.

Now that peak flight and thresholds have been met, scouting should begin in dry beans. To scout for WBC, inspect 50 plants per field (10 stops, 5 plants per stop), looking at all pods present on the plant

Table 1. Western bean cutworm adult moth numbers by date for each dry bean trap location. Red text indicates peak flight.

Dry Bean Location	July 2	July 9	July 16	July 23	July 30	Cumulative Moths
Avoca Hill East (Steuben Co.)	0	0	38	284	209	531
Avoca Hill West (Steuben Co.)	1	5	23	29	8	66
Avoca Valley (Steuben Co.)	0	1	27	56	29	113
Caledonia (Livingston Co.)	3	23	29	66	160	281
Churchville (Monroe Co.)	5	45	70	57	125	302
East Bethany (Genesee Co.)	NA	7	82	96	102	287
LeRoy (Genesee Co.)	NA	7	101	244	210	562
North Chili (Monroe Co.)	1	0	11	16	34	62
Pavilion (Genesee Co.)	1	7	53	97	82	240
Penfield (Monroe Co.)	NA	7	33	99	131	270
Penn Yan North (Yates Co.)	NA	4	4	76	18	102
Penn Yan South (Yates Co.)	NA	3	3	118	61	185
Scottsville (Monroe Co.)	0	4	14	41	89	148
Wayland Hill (Steuben Co.)	0	13	45	124	167	349
Wayland Valley (Steuben Co.)	3	2	10	96	82	193
Wyoming (Wyoming Co.)	11	77	82	135	92	397

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for holes. WBC chew directly into the pod and eat the seed. It can be difficult to scout dry beans for egg masses or caterpillars, since the caterpillars move from the pods to the soil during the daytime, so looking for signs of damage is the best strategy. European corn borer damage (ECB) may be similar to WBC, but an ECB larva would likely still be present in the pod when inspected. If damage into the pod and seed is found with no larva present, it is possible this is WBC. An insecticide application is recommended if dry bean pod damage is found.

## ONIONS

After a very dry week, it looks like the crop will be getting some natural rainfall this week, which is always very valuable during this critical timing for adequate soil moisture during bulbing, 1-2 inches would be fantastic! Nonetheless, onions have been steadily putting on 0.5 inch in size per week. Most direct seeded fields have full leaves canopies (8-10 leaves) and 1.5-2 inch bulbs. We are now starting to see varying degrees of tipburn from just starting to 10%. And many direct seeded fields are beginning to lodge. It appears that there are 3-4 more sprays left in most fields.

Stemphylium leaf blight (SLB) and Botrytis leaf blight (BLB) was low this week in all regions, but especially in Oswego and Wayne Cos. SLB was mostly secondary this week, although the odd lesion can be detected on green leaf tissue (3-20% incidence), which is an indication of the disease behaving as a primary pathogen. BLB necrotic spot counts continued to increase this week to 3-16 spots/leaf but were also <1/leaf in some fields. BLB halo lesions were generally < 1/leaf. Low leaf disease pressure is likely a combination of the hot and dry weather not being as favorable and use of our best fungicide sprays. In Elba, growers were able to take advantage of low disease pressure to use Bravo + P07 in several fields this week to save their best and second-best sprays for August.

### It is during the month of August that both BLB and SLB can ramp up significantly.

- If following our strict fungicide recommendation to not use more than 2 apps of FRAC 3 + 3 fungicide sprays, several fields only have one more app left (and some have none).
  - It is my personal strategy to use our best spray, FRAC 3 + 3 + P07 Viathon + Tilt in the last spray at 50% lodging to give the crop the strongest push to the finish line.
  - The goal is to have 50% or more green foliage in the crop 2 weeks after this spray, because we did a study one time that showed that less than 50% foliage at this time reduced yield slightly.
  - However, there could be a week prior to 50% lodging when SLB appears primary and threatening and Viathon + Tilt may have to go on then.
- I am also trying to not use more than 3 apps of FRAC 7 premixes (Luna Tranquility and Miravis Prime), Rovral (FRAC 2) and Oso (FRAC 19) per season, just to be cautious about fungicide resistance.
- I am planning on using FRAC P07, as in Rampart, Reveille, Viathon, etc. in every spray from now until the finish to boost plant health, keep foliage green and to help prevent leaf dieback.
- Addition of Bravo to any tank mix will improve control of BLB necrotic spots during August. Many fields in Oswego and Wayne have had the opportunity to use Bravo over the past 3 weeks as they have rode the momentum of Movento, and generally BLB necrotic spots are lower in these regions than in Elba, where growers have not been able to use Bravo, because they have been battling thrips with Xirel.
- There will be some tricky fungicide spray recommendations to make in the next few weeks.

We saw an increase in **foliar symptoms of bacterial disease** over the past week, the majority of which was a single middle leaf that was collapsing (Fig. 3A). I am generally not concerned about this, because it often dries up at the leaf axil and does not enter into the bulb (Fig. 3B). It is not until several leaves collapse that the risk of bulb rot increases (Fig. 3C). Since a dozen bactericide trials as part of the Stop the Rot project showed no efficacy of copper bactericides plant defense activators, sanitizers or antibiotics for controlling bacterial disease and bulb rot, we no longer recommend them for this purpose – For more information, see the [Stop the Rot Frequently Asked Question “Do bactericides work?”](https://alliumnet.com/frequently-asked-questions/do-bactericides-work/) page: <https://alliumnet.com/frequently-asked-questions/do-bactericides-work/>. Also, check out the [diagnostic video for foliar symptoms of bacterial diseases](https://youtu.be/pTYmdIwjbao?si=FBI6Lb-2WOKla3AWc): <https://youtu.be/pTYmdIwjbao?si=FBI6Lb-2WOKla3AWc>.

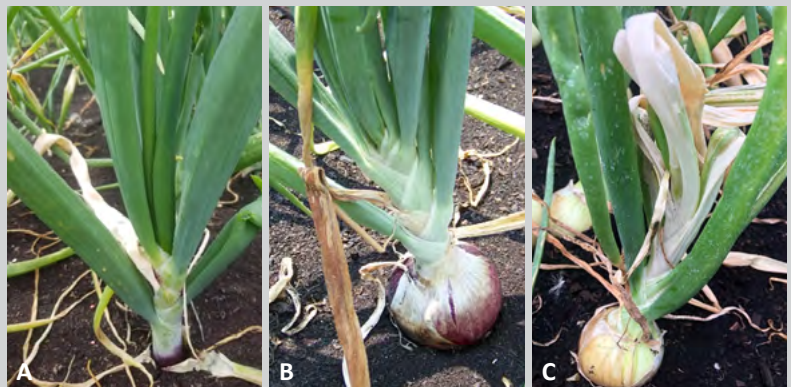


Figure 3. The majority of foliar symptoms of bacterial disease seen in onion fields this week were of a single middle leaf collapsing (A), which often dries up and the bacterial disease never enters into the bulb causing rot (B). Of more concern is when several leaves are collapsing (C). Photos: C. Hoepting, CVP

Although this week is too hot for downy mildew, with full leaf canopies, high humidity and dew falling at night, I am recommending that a fungicide be used preventatively for downy mildew from this week until the end of the spray season. FRAC M3 (mancozeb) are most commonly used for this purpose, but FRAC 29 (Omega) and 11 (Quadris/Aframe) also have activity on DM.

The unrelenting war with onion thrips continues in Elba, which is proving to be one of the worst years for thrips on record. Although some battles were won this week, most notably an application of our new “trifecta” treatment of Agri-Mek + Warrior + Lannate taking down a population of 5.3 thrips/leaf to 0.9/leaf! Hoping to see more of that next week! In Wayne and Oswego Cos, several fields are near the spray threshold of 1 thrips/leaf following a 3-week ride with the momentum of Movento. – CH

### POTATOES

Colorado potato beetles remain active in some fields. Diseases we typically see later in the season are moving in, such as early blight. Storms moving through western NY continue to bring risk of spread of late blight, so it is important to stay consistent with fungicide sprays through the end of the season. Late blight has been found in southern Michigan this week. –ML

### SQUASH

Poor pollination has been responsible for reduced fruit set in some fields. Pollinator activity may be reduced due to excessive heat or other weather-related factors. Aborted young fruit or malformed fruit are often signs of this problem (Fig. 4). Squash and other vine crops require many visits from pollinators in order to achieve a fully developed fruit. – RH

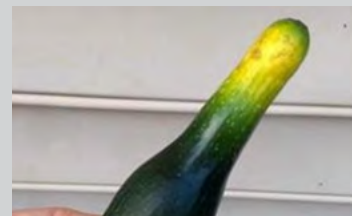


Figure 4. Zucchini poorly developed due to insufficient pollination. Photo: University of Maryland Extension

### SWEET CORN

See cover article on Tar Spot in this week’s VegEdge. Additionally Northern Corn Leaf Blight has been confirmed this week in the Finger Lakes region on sweet corn. This disease is favored by moderate temperatures and high relative humidity, which describes July 2024 quite well. The disease is caused by the fungus *Bipolaris carbonum*, which has at least 5 races, causing varying symptoms. Look for long, oblong spots on leaves, with some races going to ears as well. Common produce fungicides are labeled for Leaf Blight control, but please note that the pre-harvest interval is quite longer on sweet corn. For example Bravo has a 14 days PHI and Quadris 7 days. Note that Bravo is for fresh market sweet corn only (not processing varieties). Sprays should start when lesions appear on the leaf below the ear on 50% of the plants; ideally at tasseling or silking. Given that most fresh market sweet corn growers have multiple plantings (maturity dates), planting resistant varieties is the most important management tool. – JR

Reports of cutworms taking out late plantings from the Seneca/Wayne county line. These worms are nocturnal, dark in color and can be quite devastating by chewing off young stems. Since their occurrence is spotty, often they are detected only after a planting has been damaged. There are organic materials available such as BioST 100 (natural nematicide) as a seed treatment. Additional conventional sprays (directed at the soil line) include Sevin (2 day PHI for sweet corn ears) and Baythroid (0 day PHI). – JR ●

## A New(er) Pigweed in Town – *Amaranthus Blitum* or Purple Pigweed

Lynn Sosnoskie, Weed Science, Cornell

Several calls have come in to identify an unusual and relatively uncommon weed, *Amaranthus blitum* (sometimes listed as *Amaranthus lividus*), often referred to as purple or livid amaranth. A tropical annual in the pigweed family (Amaranthaceae), this summer germinating species is introduced in North America. The [USDA PLANTS database](https://plants.usda.gov) (<https://plants.usda.gov>) documents its occurrence in 23 US states (mainly in the Mid-South, Southeast, and Northeast), three Canadian provinces, and Puerto Rico. Historical records from the Herbarium of the L.H. Bailey Hortorium (Cornell University) document the occurrence of plants in and around the New York City and Long Island, in Central New York (Madison County), and in the North Country (St. Lawrence County).

The growth habit of the plant is prostrate to slightly upright. The most distinguishing feature of the species is its leaf, which has a wedge-shaped base and a deeply notched tip that can contain a single leaf hair (Fig. 1 & 2). Stems are green to whitish in color and can have many branches (Fig. 3). Purple amaranth is monoecious with flowers being held in terminal inflorescences and at the base of the leaves (Fig. 3). Flowering occurs between July and October. Seeds are small (approximately 1 mm in width), black, shiny, and smooth.

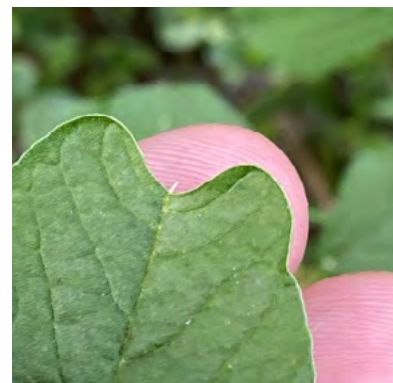


Figure 1. Purple amaranth has a distinctive, deeply notched leaf tip that contains a stiff hair. Photo: L. Sosnoskie, Cornell

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Figure 2. Purple pigweed leaves are wedge-shaped at the base with a deeply notched tip. Photo: L. Sosnoskie, Cornell



Figure 3. Purple amaranth produces terminal flowers, as well as in the axils of leaves and at the base of branches. Stems are smooth and whitish in color. Photos: L. Sosnoskie, Cornell

The International Survey of Herbicide Resistant Weeds ([www.weedscience.org](http://www.weedscience.org)) documents a report of resistance to imazethapyr (WSSA Group 2, ALS-inhibiting herbicide) in New Jersey (1993). Recent work from Michigan State University reports that a field-collected population from Michigan is resistant to PS II-inhibiting herbicides (WSSA Group 5). Resistant biotypes have also been identified in France, Malaysia and Switzerland. If you suspect that purple amaranth or other weed species aren't responding to herbicides, please contact Cornell Vegetable Program Specialists or Dr. Lynn Sosnoskie ([lms438@cornell.edu](mailto:lms438@cornell.edu)) to discuss seed collection and herbicide resistance screening.

Characteristics of Other Common and/or Troublesome Pigweed Species

Characteristic	Palmer amaranth	Waterhemp	Powell amaranth	Redroot Pigweed	Smooth Pigweed
<b>Leaves</b>	Diamond-shaped	Long and linear	Diamond-shaped	Oval- to egg- shaped with wavy margins	Oval- to egg- shaped with wavy margins
<b>Petioles</b>	LONGER than leaf blade	Shorter than leaf blade	Shorter than leaf blade	Shorter than leaf blade	Shorter than leaf blade
<b>Stems and Plant Height</b>	Smooth Up to 10 feet	Smooth Up to 10 feet	Sparsely hairy 3 to 6 feet	Sparsely to very hairy 3 to 6 feet	Very hairy 3 to 6 feet
<b>Male and Female Flowers</b>	SEPARATE plants	SEPARATE plants	Same plant	Same plant	Same plant
<b>Flower Heads</b>	Thick branches and tightly clustered flowers, female flowers have SHARP bracts	Branches are thinner than Palmer amaranth, flowers are less tightly clustered, no bracts	Sparsely branched, but branches can be long and flowers have bracts resembling Palmer	Branches on flowerheads are compact and short/ stubby	Many branched flower heads with branches longer and thinner than redroot



Top (L to R): smooth pigweed, redroot pigweed, and Powell amaranth. Bottom (L to R): waterhemp and Palmer amaranth.

For more [pigweed ID](https://cals.cornell.edu/weed-science/weed-identification/pigweed-identification) information visit: <https://cals.cornell.edu/weed-science/weed-identification/pigweed-identification>. ●

# Farm Market & Agritourism: Brand vs. Logo

Brian Moyer, Educational Program Associate, Penn State Extension, from *Vegetable Grower News*, 7/24/2024; edited by Robert Hadad, CCE Cornell Vegetable Program

[Last week, a very interesting marketing article came out in the [Vegetable Grower News: Farm Market & Agritourism: Brand vs. Logo](#), by Brian Moyer (7/24/24). It got me thinking about how are we getting customers to notice locally grown NY produce. We have seen some logos come and go. Success or failure hinges on keeping the presence relevant for customers to pay attention. Attention spans are short and customers have to be reminded of how special the produce you offer them are. Like being a magician, you need new tricks. Here is an edited section of the article that speaks volumes. – R. Hadad, CCE CVP]

A few years ago, I was asked to attend a meeting of a local ag organization who had developed a branding program for their members to use that would identify that their products were produced within the county. One of the members asked me how the organization could get its members to use the brand. I responded, “You don’t have a brand. You have a very nice logo.”

In the realm of marketing and business, the terms “brand” and “logo” are often used interchangeably, but they signify distinct concepts. Understanding the difference between them is crucial for any business aiming to establish a strong presence in the market.

While a logo is a vital component of a brand’s visual identity, the brand encompasses a far broader spectrum of elements that collectively shape the perception and essence of a business or product. Let’s start with defining the terms.

## Logo

A logo is a visual symbol that represents a company, product, or service. It typically consists of a graphic element or an icon, accompanied by text, such as the company’s name or slogan. Logos serve as a recognizable mark that identifies a brand and helps differentiate it from competitors. Examples of iconic logos include the golden arches of McDonald’s or the bitten apple of Apple Inc.

## Brand

The brand encapsulates the entire essence of a company, product or service. It extends beyond visual elements to encompass the emotions, values, personality and experiences associated with a particular entity. A brand is the perception that consumers have of a company, shaped by its actions, messaging, customer interactions and overall reputation. It represents the promise made to customers and the expectations they hold regarding the quality and value of the offering.

## The Role of Logos

Logos play a pivotal role in brand recognition and recall. A well-designed logo can evoke strong emotions, foster trust and convey the essence of a brand’s identity in a single glance. It serves as a visual shorthand for the brand, imprinting itself in the minds of consumers and facilitating instant recognition across various touchpoints, such as advertisements, packaging, websites and social media profiles. However, while logos are essential for creating visual cohesion and memorability, they are just one facet of a broader branding strategy.

## The Essence of Branding

Branding is a multifaceted endeavor that involves cultivating a distinct identity and fostering meaningful connections with consumers. It encompasses every interaction that stakeholders have with the brand, from the initial exposure to post-purchase support. Effective branding elicits positive associations and emotions, instilling loyalty and advocacy among customers.

While a logo represents a brand visually, the brand itself encompasses a broader spectrum of elements that shape its identity, perception and relationship with consumers. Both are integral components of a successful branding strategy, working in tandem to communicate the essence and values of a business or product to its target audience.

Everyday your business is open, you are affecting your brand. How you interact with customers, the quality of your products all become part of your brand.

[Brian Moyer also added this from a survey of growers who continue to see increases in sales from branding: respondents reported various strategies for growth, including adding new products (28%), expanding existing markets (21%), refreshing layouts (13%) and enhancing marketing strategies (20%). – RH, CCE CVP] ●



## Upcoming Events

### Niagara Region Vegetable Meeting

August 14, 2024 (Thursday) | 5:00 pm - 8:00 pm  
Root Down Farm, 5850 Shimerville Rd, Clarence Center,  
NY 14032

Starting at Root Down Farm, hear late season disease management updates in peppers and cole crops, plus current best management practices to limit fungicide resistance. Potato variety recommendations and disease control questions in potatoes will be addressed.

Then we'll head to Kreher's beet field to view and discuss alternative weed control technologies. The beet field is an on-farm demonstration of various flame weeding protocols in comparison with stacked tool cultivation equipment. One or two weeding robots will be on-hand for live demonstrations and discussion of the technology's current abilities and future potential. Industry updates and a review of late summer disease management in squash will be provided too. See the [full meeting agenda](#) at CVP. CCE.CORNELL.EDU

2.0 DEC credits will be available in categories 23, 1a, and 10. FREE! Contact Elizabeth Buck at 585-406-3419 with questions.

### Bejo Open Days 2024

August 19, 2024 (Monday) | open 9:00 am - 4:00 pm with field tours at both 10:00 am and 11:00 am  
4188 Pre Emption Rd, Geneva, NY 14456

Take a **Behind the Scenes** look into Bejo—Bees, BMOX, and their latest innovations in Breeding! Of course, they will also have their Kitchen Garden, raised beds and field trials. Questions? Please email [media@bejoseeds.com](mailto:media@bejoseeds.com)

### Chipping Potato Twilight Meeting

August 20, 2024 (Tuesday) | 5:00 pm - 6:00 pm  
Mahany Farms, 10046 NY-36, Dansville, NY 14437

Join us for a brief, on-farm meeting including insect pest updates and viewing of the chipping potato variety trial. 1.0 DEC credits in categories 10, 1a, and 23 will be offered. Dinner follows!

FREE! No pre-registration required. See [the agenda](#) online.

### Cornell Vegetable Variety Showcase and Pathology Twilight Meeting

August 21, 2024 (Wednesday) | 5:00 pm - 8:00 pm  
Homer C. Thompson Vegetable Research Farm, 133 Fall Creek Rd, Freeville, NY 13068

The event will include tours of commercial variety trials and Cornell breeding plots for tomato, pepper, squash, cucumber, and potato, as well as a vegetable disease field walk, variety tasting, and dinner. 1.75 DEC credits in categories 10, 1a, and 23 offered.

FREE and open to the public! Free dinner will be provided. See [the schedule, speakers, and register online by August 14](#) at <https://cals.cornell.edu/cornell-vegetable-variety-showcase-and-pathology-twilight-meeting>

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Greg Curcio  
(585) 303-4691  
[gcurcio@seedway.com](mailto:gcurcio@seedway.com)



Sara Christ, 585.794.8937  
Jason Detzel, 845.707.5631  
[www.stokeseeds.com](http://www.stokeseeds.com)

# Cornell Cooperative Extension Cornell Vegetable Program

480 North Main Street  
Canandaigua, NY 14424

# VEGEdge

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VegEdge is the highly regarded newsletter produced by the Cornell Vegetable Program. It provides readers with information on upcoming meetings, pesticide updates, pest management strategies, cultural practices, marketing ideas, and research results from Cornell University and Cornell Cooperative Extension. VegEdge is produced every few weeks, with frequency increasing leading up to and during the growing season.

## Contact Us

### VEGETABLE SPECIALISTS

**Elizabeth Buck** | 585-406-3419 cell | [emb273@cornell.edu](mailto:emb273@cornell.edu)  
fresh market vegetables, weed management, soil health

**Robert Hadad** | 585-739-4065 cell | [rgh26@cornell.edu](mailto:rgh26@cornell.edu)  
farm food safety, organic, business & marketing, fresh market vegetables

**Christy Hoepting** | 585-721-6953 cell | [cah59@cornell.edu](mailto:cah59@cornell.edu)  
onions, cabbage, broccoli, garlic, pesticide management

**Julie Kikkert, Team Leader** | 585-313-8160 cell | [jrk2@cornell.edu](mailto:jrk2@cornell.edu)  
processing crops (table beets, carrots, peas, snap beans, sweet corn)

**Margie Lund** | 607-377-9109 cell | [mel296@cornell.edu](mailto:mel296@cornell.edu)  
potatoes, dry beans, post-harvest handling and storage

**Judson Reid** | 585-313-8912 cell | [jer11@cornell.edu](mailto:jer11@cornell.edu)  
greenhouses/high tunnels, small farming operations, fresh market vegs

### PROGRAM ASSISTANTS & SUPPORT

Lori Koenick | [lbk75@cornell.edu](mailto:lbk75@cornell.edu)

Sarah Mertson | [slm369@cornell.edu](mailto:slm369@cornell.edu)

Angela Ochterski | [aep63@cornell.edu](mailto:aep63@cornell.edu)

Destiney Schultz | [ds2422@cornell.edu](mailto:ds2422@cornell.edu)

### ADMINISTRATION

Peter Landre | [ptl2@cornell.edu](mailto:ptl2@cornell.edu)

Steve Reiners | [sr43@cornell.edu](mailto:sr43@cornell.edu)

## Cornell Cooperative Extension Cornell Vegetable Program

For more information about our program, email [cce-cvp@cornell.edu](mailto:cce-cvp@cornell.edu) or visit [CVP.CCE.CORNELL.EDU](http://CVP.CCE.CORNELL.EDU)



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