



The recent snows in WNY caused much damage to greenhouses and high

tunnels. Learn about the options to avoid loss due to heavy snow.

**PAGE 1**



Don't miss the 2015 Empire State Producers Expo! Read about 2 more vegetable

related sessions that will be held at this annual, statewide event.

**PAGE 5**



Western bean cutworm moth trap counts in NYS have been showing a steady increase

since 2010. What is the risk to dry beans?

**PAGE 6**



Many events are being held this winter related to vegetable production, farm food safety, soil

health, and season extension. Check them out!

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# VEGEdge

YOUR TRUSTED SOURCE FOR RESEARCH-BASED KNOWLEDGE

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Photo: Judson Reid

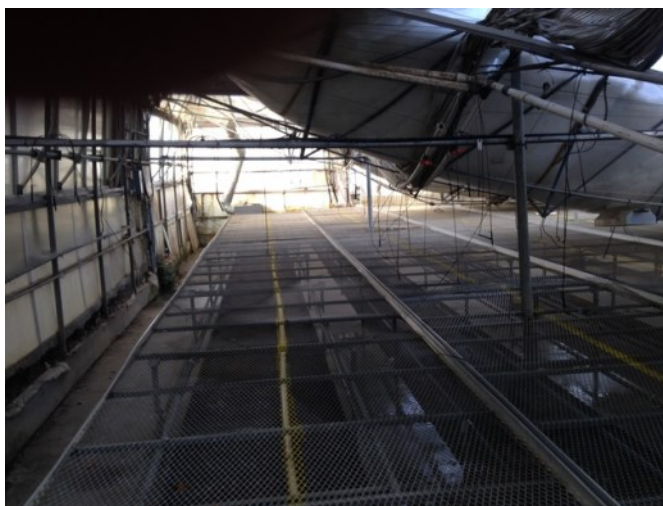


**Cornell University**  
Cooperative Extension  
Cornell Vegetable Program

## Greenhouses and High Tunnels Lost to Snow

*Judson Reid, CCE Cornell Vegetable Program*

Our thoughts and concerns go out to the many greenhouse and high tunnel operators in Western New York who have experienced devastating losses from the recent record setting snow storms. Both large scale and smaller structures have been lost to snow damage. Here we highlight some of the major options to avoid loss, however in the face of a disaster of this magnitude we acknowledge the limits of our abilities.



Greenhouses collapsed due to heavy snowloads at Amos Zittel & Sons, Inc. in Eden, NY.  
Photos courtesy of Amos Zittel & Sons, Inc. via WKBW Buffalo, 11/20/2014

*continued on page 3*



**VegEdge** newsletter is exclusively for enrollees in the Cornell Vegetable Program, a Cornell Cooperative Extension regional agriculture team, serving 11 counties in Western New York.

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:  
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Information provided is general and educational in nature. Employees and staff of the Cornell Vegetable Program, Cornell Cooperative Extension, and Cornell University do not endorse or recommend any specific product or service.

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**Help us serve you better by telling us what you think. Email us at [cce-cvp@cornell.edu](mailto:cce-cvp@cornell.edu) or write to us at Cornell Vegetable Program, 480 North Main Street, Canandaigua, NY 14424.**



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The Cornell Vegetable Program has been awarded the 2014 Cornell University College of Agriculture and Life Sciences' Research and Extension **Award for Outstanding Accomplishments in Extension/Outreach**. This award recognizes individuals/teams who have demonstrated leadership in developing a highly innovative and responsive extension/outreach program that addresses stakeholder needs. The Awards Committee cited the excellent synergy among members of the Cornell Vegetable Program team in addressing the needs of New York's vegetable production operations and the many activities our team collectively organize to successfully connect Cornell faculty and their research with the real-world needs of vegetable producers. Our team was recognized by Dean Kathryn Boor at an awards ceremony on November 10, 2014 at Cornell University.



Heated greenhouses with inflated poly are better suited to handle snow than high tunnels with a single layer of poly. Key points:

- An inflated double poly covering sheds snow much better than a single layer of poly where the weight is immediately transferred to individual bows.
- Gothic style structures shed snow best (Fig. 1).
- With sufficient heat a greenhouse can melt snow. John Bartok of UMass states that it takes 250 Btu/hr per square foot of poly to melt a wet snow falling at a rate of 1 inch per hour. Most high tunnels do not have the heating capacity to do this.
- Closer spaced hoops create a stronger structure. One NY tunnel manufacturer builds on 3' hoop spacing for any farms within the snowbelt, 4' hoop spacing elsewhere.

Removing snow manually from single-bay tunnels is possible. This can be done with a push broom, or weighted rope dragged by two people on either side of the tunnel. Do not climb atop a snow laden greenhouse.

[An excellent factsheet, Heavy Snow Loads](#), from our ProDairy colleague, Curt Cooch stresses the importance of engineered structures with snow load design values (Table 1). *[Note: Adding 1" of rain on top of deep snow can add another 5 lbs/sq ft. ed. CRM, CVP.]*

Don't forget there are some high tunnels that are designed to have the plastic removed each fall to avoid this very problem (Fig. 2). An added benefit is the leaching of the soil profile that will occur from winter precipitation.

In situations such as the storms of the week of November 17, we encourage people to consider their personal safety and that of their neighbors before material concerns. 🚫



**Figure 1.** Gothic style structures shed snow best.  
Photo: Judson Reid, Cornell Vegetable Program



**Figure 2.** Some high tunnels are designed to have the plastic removed each fall.  
Photo: Judson Reid, Cornell Vegetable Program

**Table 1.** Snow load based on accumulation depth (Curt A. Gooch, Cornell)

Snow Depth on Roof (ft)	"Dry Snow" (lbs/sq ft)	"In Between Snow" (lbs/sq ft)	"Wet Snow" (lbs/sq ft)
1	3	12	21
2	6.5	24	42
3	9.5	36	62
4	12.5	48	83
5	15.5	60	104

# Gaining a Competitive Advantage for Your Business

Debra Perosio, Dyson School of Applied Economics and Management, Cornell



What type of business do you own? Maybe a farm market selling fresh produce? Maybe you produce artisanal cheese on your dairy farm that is sold wholesale. In either case what sets your business apart from the competition? What makes you different or unique from the "other" farm stands and artisanal cheese makers? Without some point of difference, or in marketing lingo, "positioning" of your business, you will soon become "just like everyone else" in the mind of your wholesale and/or retail customers. In today's competitive marketplace your goal should be to stand out from the crowd! Here's a step-by-step process to help you create a unique competitive advantage for your business!

## POSITIONING YOUR BUSINESS

### Step 1: Creating your "Owned Benefit"

The "owned benefit" for your business is the one unique idea that you want your customers to associate with your business.

- What is that one thing that sets you apart from your competitors? It could be attributes like customer service, quality, growing the best sweet corn for 50 miles, or the experience you provide customers
- Is that one thing clear, simple and positive? So for instance when you think about Apple Computers/iPhones, many people think "innovation", when we think about Wegmans we think about "customer service" and "freshness"

### Step 2: Creating your "Frame of Reference"

A frame of reference is the reference (it could be a reference to a type of product, business or industry) that is most like your business. For instance, when people think Wegmans the frame of reference is "supermarket." When people think about your fresh produce business the frame of reference may be "farm market."

### Step 3: Creating your "Target Market"

It is critical to understand and clearly define who your target customers are. Rather than trying to cater to everyone you should focus on a subset of customers who you feel are your "best" customers with the greatest potential.

Understanding your target market allows you to tailor your marketing mix (product, promotion, price and place) to the specific preferences of that target market.

Once you have identified your target market you want learn as much about them as possible. For example a target market for an organic farm selling produce at a roadside stand might be: "Gen X'ers" who are concerned with health and wellness that live within a 30 mile radius of the farm who have children and are looking for excursions the family can enjoy."

### Step 4: Creating your Positioning Statement

Putting the "owned benefit", "frame of reference" and "target market" together creates a positioning statement. Typically a positioning statement looks like this:

For \_\_\_\_\_ (target audience)  
\_\_\_\_\_ (your brand or business name) is the \_\_\_\_\_ (frame of reference) that \_\_\_\_\_ (owned benefit).

Thinking about the farm market, assume the produce is organic and picked fresh daily. In addition to produce you provide recipes and canning/freezing information. There is always someone at the stand to provide a high level of customer service. So based on this, what is your "owned benefit", "frame of reference" and "target audience?"

A possible positioning statement might be:

"For Gen Xer's who live locally, value organic produce and support local businesses (target market), Smith Farms (brand name), is the organic farm (frame of reference) which offers fresh picked organic produce

along with superior customer service, education and information." (owned benefit)

## CREATING YOUR PROMOTIONAL STRATEGY

Based on this positioning statement you now have a template from which to develop your promotional strategy. A promotional strategy consists of five elements: advertising, sales promotion, personal selling, public relations and social media.

### Advertising

- Advertising can be "traditional" like TV, print, radio ads or "alternative" like signs on the floor of your farm market or someone standing by the road with a huge sign directing people in!
- Advertisements should be used consistently so that your target audience gets accustomed to hearing about you and know where to "find" you when they decide that a trip to the farm market is their destination

### Sales Promotion

- Sales promotions can be a sale or, alternatively, it can be an event such as a corn husking contest
- Sales promotions are considered to be "short-term" promotional tactics and tend to stimulate action on the part of your target market
- Ideally advertising and sales promotions complement each other and should be used together

### Personal Selling

- Personal interactions with customers create an emotional connection to you and your business
- Consider ways to directly interact with your customers in a meaningful way...for our farm market think about offering samples, conducting cooking/canning demonstrations and hosting day-long family focused events

### Public Relations

- Create attention by sending your local paper a press release about a new variety you are growing

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- Invite your local newspaper columnist to the farm...maybe they will write about their experience
- Sponsorship of teams and events are also strategies that provide positive PR for your business

#### **Social Media**

- Finally, if you haven't already jumped on the social media bandwagon you need to explore how to use social media in your promotional strategy
- Start simply with a Facebook page but keep it interactive and updated! You should be posting daily during the season

#### **PUTTING IT ALL TOGETHER**

Let's start with your target market: Gen X. Gen Xers are generally young families with children who are very busy, very scheduled and whose discretionary income is often directed to-

ward kids, homes, etc. They are online, may not read a local newspaper and have satellite radio so local radio commercials may be out of the question. What is the best way to reach them? What types of experiences are they in search of? Understanding their lifestyle can give you insights into the optimal ways to communicate and create lasting relationships with them. If you are on a limited promotional budget think about using social media, especially Facebook, to let your target market know what is going on at the farm market and perhaps what is ripe each day. Provide a quick and easy sign-up sheet at the farm market to collect email addresses so you can send out regular emails. Consider one or two "events" during the season at the farm where the entire family can enjoy an hour or two of fun. Make sure you include local newspaper columnists/

radio personalities/other influential people in your emails...you never know where great PR will come from!

As you develop your promotional strategy make sure it reflects and highlights the elements of your positioning statement. This will help sharpen and gear your messages specifically toward your well defined target market.

By creating a distinctive position for your business through the development of a positioning statement you are well on your way to an effective, successful and UNIQUE competitive advantage! ●

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"Smart Marketing" is a marketing newsletter for extension publication in local newsletters and for placement in local media. It reviews elements critical to successful marketing in the food and agricultural industry. Past articles are available at <http://agribusiness.dyson.cornell.edu/SmartMarketing/index.html>

## **Tomato Session at the 2015 Expo**

*Teresa Rusinek, CCE Eastern NY Commercial Horticulture Program*

**2015 Expo Tomato Session**  
**Tuesday, January 20, 2015**  
**1:00 - 2:30 PM**

Problems with uneven ripening disorder? Then come to the tomato session to review the ABCs of NPK! Steve Reiner's presentation will help you refine your tomato fertility program and balance nutrients to avoid yellow shoulders, grey wall, and white core.

The question this year was, "Who didn't have bacterial canker and speck?" Professor Christine Smart will help shed light on managing these tenacious diseases that left many fresh market tomato growers with dead plants and spotted tomatoes. Chris Smart's research this past year resulted in important findings on fruit infection periods. Find out what was learned.

Tomato viruses such as Tobacco and Tomato mosaic are resurging, and a new one, Spinach latent virus, is emerging. Dr. Marc Fuchs will cover the biology of these diseases and steps you can take to keep virus out of your operation. ●

## **Get to the "Root" of Root Crop Production Issues at the Empire State Producers Expo**

*Crystal Stewart, CCE Eastern NY Commercial Horticulture Program*

**2015 Expo Root Crops Session**  
**Tuesday, January 20, 2015**  
**3:30 - 5:30 PM**

The two primary areas of difficulty for New York growers with root crops are managing foliar diseases during the growing season and then maintaining quality in storage. This session will get at the "root" of these issues by helping you first understand how to grow healthy, disease free root crops with our new pathologist from down

under, Dr. Sarah Pethybridge. Roxbury Farm's Jean-Paul Courtens will follow up on this by talking about the benefits of growing carrots and parsnips on ridges, as is common in Europe. Finally, Dr. Steve Johnson of the University of Maine will tag-team with me to evaluate different kinds of storage systems ranging from cool-bots in refrigerated truck boxes to fully engineered traditional systems, for both cost effectiveness and storage quality. ●



**JANUARY 19-22, 2015**

**Oncenter Convention Center**  
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**Syracuse, NY 13202-3017**

For more information and to register,  
visit [nysvga.org/expo](http://nysvga.org/expo)



# The Magnitude and Distribution of Western Bean Cutworm, and the Risk to Dry Beans, 2014

Carol MacNeil, CCE Cornell Vegetable Program, and Keith Waldron, NYS IPM Field Crops Coordinator, Cornell

Western bean cutworm (WBC) is a West-ern U.S. bean and corn pest which has been moving east, first reaching New York in 2009. It has reduced dry bean yield and quality in Michigan in past years. This is the first year that multiple fields of dry beans with easily visible WBC damage was seen in parts of Ontario, Canada, with damaged bean seed also reported. Trap counts of WBC moths can pinpoint when to scout bean pods for damage to determine whether an insecti-cide spray is needed. WBC moth trap counts in NYS from 2010 to 2014 show a steady increase, to a peak of nearly 50 WBC moths/trap the week of 8/1/14.

WBC pheromone traps were set up in late June at 9 dry bean fields in Genesee, Livingston, Monroe, Ontario, Steuben, and Wyoming counties. Traps were placed near field or sweet corn fields. WBC moth activity was monitored using bucket traps with WBC pheromone lures to attract male moths. CVP and CCE staff, and a consultant, checked the traps for moth counts weekly.

The highest season total moth catch in the dry bean fields occurred once again in Attica, with 346 moths, well over the threshold of 100-150 moths. No WBC eggs or larvae could be found in nearby corn, and no damage could be found in the pods of dry beans in the field in that area. The grow-



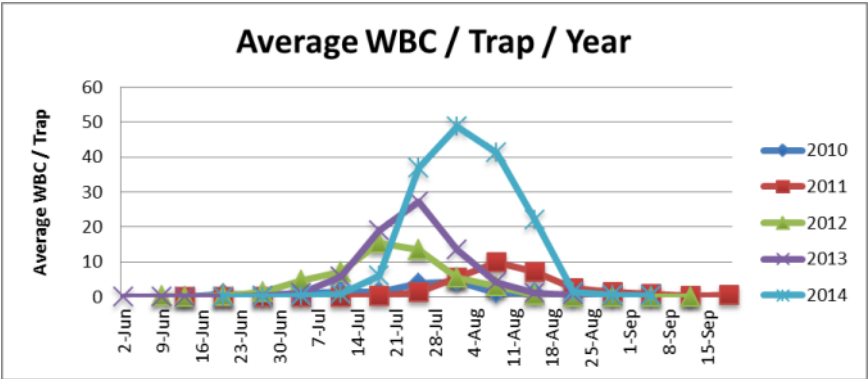
Photo: Chris DiFonzo, Michigan State University

er had sprayed insecticide on the dry bean fields near the Attica trap, and also the Wyom-ing trap (catch of 105) when he was told of the high WBC moth catches, how-ever. Most moths caught this year were in good condi-tion indicating that they overwintered. Recently representatives of two dry bean

elevators in WNY reported kidney beans with damage characteristic of WBC feeding.

There were 90 traps across NYS in 2014 in dry bean, sweet corn and field corn fields. WNY sweet corn traps with >100 WBC moths: Eden - 480; Kennedy - 131; Pavilion - 147. (M. Zuefle, NYS IPM Program). WNY field corn traps with >100 WBC moths: Barker - 323; Hamlin - 296; Kendall - 127; Valois - 169; and Randolph - 135. WBC larvae have been found at a low level in WNY field corn ears. The highest WBC moth catches have been in the St. Lawrence Valley, with a season total of 1,019 moths in one trap, and an average of 3% ears in-fested in another area.

Average number WBC moths per trap per week in all crops (Keith Waldron, NYS IPM Field Crops Coordinator)



Season total WBC moth catches in dry bean fields, 2010-2014

County	Town	2011	2012	2013	2014
Genesee	Alexander			64	
	Batavia		23		
	Pavilion	56	0		
	Stafford	96	16	32	60
Livingston	CaledoniaE	19	28	64	
	CaledoniaW	22		13	6
	Cuylerville/Groveland	0	9	53	15
	Lima	33	57		
Monroe	Churchville	24	35	109	32
	Mendon	49			
	Mumford	24			
Ontario	Hopewell	59	8		55
Steuben	Wayland	9	34	64	74
Wayne	Macedon			2	
Wyoming	Attica	164	276	181	346
	Wyoming			109	105
Yates	Benton			10	
Season average per trap:		46	48	64	87

2010 - Caledonia: 64 WBC moths

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Field corn hybrids Cry1F (e.g. Herculex 1, Xtra, Optimum AcreMax1, SmartStax), or Vip 3A (Agrisure Viptera) are labeled for control of WBC. The only sweet corn variety with a WBC resistance gene (Vip) is Protector. See the Handy Bt Trait Table, 2014, at: <http://msuent.com/assets/pdf/28BtTraitTable2014.pdf> WBC infested Bt resistant sweet corn in 2014 on at least one farm in the St. Lawrence Valley, where the trap count was 161. In 2014 in Ontario, Canada, in some fields where WBC moth catches and larval counts were very high significant damage was found on SmartStax

and Herculex hybrids. (K. Waldron, NYS IPM Field Crops Coordinator).

When WBC larvae mature they drop off their hosts and burrow into the soil, constructing earthen chambers 5-10 in. deep, for overwintering. Lighter soils allow larvae to penetrate deeper. The underground location provides protection from cold temperatures and tillage equipment, and increases survival. The larvae will pupate and develop into moths the following spring and summer. Suggested factors contributing to risk of increasing WBC populations and damage: high % of acres in reduced/no

-till; late effect weather – mild fall, deep snow cover; and high summer humidity.

**Contact Carol MacNeil at [crm6@cornell.edu](mailto:crm6@cornell.edu) or 585-313-8796 if you see bean seed damage.**

*Thanks to the NYS Dry Bean Industry Committee for their support of this work, and to the WNY Crop Management Association and Cornell Cooperative Extension – Wyoming County, for their assistance. ●*

## Update Regarding 2014 NYS Late Blight Strains, 11/18/14

Carol MacNeil, CCE Cornell Vegetable Program

At Cornell's Ag In-Service Potato Session this week Bill Fry, Plant Pathology & Plant Microbe Biology, had an update to the info on late blight (LB) strains which appeared in the November *VegEdge*. The new type B 2014 strain of LB which was found in Allegany and Steuben Counties was determined to be an A2 mating type, unlike the much more common US-23 strain in NY which is an A1 mating type. Both the new type B 2014 strain and US-23 were found in those two counties. The possibility exists that these two mating

types crossed in some spots to produce a variety of new strains, and more importantly, hardy oospores which can overwinter in the soil for years. These soil-borne oospores can infect potatoes or tomatoes early in the season.

**Potato and tomato growers in Allegany and Steuben Counties should consider NOT planting those crops back into fields infected with late blight in 2014 for 4 years. – Bill Fry, Cornell**

To date, only infected potato seed or volunteers, or infected southern tomato plants could bring in LB. Experience from countries in Scandinavia and Northern Europe, where oospores have been present for ten years indicates that fungicide applications must start much earlier where oospores are present. Bill Fry's recommendation: Potato and tomato growers in Allegany and Steuben Counties should consider not planting those crops back into fields infected with LB in 2014 for 4 years. ●

## December 13 Deadline to Comment on Produce Safety Rule Revisions

The comment period on the revised Produce Safety Rules closes on December 13, 2014.

- **Comment on items and rules that may affect your farm-** to comment go to the following website <http://www.fda.gov/Food/GuidanceRegulation/FSMA/ucm334114.htm> and in the right column is a **Comment Now!** link. It takes you to an area where you can directly comment on the rules and regulations and how they might affect your farm.
- **Handwritten comments** can be mailed to: Division of Dockets Management (HFA-305) , Food and Drug Administration, 5630 Fishers Lane, Rm. 1061, Rockville, MD 20852

See the revisions regarding irrigation water testing, manure, farm exemptions, wildlife, etc. at: <http://tinyurl.com/FSMA-Key-Revisions> ●

## NYS Young Farmers Loan Forgiveness Incentive Program – Applications Due December 15

The NYS Young Farmers Loan Forgiveness Incentive Program provides loan-forgiveness awards to individuals who obtain an undergraduate degree from an approved New York State college or university and agree to operate a farm in New York State, on a full-time basis, for five years. The maximum lifetime award is \$50,000. For more information about this Program, contact the NYS Higher Education Services Corporation (HESC) Scholarship Unit at 1-888-697-4372 or visit the [HESC website](http://www.hesc.org).

To apply, complete and submit the [New York State Young Farmers Loan Forgiveness Incentive Program Web Supplement](#). Web Supplements must be submitted by December 15, 2014 to be considered for the award. ●

## UPCOMING EVENTS *view all Cornell Vegetable Program upcoming events at [cvp.cce.cornell.edu](http://cvp.cce.cornell.edu)*

### High Tunnel School (Bath, NY)

December 2, 2014 | 9:30 AM registration; 10:00 AM - 3:00 PM  
Civil Defense Center, 7220 State Route 54, Bath, NY 14510



This beginner level school is for new high tunnel growers and will focus on best management practices, with an emphasis on tomato production. The school is strongly encouraged for growers with 2 or fewer seasons of tunnel growing experience, those considering getting a tunnel in the next few seasons, or NRCS EQIP recipients. Topics will include site selection and structural considerations, crop and variety selection, cultural management, disease management, and an experienced grower panel. \$25 per person includes lunch if pre-registered by 11/25 to be included in lunch count. Registration at door but lunch not guaranteed. Contact Stephanie Mehlenbacher at 607-583-3240.

### Cornell Potato Variety/Line Show & Tell

December 3, 2014 | 11:30 free lunch; 12:00 PM - 3:00 PM  
H. H. Love Fieldhouse, Caldwell Dr, off Rt 366/Dryden Rd (east side of campus), Cornell University, Ithaca, NY 14853



See lines from the Cornell breeding program and discuss performance. Ask for a parking permit when you arrive at meeting. There will be NO separate Upstate NY Potato Advisory Meeting this year, but topics of interest will be discussed at the Show & Tell. To register, or to suggest topics for discussion, contact Walter De Jong at [wsd2@cornell.edu](mailto:wsd2@cornell.edu) or 607-254-5384, or Carol MacNeil at [crm6@cornell.edu](mailto:crm6@cornell.edu) or 585-313-8796.

### National Onion Association (NOA) and National Allium Research Conference (NARC) Annual Meetings/W2008 Regional Research & Extension Committee Meeting

December 3-6, 2014 | Scottsdale, Arizona



The National Onion Association (NOA) and National Allium Research Conference (NARC) Annual Meetings will be held in conjunction for the first time at Scottsdale, Arizona during December 3 – 5, followed by the W2008 Regional Research and Extension Committee meeting on December 6. Registration for NARC, NOA & W2008 is being handled by the NOA. More info at <http://onions-usa.org/members/noaconventions>. Hotel reservations: <http://www.alliumnet.com/2014NARCAccommodations.htm>

### Processing Pea, Beet and Carrot Advisory Meeting

December 8, 2014  
10:00 AM - 12:00 PM Pea | 12:30 PM - 2:30 PM Beet & Carrot  
First United Methodist Church, 8221 Lewiston Rd, Batavia, NY 14020



All are invited to discuss the 2014 processing pea, beet and carrot season in New York. Hear ideas and concerns from fellow growers and industry members. Your input is needed to set future research priorities. FREE and includes lunch. DEC and CCA recertification credits will be available. No need to preregister. The full agendas are available on the [Cornell Vegetable Program website](http://cvp.cce.cornell.edu). Contact Julie Kikkert at [jrk2@cornell.edu](mailto:jrk2@cornell.edu) with questions.

### 2014 Agribusiness Economic Outlook Conference

December 9, 2014  
Cornell University, Warren Hall, Ithaca, NY 14853

New York agricultural leaders (industry leaders, agribusiness professionals, policymakers, educators, and farm managers) learn about the short-and long-term outlook for agriculture and agricultural products in New York and the Northeast. Breakout sessions will provide the near-term outlook for major New York commodities including dairy, grains and feed, and horticultural products. For more information, contact Gretchen Gilbert at 607-254-1281 or [gcg4@cornell.edu](mailto:gcg4@cornell.edu). Registration and agenda online at [http://dyson.cornell.edu/outreach/ag\\_outlook\\_conference.php](http://dyson.cornell.edu/outreach/ag_outlook_conference.php)

### Winter Wednesday Vegetable and Small Fruit Production Webinars

December 10, 2014 | Hydroponic Vegetable Production – Tom Ford, Penn State  
January 14, 2015 | Current Issues in Strawberry Pest Management – Kathy Demchak, Penn State, and Cathy Heidenreich, Cornell  
February 11, 2015 | Soil Health Through Reduced Tillage and Cover Crops – Carol MacNeil, CVP, and Thomas Björkman, Cornell  
March 4, 2015 | Using Sanitizers in Wash Water – Luke LaBorde, Penn State  
March 25, 2015 | Tomato Nutrition in High Tunnels – Judson Reid, Cornell Vegetable Program, and Steve Bogash, Penn State  
1:00 PM - 2:00 PM via webinar

Penn State, Cornell University, and Cooperative Extension have teamed up to present a series of webinars to keep you informed about critical production issues. This series provides convenient access to timely updates in commercial vegetable and small fruit production for extension educators, producers, and industry representatives in Pennsylvania, New York, and surrounding states.

Cost: \$10 per webinar or \$35 for the series of five webinars (payable by check or credit card). For more information on the entire series and to register, go to [Penn State Extension's website](http://pennstateextension.org) or call 724-627-3745.



## UPCOMING EVENTS *view all Cornell Vegetable Program upcoming events at [cvp.cce.cornell.edu](http://cvp.cce.cornell.edu)*

### Farm Food Safety Webinar: Farm Food Safety as if Someone's Life Depended On It

December 10, 2014 | 7:00 PM - 8:30 PM *via webinar*

Or attend one of the 5 Cornell Cooperative Extension office host locations:  
Batavia, Bath, Mt. Morris, Newark or Warsaw



Cornell Cooperative Extension will host a webinar entitled "Farm Food Safety as if Someone's Life Depended On It" on December 10, 2014, from 7:00 PM - 8:30 PM. You can participate in this webinar at home on your own computer or join us at one of 5 Cornell Cooperative Extension Office host locations: Batavia, Bath, Mt. Morris, Newark, or Warsaw. The webinar is FREE but pre-registration is required to acquire an access code and registration materials.

Participants will learn why produce safety is important and why growers are motivated to start thinking about implementing food safety practices on their farm. This webinar will provide an introduction to what food safety risks exist on the farm and some steps you can take to reduce that risk, including how to build your own Farm Food Safety Plan. Additionally, topics will cover updates on the Food Safety Modernization Act (FSMA), what is the status of the rule and what to expect.

Finally, participants will hear about upcoming, in-depth, 2-day GAPs trainings and post-harvest water workshops across NY. GAPs training programs are helping growers increase their understanding of produce safety issues, develop a written farm food safety plan, and implement practices to reduce microbial risks.

For more INFORMATION and to REGISTER for the webinar, please email [wayne@cornell.edu](mailto:wayne@cornell.edu) or call 315-331-8415 and webinar access and registration materials will be sent to you. Pre-registration is required. The webinar is free, open to the public and there will be a lot of time for questions and answers.

### High Tunnel and Greenhouse Grower Update Workshop

December 11, 2014 | 8:30 AM - 3:00 PM

CCE Ontario County, 480 N Main St, Canandaigua, NY 14424



CCE Ontario County has organized a diverse workshop on greenhouse production considerations for producers interested in greenhouse edible crops, presented by Cornell University's greenhouse integrated pest management faculty and Extension specialists. DEC recertification credits will be available. Find [more details, the full agenda, and registration form](#) on the Cornell Vegetable Program website. Cost: \$35 per attendee, includes lunch. Call Nancy Anderson at 585-394-3977 x427 for more information or to register, or email your name, address and phone number to [nea8@cornell.edu](mailto:nea8@cornell.edu).

### Processing Sweet Corn and Snap/Lima Bean Advisory Meeting

December 17, 2014

10:00 AM - 11:50 AM Sweet Corn | 12:30 PM - 3:00 PM Snap & Lima Bean

Ramada Geneva Lakefront, 41 Lakefront Drive, Geneva, NY 14456



Come discuss the 2014 growing season with your industry peers and hear the latest research results. Grower input needed to set future research priorities. FREE and includes lunch. DEC and CCA recertification credits will be available. No need to preregister. The full agendas are available on the [Cornell Vegetable Program website](#). Contact Julie Kikkert at [jrk2@cornell.edu](mailto:jrk2@cornell.edu) with questions.

### Updated Farm Food Safety (GAPs) Training for Produce Growers

January 12, 2015 (optional 2nd day on January 13)

NYS Ag Experiment Station, 630 W North St, Food Science & Technology Building, Rm 251, Geneva, NY 14456



The recent revisions to the [Food Safety Modernization Act \(FSMA\)](#) Produce Safety Rule will be included in this full day training. Attendees will receive FSMA Certification upon completion. All aspects of farm food safety will be covered on Day 1. If you wish to write a food safety plan for your farm, Day 2 will be devoted to assisting you do this.

Preregistration and Cost: Contact Robert Hadad at [rg26@cornell.edu](mailto:rg26@cornell.edu) or 585-739-4065.

### 2015 Empire State Producers Expo

January 20-22, 2015

Oncenter Convention Center, Syracuse



This show combines the major fruit, flower, vegetable, and direct marketing associations of New York State in order to provide a comprehensive trade show and educational conference for the fruit and vegetable growers of this state, as well as the surrounding states and Eastern Canada. The Cornell Vegetable Program Specialists are involved in organizing sessions on Processing Vegetables, Potatoes, Onions, Cabbage/Cole Crops, Soil Health, Managing Herbicide Resistance, Tunnels, and Ethnic Vegetables. See the November 1 issue of VegEdge for information on some of the vegetable sessions and page 5 of this issue. Expo programs will be mailed to all Cornell Vegetable Program enrollees soon! Online registration will be available soon on the NYS Vegetable Growers Association website at <http://nysvga.org/expo/information/>.

## UPCOMING EVENTS *view all Cornell Vegetable Program upcoming events at [cvp.cce.cornell.edu](http://cvp.cce.cornell.edu)*

### 2015 NOFA-NY Organic Farming & Gardening Winter Conference

January 23-25, 2015

Saratoga Springs Hilton, 534 Broadway, Saratoga Springs, NY 12866



Join us for NOFA-NY's 33rd Annual Organic Farming & Gardening Conference. The theme for the conference — "Soil: The Root of the Movement" — honors the invaluable nature of healthy soil and highlights how it is the key to organic agriculture. *See page 11 of this issue for more details.*

### Erie Vegetable Growers Meeting – High Tunnel School

February 4, 2015 | 9:30 AM - 2:30 PM

Erie County CCE, 21 South Grove St, East Aurora, NY 14052



This beginner level school is for new high tunnel growers and will focus on best management practices, with an emphasis on tomato production. The school is strongly encouraged for growers with 2 or fewer seasons of tunnel growth experience, those considering getting a tunnel in the next few seasons, or NRCS EQIP recipients. Topics will include site selection and structural considerations, crop and variety selection, cultural management, disease management, and an experienced grower panel. Lunch is included. Find [more info](#) on the CVP website. Cost for Cornell Vegetable Program Enrollees or Erie County Ag Enrollees: \$20.00 per Erie Vegetable Growers Meeting. Cost for non-enrollees: \$35 per Erie Vegetable Growers Meeting/\$65 for both Erie Vegetable Growers Meetings (see February 5). Registration with payment is required by January 30, 2015. Please [register online](#) or contact Megan Burley at 716-652-5400 x138 or [msb347@cornell.edu](mailto:msb347@cornell.edu). *Location is subject to change. Check the [Erie County CCE website](#) or call 716-652-5400 x177 just prior to the meeting to confirm the location.*

### Erie Vegetable Growers Meeting – Addressing Issues in Vegetable Production

February 5, 2015 | 9:00 AM - 3:00 PM

Erie County CCE, 21 South Grove St, East Aurora, NY 14052



All vegetable producers are encouraged to attend this day-long meeting featuring Cornell Plant Pathologist Sarah Pethybridge, Vegetable IPM Coordinator for the NYS IPM program Abby Seaman, and Regional Vegetable Specialists. Topics will include weed biology and management, herbicide resistance in weeds, disease biology and management, marketing, spotted wing drosophila management, beneficial insects and rotation in organic vegetable production systems. 4.0 DEC recertification credits will be offered. Cost for Cornell Vegetable Program Enrollees or Erie County Ag Enrollees: \$20.00 per Erie Vegetable Growers Meeting. Cost for non-enrollees: \$35 per Erie Vegetable Growers Meeting/\$65 for both Erie Vegetable Growers Meetings (see February 4). Registration with payment is required by January 30, 2015. Please [register online](#) or contact Megan Burley at 716-652-5400 x138 or [msb347@cornell.edu](mailto:msb347@cornell.edu). *Location is subject to change. Check the [Erie County CCE website](#) or call 716-652-5400 x177 a day or two prior to attending the meeting to confirm the location.*

### Niagara Vegetable Growers Meeting – Addressing Issues in Vegetable Production

February 6, 2014 | 9:00 AM - 12:30 PM

Niagara County CCE, 4487 Lake Ave, Lockport, NY 14094



All vegetable producers are encouraged to attend this half-day meeting featuring Cornell Plant Pathologist Sarah Pethybridge, Vegetable IPM Coordinator for the NYS IPM program Abby Seaman, and Regional Vegetable Specialists. Topics will include weed biology and management, concepts of plant pathology and disease management, variety selection and spraying in high tunnels, and how to recognize and use beneficial insects to your advantage. Lunch included if registered by January 30, 2015. 3.0 DEC recertification credits will be available for growers that attend the entire meeting. Cost for Cornell Vegetable Program enrollees or Niagara County ag enrollees: \$20.00 per attendee; \$35 per attendee if not enrolled. Register and pay online by 1/30/15 at <http://cvp.cce.cornell.edu/event.php?id=282> or call Darcy Telenko at 716-652-5400 x178. Registration will be accepted at the door but lunch will not be guaranteed.

### Farm Food Safety for Post-Harvest Handling and Small-Scale, Low-Cost Facility Design

March 9, 2015 (Ithaca area - location TBD)

March 23, 2015 (Finger Lakes area - location TBD)



There will be workshops held in various locations (TBD) that will focus specifically on washing/packing facility low-tech & low-cost design for very small farms. Topics will also cover wash water sanitizer usage, sanitizer level monitoring, handling and other aspects of post-harvest handling using farm food safety good agricultural practices.

More information on registration, exact locations, and several other dates/locations for similar workshops will be available soon. Contact Robert Hadad at [rg26@cornell.edu](mailto:rg26@cornell.edu) or 585-739-4065 for more info.

## 2015 NOFA-NY WINTER CONFERENCE

### SOIL: THE ROOT OF THE MOVEMENT

33rd Annual Organic Farming and Gardening Conference  
Saratoga Hilton and City Center, Saratoga Springs, NY  
January 23-25, 2015



Join us for NOFA-NY's 33rd Annual Organic Farming & Gardening Conference. The theme for the conference — "Soil: The Root of the Movement" — honors the invaluable nature of healthy soil and highlights how it is the key to organic agriculture. Everything we do in organic agriculture ties into the soil. To highlight the importance of soil, we are excited that Wes Jackson, founder and President of the Land Institute will be our keynote speaker. The work of the Land Institute is to address the issues of soil loss and degradation, ecosystem destruction, and high energy use associated with agriculture. Our 2015 NOFA-NY Farmers of the Year are Mary-Howell and Klaas Martens. Mary-Howell and Klaas Martens farm 1400 acres of organic corn, soybeans, small grains (wheat, spelt, barley, oats, triticale, heritage grains), dark red kidney beans, and edamame soybeans. They have been farming organically since 1993. Additionally, they own and operate Lakeview Organic Grain, an organic feed and seed business serving the needs of Northeast organic farmers. Each year at our conference, we strive to inspire, as well as inform, and to provide an unparalleled opportunity for networking and for reciprocal teaching and learning. We look forward to seeing you in Saratoga this coming January!

**Friday, January 23, 2015 - Sunday, January 25, 2015**  
**Saratoga Springs Hilton**  
**534 Broadway, Saratoga Springs, NY 12866**  
**518-584-4000**

**Register, and see the detailed agenda of presentations and workshops at:** <http://www.nofany.org/events/winter-conference> Early bird discount of \$10 is in effect through December 12. Pre-registration closes January 16. Walk-in registration will be available for an additional fee. Questions? Please contact Stephanie at 585-271-1979 x509 or [register@nofany.org](mailto:register@nofany.org)

*From Northeast Organic Farming Association of New York,  
[e-news@nofany.org](mailto:e-news@nofany.org)*



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480 North Main Street  
Canandaigua, NY 14424

# VEGEdge

YOUR TRUSTED SOURCE FOR RESEARCH-BASED KNOWLEDGE

## VEGEdge

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



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