

PENNSYLVANIA
VEGETABLE GROWERS

NEWS

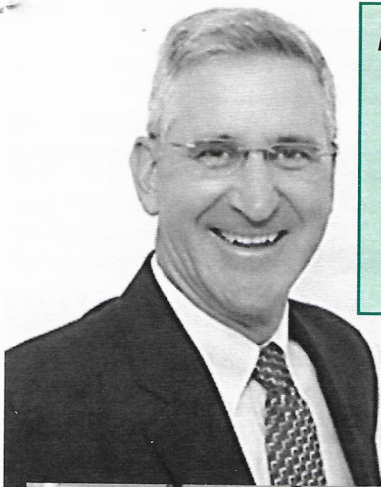
November 2014 / Volume 37 Number 11

for the commercial vegetable, potato and berry grower

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MID-ATLANTIC *fruit & vegetable convention*

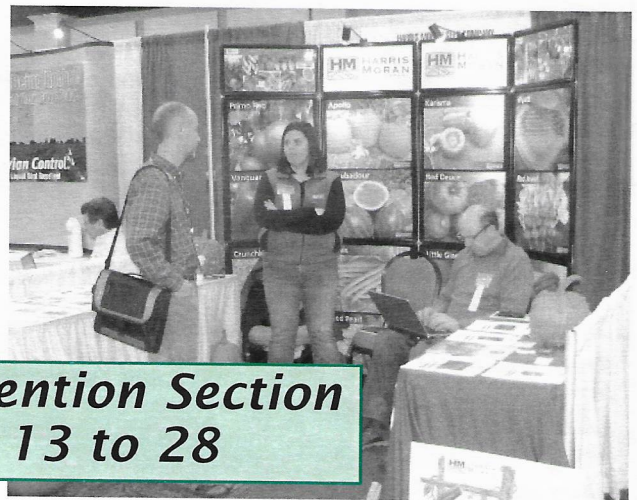
January 27 to 29, 2015
Hershey Lodge and Convention Center



Russell Redding

Keynote Speaker

***"Human Capital:
Now, Tomorrow
and the Next
Generation"***



**See the Convention Section
on page 13 to 28**



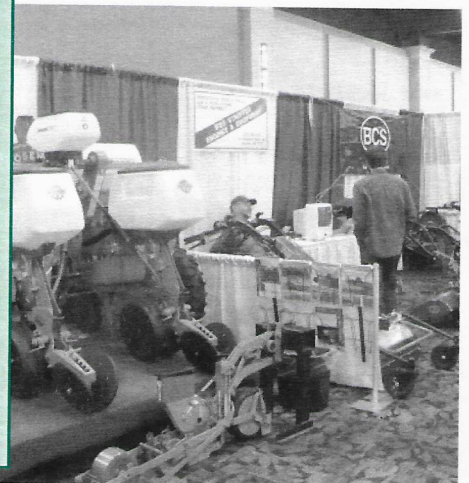
**Pre-Convention Events
January 26**

**Farm Market Bus Tour
Irrigation Water Toolbox
Workshop**

**FSMA - GAP Workshop
New Organic**

**Vegetable Producers School
Communicating with
Consumers and the Media
Workshop**

**PA Pesticide Applicators
Basic Training**



NEWS



Pennsylvania Vegetable Growers Association

*An association of
commercial vegetable,
potato and berry growers.*

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PVGA Membership - A Bargain Too Good to Pass Up!

Over 2,000 people who are not members of PVGA will be receiving this Special Convention Issue of the **Pennsylvania Vegetable Growers News** compliments of PVGA. We want you to join our Association. We're putting our best foot forward by inviting you to the 2015 Mid-Atlantic Fruit and Vegetable Convention and by giving you the opportunity to see a copy of our monthly newsletter. Together they represent the key educational opportunities the Association offers to its members. And member education is one of the primary missions of the Association.

We believe one of the best ways to see the vegetable, potato and berries industries of Pennsylvania prosper is to have growers who are knowledgeable and up-to-date in their production practices. Therefore, we have worked hard to offer one of the most comprehensive educational programs for growers on the East Coast at the Mid-Atlantic Fruit and Vegetable Convention. In addition, each month the **Pennsylvania Vegetable Growers News** provides PVGA members with valuable information on current issues affecting growers as well practical production information from experts at Penn State and other universities. PVGA also sponsors field days, field tours and twilight meetings to allow growers to visit fellow growers' farms or research plots in person during the growing season.

A \$50 annual membership in PVGA brings you the monthly newsletter plus saves you from \$45 (for a one-day registration) to \$85 (for a three-day registration) at the Convention. That's a hard bargain to beat but, wait, there's more!!!

Last year, through the efforts of PVGA volunteers at the Association's booths at the Farm Show and Ag Progress Days, the Association was able to contribute over \$67 per member to vegetable and small fruit research at Penn State. We are proud to be able to help our industry stay on the cutting-edge of technology.

PVGA is the organized voice of the vegetable, potato and berry industries in the Commonwealth and works to represent your interests in Harrisburg and Washington. Consequently, when legislation that affects the industry is considered, the industry has an organized voice ready to protect your interests.

PVGA owns the trademark for the "Pennsylvania Simply Sweet" onion to provide Pennsylvania growers with the opportunity to market a branded crop at a premium price.

You, if you are involved in the vegetable, potato or berry industries in Pennsylvania (or nearby states), can be a part of the PVGA team by joining today. Until January 31, dues are only \$50 – a real bargain. Membership also includes a free subscription to the American Vegetable Grower magazine and the Vegetable Growers News published by the Great American Publishing Co. Use the form on page 27 to join and/or register for the Convention.

Special Notices for PVGA Members

Farm Show Food Booth – Please volunteer to help this year. Your help is what makes PVGA's research funding possible.

Fruit and Vegetable Growers Dinner – This annual event at the Mid-Atlantic Fruit and Vegetable Convention on January 27 will include the presentation of PVGA's sixteenth Annual Award to an individual who has a longstanding record of service and dedication to the Pennsylvania vegetable, potato or berry industries.

Annual Meeting – The Annual Meeting of the General Membership will be held on January 28, in the Empire Room of the Hershey Lodge and Convention Center at 12:00 noon. Policy Resolutions will be adopted and various annual reports made.

Ice Cream Social – PVGA will host its fourteenth annual old-fashioned Ice Cream Social from 7:00 to 8:00 p.m. on January 28 at the Mid-Atlantic Convention. This year's social will again be open to all in the Great Lobby of the Convention Center.

The Pennsylvania Vegetable Growers News is the official monthly publication of the Pennsylvania Vegetable Growers Association, Inc., 815 Middle Road, Richfield, PA 17086-9205 phone and fax - 717-694-3596, email - pvga@pvga.org website - www.pvga.org

Our Mission:

The Pennsylvania Vegetable Growers Association serves Pennsylvania's commercial vegetable, potato and berry growers through education, research, advocacy and promotion.

Our Vision:

The Pennsylvania Vegetable Growers Association will be the driving force in ensuring the future viability of the commercial vegetable, potato and berry industries in Pennsylvania.

Inquiries about membership, this publication or advertising rates should be directed to William Troxell, Executive Secretary, at the above addresses.

PVGA Comments on FSMA Rule Revisions

The Food and Drug Administration (FDA) has issued its revisions to the Produce Safety and Preventative Control rules it had put out for public comment last year. The rules were issued to implement the Food Safety Modernization Act (FSMA) that had been passed by Congress in 2010. On November 13 the FDA held a public meeting in College, Park, Maryland, to hear comments on their latest revisions. PVGA Director Jeff Stoltzfus spoke on behalf of the Association and the growers of Pennsylvania. Below is a summary of some of the points Mr. Stoltzfus tried to make during his presentation.

Produce Safety Exemptions

We appreciate the move to exempt growers with less than \$25,000 of produce sales since this was clearly the intent of Congress with the Tester Amendment. However, we also believe that the intent of Congress with the Tester Amendment was not to regulate the production of hay, milk meat, etc. Currently the exemption for growers who grow less than \$500,000 and market to end users does not cover small produce growers who may sell non produce crops (i.e. corn, soybeans, beef cattle, milk) to processors.

In addition, the exemption should be worded to "covered produce" so that crops like pumpkins, potatoes, etc do not count against the \$25,000. Growing non covered produce does not increase the risk to covered produce.

PVMRP Board Holds Fall Meeting

Secretary of Agriculture George Greig has appointed Scott Hoffman of Northumberland as a new member of the Pennsylvania Vegetable Marketing and Research Program Board. Hoffman is a field representative for Furmano Foods. He will represent processing growers in the central region of the state and replaces Don Geise, a former chairman of the Board who retired from the Board. The Board is composed of twelve grower representatives – four from each of the western, central and eastern regions of the state – plus the Secretary of Agriculture and a collecting sales agents representative.

David Miller, a York fresh market vegetable and greenhouse grower was re-elected Chairman of the Board at the Board's re-organizational meeting on November 12, 2014. James Hoopes, a processing vegetable grower from Ulysses, was re-elected Vice Chairman and Christopher Powell, a fresh market grower from Strasburg, was re-elected Secretary-Treasurer.

The Board's three officers – Miller, Hoopes and Powell – constitute the Executive Committee. The other current grower members of the Board are: Leah Cook of Smock, Stephen Ganser of Kutztown, Christopher High of Ephrata, Harry Hopkins of Falls, Stephen Kistler of Orangeville, Joseph Mason of Lake City, Kenneth Metrick of Butler, and David Peters of Gardners.

The Board approved a \$106,200 spending plan for the 2015 fiscal year. The new budget allocates \$52,400 for promotional activities, \$20,000 for research funding, \$2,000 for an industry strategic planning initiative and \$31,100 for administrative expenses. The budget is funded by \$61,000 in anticipated grower assessment income, \$27,000 in Specialty Crop Block Grant funds from the Department of Agriculture, \$8,000 in miscellaneous income and \$10,200 in reserve funds.

Much of the November meeting was devoted to reviewing vegetable research needs with several Penn State researchers. Comments from growers on their research (and promotional) needs were considered in the Board's discussions. In other action, the Board reviewed the results of the Program's 2014 promotional activities and worked on developing promotion plans for 2015.

Farm Definition

The definition of "farm" includes operations with land/facilities under one ownership and in reasonable proximity. This is very vague and leaves a lot up to interpretation of the inspector. Many farms are made up of multiple business structures and may be members of additional LLC's, cooperatives and partnerships that are engaged in marketing, packing, etc. This will be very difficult to understand, interpret and enforce. In addition, business structures do not increase or decrease the risk of food safety contamination.

We request that all business structures which have farmers as owners be covered under the produce rule.

In addition the term "proximity" is extremely vague. It could mean anything from contiguous properties to adjoining states. In some situations zoning regulations prohibit some types of business activities from occurring on farms. In light of this we recommend the definition replace "reasonable proximity" with "any property within the state or within 275 miles of the headquarters of the farm."

Manure

We appreciate FDA's willingness to look at these regulations more closely. We are concerned with the language preventing the use of new science to further fine tune these recommendations in the future.

If FDA develops a number for days to harvest with respect to manure applications, we would recommend that it not be any greater than the organic standard which is currently 120 days to harvest for crops grown in contact with the soil and 90 days to harvest for crops that do not contact the soil.

Water

We appreciate FDA's recognition of die-off of bacteria after application. We do have concerns about the frequency of baseline testing. Twenty samples over two years is extremely high in the East and does not have any basis in science. In the Mid-Atlantic states, overhead irrigation is often used as "insurance" and is often used less than 10 times per year depending on the crop. Strawberries growers often only apply overhead irrigation as frost control two to three times per season. In addition, crops are often rotated and may be changing water sources every three to four years which would require more baseline testing. We find the 20 times per two years as a baseline sample is too high for growers in the East. It may work well in areas with a six to eight month growing season.

We would recommend that baseline monitoring be done once a month during the growing season with a minimum of three times per season for agricultural water from surface areas.

Preventative Controls

Auctions and Wholesale Markets

There are very different risks associated with holding, packing, and processing. They need to be addressed separately.

It is imperative that produce auctions and wholesale markets that do not pack, repack or process produce not be covered under the preventative controls rule. Auctions are more similar to retail operations in their risks and should be covered by similar agencies and rules. Making them subject to the preventative controls would put most of them out of business. The auctions have been the cornerstone of the development of local produce in non-traditional produce growing areas of the Mid Atlantic and Mid-West states. They have an outstanding track record of product safety over the past 30 years. Losing the auctions would be a huge blow to the movement of local produce into our urban markets.

(continued on page 10)

NEWS

National News Briefs

United Fresh Urges Congressional Action on Methyl Bromide

In an October 20 letter to members of Congress, the United Fresh Produce Association and more than 80 other agricultural organizations urged lawmakers to pass legislation to address emergency pest situations that arise due to the phase out of methyl bromide. Under the Montreal Protocol, production and use methyl bromide has been phased out to address concerns about impact to the ozone layer. Methyl bromide is a fumigant used to control insects, nematodes, pathogens and weeds. It is also used to protect stored commodities and to prevent destructive foreign invasive pests from entering the U.S. on imported goods.

"In order to allow countries to address unexpected pest emergencies, the Montreal Protocol allows for production and use of up to 20 metric tons of methyl bromide per "emergency event" without prior international approval. This exemption has never been implemented in the U.S., despite the fact that some growers are facing dire pest problems," said the agricultural organizations in the letter, adding that the critical use exemption process can take more than two years.

"It is vital that the United States authorize the Montreal Protocol's 'emergency use' exemption for bona fide pest emergencies that can be verified by a State Department of Agriculture. Please direct USDA under the Plant Protection Act to implement the emergency use exemption when growers face significant crop losses and no methyl bromide alternatives are available at the time of the needed treatment," said the agricultural organizations.

From *Inside United Fresh*, United Fresh Produce Association, October 23, 2014.

Toomey, Perry Turn Up Heat on the EPA

With the Environmental Protection Agency extending the comment period on its "waters of the U.S." rule, two members of Pennsylvania's congressional delegation are urging constituents to "ditch the rule."

Sen. Patrick Toomey and Rep. Scott Perry held a roundtable discussion with Pennsylvania Farm Bureau and other organizations to collect details on the harm that would come from the EPA's misguided rule. The members of Congress also held a press conference at the Pennsylvania Farm Show where they asked Pennsylvanians to contact the EPA and their elected officials to reverse the agency's attempt to expand its authority under the Clean Water Act.

"I like how Farm Bureau has put it," Toomey said during the press conference. "It is time to 'Ditch the Rule!'" The EPA and the Army Corps of Engineers have attempted to expand their authority under the Clean Water Act to regulate nearly every water body in the country, including ditches and small streams.

During the press conference, PFB President Carl T. Shaffer said the proposed expansion of federal authority would have a detrimental impact on agriculture. Not only would it cause confusion over when farmers would need a permit for certain normal farming activities, but it would also undermine the current efforts that state and local regulators have made in working with the farming community to improve water quality.

"It's going to be the ripple effect, not only on farmers but also consumers," Shaffer said. "This is going to pass right on down."

From *Pennsylvania Agricultural Alliance Issues Update*, Penna. Farm Bureau, November 2014.

Coops Reach Record

Farming cooperatives reached record sales records in 2013 with business volume of more than \$246 billion, the U.S. Department of Agriculture reported. The new record exceeds 2012 sales numbers by \$8 billion, a 4 percent gain. It also marks the third consecutive year that cooperatives have set record sales numbers.

"These sales and net income records for ag cooperatives, combined with strong gains in employees for 2013, underscore the strength and productivity of the nation's farmer- and rancher-owned cooperatives. These co-ops play a vital and growing role in the nation's economy," said USDA Secretary Tom Vilsack. Employment in co-ops also increased by 7,000 in 2013, a 5 percent increase from 2012. Ag co-ops employ 191,000 people, counting seasonal workers.

From *Pennsylvania Agricultural Alliance Issues Update*, Penna. Farm Bureau, November 2014.

Improved Farm Loans for New Farmers

The U.S. Department of Agriculture is offering improved farm loans for new farmers. The USDA is raising the borrowing limit for its microloan program to \$50,000 from \$35,000, simplifying the lending process and updating the required "farming experience" to include additional work experience.

The changes take effect November 7. Along with farm related experience, other skills can be considered to meet the "farming experience" requirement for farm loan eligibility. Those skills include management of a non-farm business, leadership posi-

(continued on page 6)

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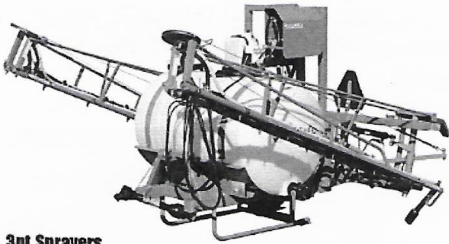
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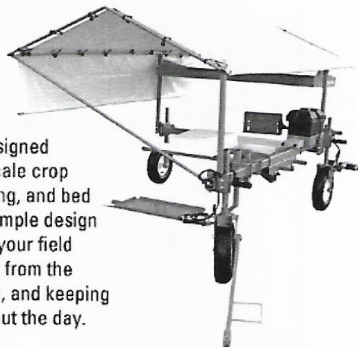


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NEWS

State News Briefs

PA Reaches Farmland Preservation Milestone

For more than 25 years, Pennsylvania farmers have seen the value of setting their land aside from development, and preserving farmland for the next generation.

This October, Pennsylvania farmers reached a milestone, preserving 500,000 acres of prime farmland from development. The amount of acreage preserved is equal to nearly the size of Allegheny County— home to the city of Pittsburgh. It also makes Pennsylvania the leading state in the nation for the size and scope of its farmland preservation program.

To mark the milestone, the Pennsylvania Department of Agriculture hosted a celebration at Flinchbaugh's Orchard & Farm Market in York County. The acceptance of Flinchbaugh farms into the state's farmland preservation program pushed the total state acreage over the 500,000 mark. Gov. Tom Corbett, who joined in the event at Flinchbaugh's, said Pennsylvania farmers should be proud of their efforts to protect farmland for future generations.

"Agriculture is a way of life," he said. "That way of life extends the values of self-reliance and hard work."

Pennsylvania's farmland preservation program began in 1988, with voters approving a \$100 million bond to put toward farmland preservation. Pennsylvania Farm Bureau played a key role in advocating for the creation of the program and public education on the value of setting farmland aside from development.

From Pennsylvania Agricultural Alliance Issues Update, Penna. Farm Bureau, November 2014.

Natural Gas Transparency Bill Approved By Governor

A bill that would bring greater transparency to natural gas leasing has been signed by Gov. Tom Corbett.

National News Briefs *(continued from page 4)*

tions in the military or collegiate agriculture study. The expanded microloan program is a component of the 2014 Farm Bill.

From Pennsylvania Agricultural Alliance Issues Update, Penna. Farm Bureau, November 2014.

AFBF Creates Farm Data Video

To help farmers navigate the complexities of agriculture data, the American Farm Bureau Federation has created a video series to help answer questions. One of the main questions that farmers have to ask is "who owns the data" generated by technology such as advanced harvesting equipment.

"It's important that farmers think about this whole issue of big data right now and especially focus early on in the process of who actually owns the data," said Mary Kay Thatcher, a policy specialist with AFBF.

Farm Bureau is working with other agriculture groups and technology providers to come up with principals for managing farm data. New technology can track real time harvest data, rates of nutrient application and yield data on a field-by-field basis. At the same time, companies are offering services that will aggregate that data for farmers to help them make better management decisions.

Farmers need to understand their rights to that data, Thatcher said. Watch the video series at: <http://fb.org/bigdata>.

From Pennsylvania Agricultural Alliance Issues Update, Penna. Farm Bureau, November 2014.

House Bill 402, introduced by Rep. Tina Pickett, requires the owner of subsurface rights under a gas or oil lease to file with county recording offices a notice of termination or satisfaction of a lease within 30 days of the date the lease ends.

Pennsylvania Farm Bureau supported the bill over concerns that landowners have expressed over some aspects of the leasing process. The bill gives landowners greater confidence that lease obligations will be managed responsibly.

From Pennsylvania Agricultural Alliance Issues Update, Penna. Farm Bureau, November 2014.

New Invasive Pest Found in Berks County

State agriculture officials say a new invasive species that could threaten grape, fruit and hardwood trees has been discovered in two townships in Berks County. The Spotted Lanternfly, an inch-long red and white spotted insect, is native to Asia. In Korea, where it's become an invasive pest, it has attacked 25 plant species that also grow in Pennsylvania.

"Since this is new to the country we are taking every precaution possible," said Agriculture Secretary George Greig. "We need to do everything we can to stop the spread of the Spotted Lanternfly."

The invasive pest often attacked grapes, apples and stone fruits. Adults cluster in groups and lay eggs on flat surfaces. To help thwart the spread of the lanternfly, PDA has quarantined the movement of any material that can spread the pest in two Berks County townships, Pike and District Townships.

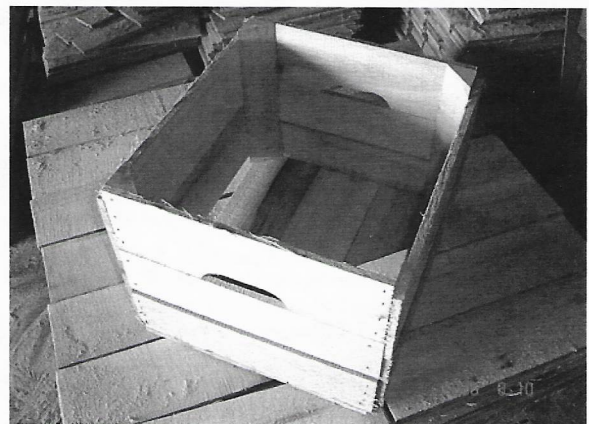
From Pennsylvania Agricultural Alliance Issues Update, Penna. Farm Bureau, November 2014.

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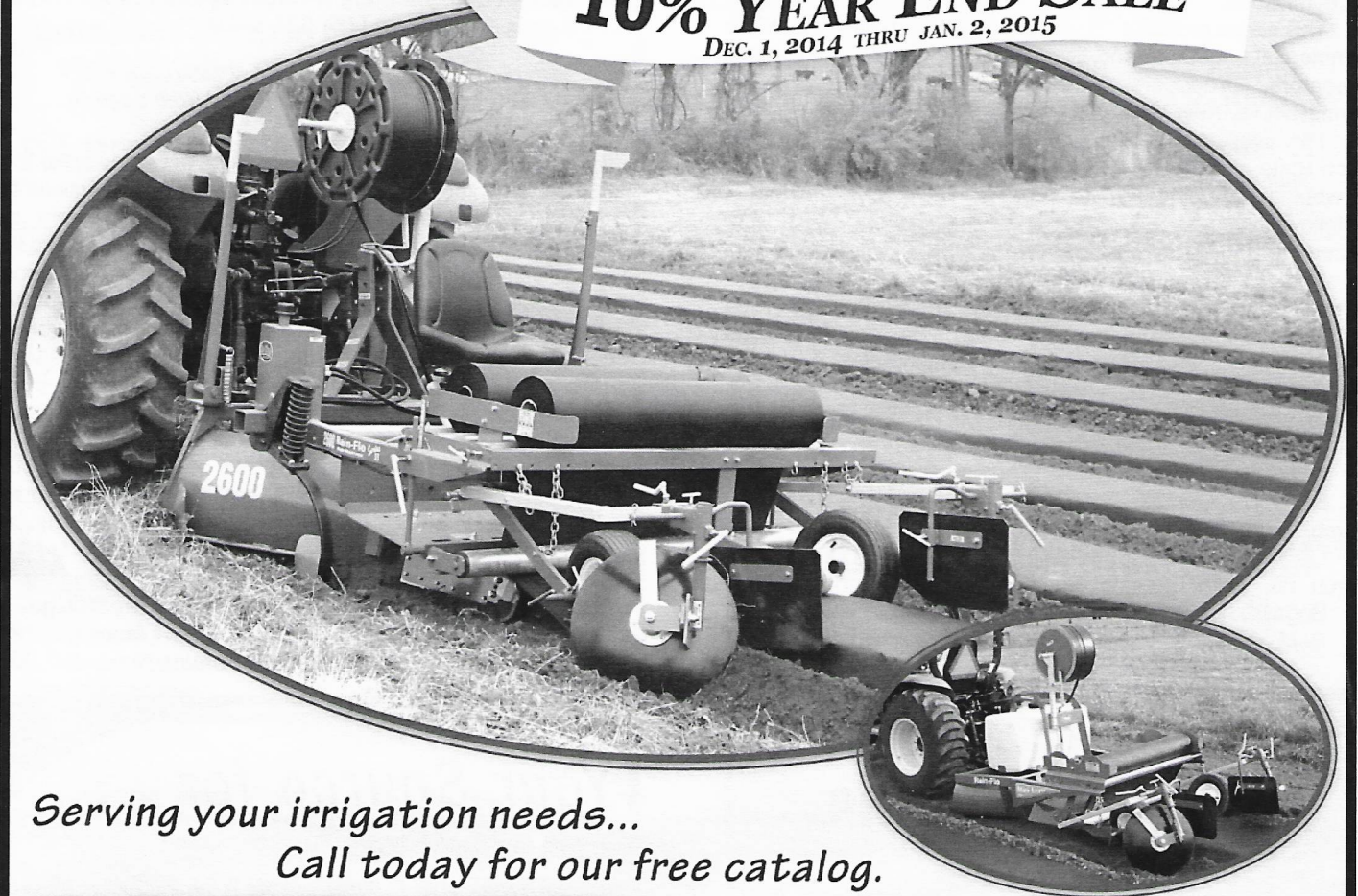
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NEWS

Vegetable and Small Fruit Production Webinars Return

The Winter Wednesday Lunch Series of vegetable and small fruit production webinars returns for its fourth year starting December 10, 2014, and running through March 25, 2015. Penn State and Cornell University have teamed up to present this 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.

The sessions, available live and recorded, feature both Penn State and Cornell speakers on a range of specific topics. All webinars are held from 1-2 p.m. on Wednesday afternoons, as follows:

December 10, 2014. Hydroponic Vegetable Production. Tom Ford, Extension Educator, Penn State Extension.

January 14, 2015. Current Issues in Strawberry Pest Management. Kathy Demchak, Senior Extension Associate, Penn State; and Cathy Heidendreich, Extension Support Specialist, Cornell.

February 11, 2015. Soil Health Through Reduced Tillage and Cover Crops. Carol MacNeil, Extension Vegetable Specialist, Cornell; and Dr. Thomas Bjorkman, Associate Professor, Cornell.

March 4, 2015. Using Sanitizers in Wash Water. Dr. Luke LaBorde, Associate Professor, Penn State.

March 25, 2015. Tomato Nutrition in High Tunnels. Steve Bogash, Extension Educator, Penn State; and Judson Reid, Extension Vegetable Specialist, Cornell.

The cost for the webinars are \$10 per session or \$35 for the entire series. All you need to participate is access to a computer with internet access (DSL or faster) and speakers or headphones. Register online at <http://cvent.com/events/winter-wednesday-lunch-series-vegetable-and-small-fruit-production-webinars/event-summary-91fcd573e4204223a11fa7b12ff02f39.aspx> or by phone (724-627-3745).

State News Briefs *(continued from page 6)*

REAP Funding Available

Pennsylvania farmers can use a state tax credit program to purchase equipment, or utilize best management practices that promotes conservation. The Resource Enhancement and Protection (REAP) program provides tax credits for farmers who want to install best management practices or buy equipment that will help reduce erosion or sediments. REAP, administered by the State Conservation Commission, provides farmers an incentive to purchase equipment. Farmers can now start submitting applications. Projects are considered on a first-come, first-served basis. Private investors can sponsor projects by providing money for producers, in return for tax credits. Farmers can receive tax credits of up to \$150,000 per operation for 50 or 75 percent of the total project costs. Common projects approved include no-till planting equipment and waste storage facilities. Applications for the 2014-2015 REAP program area available at www.pda.state.pa.us/REAP under "Forms," or by contacting Joel Semke at 717-705-4032 or jsemke@pa.gov.

From Pennsylvania Agricultural Alliance Issues Update, Penna. Farm Bureau, November 2014.

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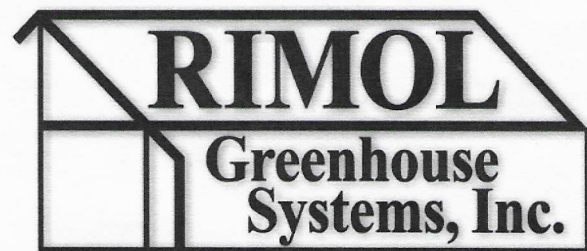
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NEWS

Calendar

- December 9, 2014. **Western Pennsylvania Vegetable and Small Fruit Seminar** at the Atrium, 1031 Castle Road in Prospect near Butler, from 8:00 a.m. to 3:30 p.m.
- December 20, 2014. **Snyder Co. Produce Auction Meeting** at the Auction in Port Trevorton at 9:00 a.m. For more information contact John Esslinger at 570-784-6660 or cje2@psu.edu.
- January 7-9, 2015. **Illinois Specialty Crops, Agritourism, and Organic Conference** at the Crowne Plaza and Convention Center in Springfield, IL. Visit www.specialty-growers.org or call 309-557-2107.
- January 19, 2015. **New Holland Vegetable Day** at Yoders Restaurant in New Holland. For more information contact Tim Elkner at 717-394-6851 or telkner@psu.edu.
- January 19-21, 2015. **Ohio Produce Growers and Marketers Association Congress** at the Kalahari Convention Center in Sandusky, Ohio. Visit www.opgma.org or call 614-228-4705.
- January 20-22, 2015. **Empire State Producers Expo** at the OnCenter in Syracuse, NY. Visit www.nysvga.org or call 585-993-3951.
- January 22, 2015. **Northeast Vegetable Growers Meeting**, at the Newton Fire Hall in Clarks Summit. For more information contact John Esslinger at 570-784-6660 or cje2@psu.edu.
- February 4-7, 2015. **PASA's Farming for the Future Conference** at the Penn Stater in State College, PA. Visit www.pasafarming.org or call 814-349-9856.
- February 3-5, 2015 **New Jersey Agricultural Convention and Trade Show** at the Tropicana Casino and Resort in Atlantic City, NJ. Visit www.njveggies.org or call 856-358-2064.

PVGA Comments... (continued from page 3)*Product Testing*

Although product testing works well in processed foods, milks and other products which lose their identity after production, it does not work with raw produce. For example, if you test a silo of milk, you have a sample that is representative of all of the cows on all of the farms that supplied milk to that silo. That is a "batch test". Testing one or 20 cantaloupes from a truck load does not represent all of the cantaloupes on the truck.

Product testing is not appropriate or statistically valid for raw produce and should not be required.

The FDA is accepting comments from individuals on the revised rules. For further information visit the FDA website at <http://www.fda.gov/Food/NewsEvents/ConstituentUpdates/ucm415132.htm>. Written comments can be submitted by December 15, 2014, to the Division of Dockets Management (HFA-305), Food and Drug Administration, 5630 Fishers Lane, Rm. 1061, Rockville, MD 20852. The comments must include the following docket number - FDA-2011-N-0921.



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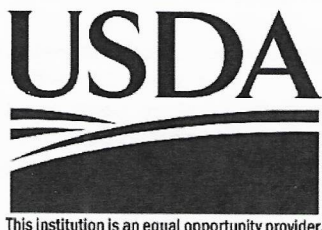
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- What are your input costs?
- What's your expected revenue?

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- NRCS representatives,
- Penn State Extension.

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George Greig, Agriculture Secretary

CONVENTION

MID-ATLANTIC

fruit & vegetable convention

The 2015 Mid-Atlantic Fruit and Vegetable Convention will be held January 27 to 29, 2015, at the Hershey Lodge and Convention Center in Hershey, Pennsylvania. Over 2,100 fruit, vegetable, and berry growers and other industry persons from throughout the mid-Atlantic region and beyond are expected to attend. This year's convention will again feature several pre-convention workshops, a farm market bus tour, and a trade show with over 160 exhibitors plus three full days of seven or more concurrent educational sessions. This year's keynote speaker will be Russell Redding, Dean of Agricultural and Environmental Sciences at Delaware Valley College and former Pennsylvania Secretary of Agriculture.

Mr. Redding's topic will be "Human Capital: Now, Tomorrow and the Next Generation." When we think of capital, it's usually in the context of finances; capital gains, capital expenditures, investments; of our capacity to borrow and repay loans, to grow and 'do business'. These are always dynamic and complex decisions, requiring us to assess our resources, markets and potential. We make these decisions many times with an assumption about the most important resource – our human capital – the people that we are entrusting to turn hope into reality - our family, employees and advisors. Just as we plan our financial capital to ensure we can meet the demands of our business, we want to give equal consideration to the human investments we need to remain competitive. This requires us to assess our own skills and abilities (which is never easy), to forecast our needs and then be intentional about filling in the gaps. As growers plan for tomorrow and the next generation, Mr. Redding will challenge them to consider what are the human capital needs of their business and agriculture?

The day before the main Convention opens, growers can choose between a bus tour of four south central Pennsylvania farm markets or five different workshops. The workshops include New Organic Vegetable Producer's School, Ag Literacy for Growers, Irrigation Water Toolbox, Farm Food Safety Training, and Basic Pennsylvania Pesticide Applicator Training. The farm market tour will feature visits to Strite's Orchard and CSA in Harrisburg, Ashcombe Farm and Greenhouses in Mechanicsburg, Hollabaugh Brothers Orchard in Biglerville and the Historic Round Barn in Biglerville. The bus tour will conclude with a visit to the Hauser Estate Winery in Biglerville.

The Mid-Atlantic Convention has been jointly sponsored by the State Horticultural Association of Pennsylvania, the Pennsylvania Vegetable Growers Association, the Maryland State Horticultural Society and the New Jersey State Horticultural Society for the past 37 years. Last year, the Virginia State Horticultural Society also began meeting at the Convention as well. The Pennsylvania State University, University of Maryland and Rutgers University Cooperative Extension plus the National Peach Council all assist in organizing the three days of educational sessions.



*Russell Redding
Dean of Agriculture
and Environmental
Sciences, Delaware
Valley College*

The Convention has become one of the premier grower meetings in the Northeast. The Great American Hall and the Aztec Room at the Hershey Lodge and Convention Center will host the Trade Show. Specialized horticultural equipment, farm market merchandise, and packaging, will all be on display along with information on the latest seed varieties, fruit varieties, pesticides and other supplies and services for the commercial grower.

Many pesticide applicator update training credits will be available to Pennsylvania, Maryland, New Jersey and Virginia growers attending the sessions. The program covers nearly every aspect of fruit, vegetable, potato and berry production. Commercial growers should not pass up this terrific educational opportunity.

Seven or eight concurrent educational sessions will be offered on all three days of the Convention. Besides a combined session for the keynote address, the opening day will feature breakout sessions on Tree Fruit, Tomatoes, Organic Vegetables, GMOs, Food Trends, Successful CSAs, Pollinators and Pollination, Leafy Greens, Onions and Garlic, Snap Beans, Drip Irrigation, Apps for Agriculture and Labor/Farm Management.

On the second day, sessions on Direct Marketing 101, Agritainment, SWD in Small Fruit, Tree Fruit, Peaches, Sweet Corn, Greenhouse Ornamentals, Wine Grapes, Soil Health/Cover Crops and General Vegetables will be offered. Also offered will be the session "Técnicas de Producción de Frutas y Hortalizas" especially for Spanish speaking workers in the fruit and vegetable industries. It will feature various relevant production presentations in Spanish.

The Convention will close on the third day with sessions on: Peaches, Tree Fruit, Vine Crops, Pumpkins, High Tunnels, Potatoes, Post Harvest, New Equipment and Weed Control.

The ninth annual Mid-Atlantic Cider Contest will be conducted during the Convention to determine the best tasting cider produced in the region. On January 27, fruit and vegetable growers will gather for the annual Fruit and Vegetable Growers Banquet which will include awards and recognitions. On January 28 there will be an Ice Cream Social in the evening.

Registration is required for all persons attending the Convention trade show or educational sessions. Registration with any of the five sponsoring organizations allows one to attend any of the sessions although there are additional charges for some workshops and meals. For further information, go to www.mafvc.org or call 717-677-4184 or 717-694-3596.

The Convention is not all business. It is a wonderful opportunity to take a short vacation in Chocolate town, USA, with fellow vegetable and fruit growers. Arrangements for babysitting can be made by calling the Hershey Lodge at 717-533-3311 and asking for Guest Services. There is a cost per hour and per child.

(continued on page 14)

CONVENTION

2015 Convention Overview

Monday Workshops and Tour

Irrigation Water Toolbox
PA Pesticide App. Basic Training
GAP Certification

Tuesday Morning

Food Trends
Organic Vegetables
Tomatoes
GMO's
Leafy Greens
Snap Beans
Apps for Ag
Tree Fruit
Keynote Presentation

Wednesday Morning

Marketing 101
Sweet Corn
Soil Health/Cover Crops
Small Fruit
Greenhouse Ornamentals
Wine Grapes
Spanish
Tree Fruit

Thursday Morning

Risk Management for Agritourism
Small Fruit
Vine Crops
High Tunnels
Potatoes
Post Harvest
Weed Control
Tree Fruit
Peaches

New Organic Vegetable Producers School
Communicating with Consumers and the Media
Farm Market Tour

Tuesday Afternoon

Successful CSA's
Organic Vegetables
Tomatoes
Pollinators and Pollination
Onions and Garlic
Drip Irrigation
Labor/Farm Management
Tree Fruit

Wednesday Afternoon

Agritainment
Peaches
Sweet Corn
General Vegetables
Greenhouse Ornamentals
Wine Grapes
Spanish
Tree Fruit

Thursday Afternoon

Getting the Most from Social Media
Small Fruit
Pumpkins
High Tunnels
Potatoes
New Equipment
Tree Fruit

Tuesday Evening

Grower Reception
Grower Banquet

Wednesday Evening

Apple Mktg. Reception
Ice Cream Social

2015 Convention *(continued from page 13)*

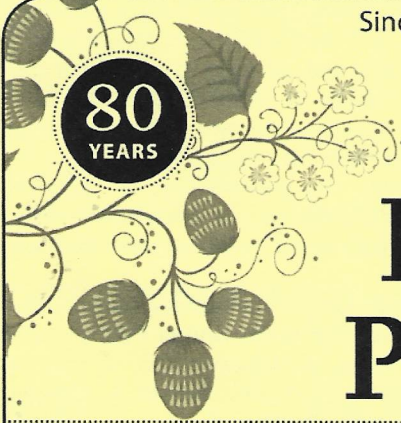
The Hershey Lodge is the ideal place for you to be January 28 to 30, 2014. Take advantage of the special reduced room rates in effect for the Convention. Whether you stay overnight or not, it will be well worth your while to drive to Hershey, even if you just stay for the day. Pennsylvania vegetable growers need to be informed about the newest and best in their industry and most of us could use some reminding about the basics.

The 2014 Convention program continues our standard of a world-class grower educational meeting. So do yourself a favor and make a sound investment in your business by attending the 2014 Mid-Atlantic Convention.

Please let us know about your plans. Advance registration can save you money and exempt you from waiting in a registration line. Advance meal reservations also help our planning greatly.

Hope to see you in Hershey. If you can't make to Hershey, you can still order a copy of the Proceedings so you won't miss out on the educational opportunities of the Convention.

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CONVENTION

2015 Educational Program Details

* indicates topic expected to qualify for a category pesticide update training credit

** indicates topic expected to qualify for a core pesticide update training credit

Monday, January 26, 2015**New Organic Vegetable Producers School**

9:00 a.m. to 3:00 p.m. Fee - \$100 includes lunch, course reader and organic production guide.

This full day intensive will delve into plant propagation, insect, weed and disease management. Join us if you are a new organic vegetable producer or interested in transitioning your operation.

9:00 Introduction and Organic Standards

9:30 Tips for Transplant Propagation for New Organic Growers

10:00 Plant Disease Basics

10:30 Managing Plant Disease Hands-on Activity

12:00 Lunch

12:30 Six Steps toward Ecological Weed Management in Organic Vegetable Production

1:30 Organic Pest Management Hands-on Activity

Speakers - Tianna DuPont, Penn State Extension; John Good, Quiet Creek Farm, and Beth Gugino, Penn State Univ.

***Note – Soil Management is an important basis for organic management. Rather than cover it only in a cursory manner we will point you in the direction of longer courses designed to delve into the details.

Irrigation Water Toolbox Workshop

9:00 a.m. to 4:00 p.m. Fee - \$50 includes lunch

Have you tested your irrigation water chemistry? Learn how the quality of your irrigation water affects aspects of production including nutrient availability, pesticide behavior, and pathogen control. Bring your own water sample to test and develop a plan for your own water testing toolbox. Water sample collection instructions will be sent to registrants.

Presenters will include Penn State Extension commercial horticulture and water resources educators, and other academic researchers and water treatment industry representatives.

The following topics will be covered:

- Evaluating irrigation water source options.
- Water chemistry: pH, alkalinity and conductivity
- Acid adjustment calculations and injection systems
- Hands-on water testing activity; equipment calibration
- Water testing and water test report interpretation
- Fertilizer-water interactions
- Water quality effects on pesticides
- Physical and chemical water treatment methods

Basics of Good Agricultural Practices Workshop

9:00 a.m. to 5:00 p.m. Fee \$50 includes lunch – limited registration

This will be a pilot presentation of the FDA-Approved Farm Food Safety Course presented by the Produce Safety Alliance that will prepare growers to meet the food safety standards under the new Food Safety Modernization Act (FSMA).

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CONVENTION

Educational Program *(continued from previous page)***Pennsylvania Pesticide Applicator License Basic Training**

9:00 a.m. to 4:00 p.m. Fee - \$50 includes lunch and Private Applicator Packet (course and study materials)

If you intend to purchase and/or apply restricted use pesticides for the purpose of producing an agricultural commodity on land which is owned or rented by you, then you need a Pennsylvania Department of Agriculture Pesticide (PDA) License. To become a certified private applicator, testing is required. This full day Monday session will cover the basics and prepare you for the pesticide applicator's exam (which will take place Tuesday morning from 8:30 AM – 11:30 AM).

Ag Literacy for Growers – Communicating with Consumers and the Media

1:00 p.m. to 4:00 p.m. Fee - \$50 includes light refreshments

Do you struggle with communicating your message to consumers and media? Are you confident that your employees can handle any question from a customer? Lori Connelly (Penn State Univ.) will prepare you to smoothly deliver your company's beliefs and easily conduct interviews before any audience. Dr. Richard Stup (AgChoice Farm Credit) returns to discuss best practices for training employees to address concerns they hear from consumers..

Workshop Topics

- Ag Literacy—What is it?
- Connecting with your Consumers
- Framing your Message
- Do's and Don'ts when the Press Calls

Session incorporates interaction between participants to expand your network and opportunities to ask questions of your peers, industry experts and educators.

Farm Market Tour

8:15 a.m. to 5:30 p.m. Fee - \$60 includes lunch and optional wine tasting.

This all-day bus tour will leave the Hershey Lodge at 8:15 a.m. and return at 5:30 p.m. It will include visits to Strite's Orchard & CSA in Harrisburg (farm market, bakery, and CSA) Ashcombe Farm and Greenhouses (market, gift shop, bakery, café and garden center) in Mechanicsburg, Hollaugh Brothers Farm in

Biglerville (farm market, bakery, gifts), The Historic Round Barn in Biglerville (farm market, gifts, bakery, and event venue) and the Hauser Estate Winery (production facility, tasting/sales area).

Tuesday Morning, January 27, 2015**Food Trends**

- 9:00 **Boomers to Millennials, Who is Buying What and How to Tell Them What You Have** - Brian Moyer, Penn State Extension
- 9:45 **Intrepreting National Food Trend for Profit** - Heather Mikulas, Penn State Univ.

Tomatoes

- 9:00 **Getting Paid for Your Produce - An Introduction to PACA** - Gregory Brown, McCarron & Diess
- 9:45 ***Tomato Disease Update – Late Blight** – Dr. Beth Gugino, Penn State Univ.

GMO's

- 9:00 **Status and Content of GMO Labelling Legislation** - Ross Pifer, Penn State Dickinson Agricultural Law Center
- 9:45 **Experience and Potential of Biotechnology for Fruit and Vegetables** – Dr. Li Li, Cornell Univ.

Leafy Greens

- 9:00 **Four Season Lettuce Production** – Dr. Lewis Jett, West Virginia Univ.
- 9:45 ***IPM Strategies for High Tunnel Leafy Greens** - Judson Reid, Cornell Coop. Extension

Organic Vegetables

- 9:00 **Using a Buckwheat Cover Crop for Maximum Weed Suppression after Early Vegetables** - Thomas Bjorkman, Cornell Univ.
- 9:45 **Spiral Path Farm - How We Grow Transplants** - Michael & Terra Brownback, Spiral Path Farm

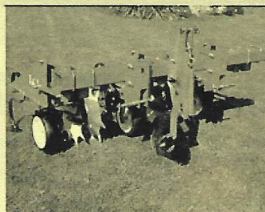
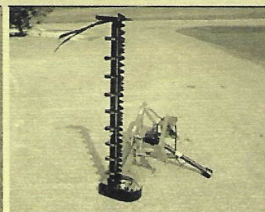
Snap Beans

- 9:00 **Snap Bean Health** - to be announced
- 9:45 **How to Grow That Great Yield** - grower panel

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CONVENTION

Educational Program *(continued from previous page)***Apps for Ag**

- 9:00 ****Apps for Pest Management** - Andrew Frankenfield, Penn State Extension
- 9:45 **Is There a Drone (Unmanned Aircraft System) in Your Farms Future?** - Craig Williams, Penn State Extension

Tree Fruit

- 9:00 **Invocation** - Ed Weaver
- 9:05 **President's Address** - Tim Weiser
- 9:15 ***The MaluSim Apple Carbohydrate Model and its Use For Improving Consistency of Chemical Thinning** - Dr. Alan Lakso, Cornell Univ. and Dr. Terence Robinson, Cornell Univ.
- 10:00 **Improving Branching of Apple Trees** - Win Cowgill, Rutgers Cooperative Extension

Keynote

- 10:45 **Legislative Update**
- 11:00 **Keynote Presentation: Human Capital: Now, Tomorrow and the Next Generation** - Russell Redding, Delaware Valley College

Tuesday Afternoon, January 27, 2015**CSA's**

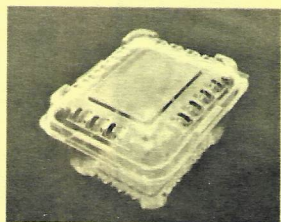
- 1:30 **Cooperative Models - Partnering With Other Farms** - Heidi Secord, Josie Porter Farm
- 2:10 **Cooperative Models - Partnering With Other Farms** - John Good, Quiet Creek Farm
- 3:00 **Adding a CSA To Your Retail Farm Market** - Kurt Alstede, Alstede Farm

Tomatoes

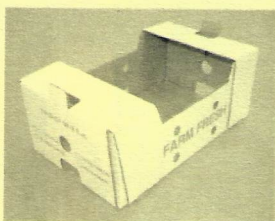
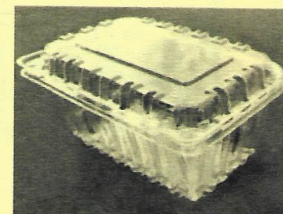
- 1:30 ***Bacterial Spot of Tomato: Biology and Management** - Dr. Beth Gugino, Penn State Univ.
- 2:00 **Tomato Fertility** - Steve Bogash, Penn State Extension
- 2:45 ****How Water Quality Effects Pesticide Efficacy** - Kerry Richards, Penn State Extension
- 3:30 **Tomato Grafting and Foliar Diseases in High Tunnels** - Judson Reid, Cornell Coop. Extension

Pollinators and Pollination

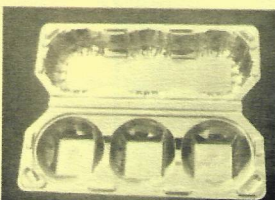
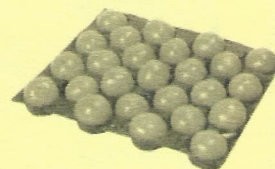
- 1:30 **CPR - Pollinatore Biology, Nutrition and Health** - Dr. Harland Patch, Penn State Univ.
- 2:00 ***Pollinating High Bush Blueberry: Who Does It, and How Can Growers Improve It** - Dr. Rufus Isaacs, Michigan State Univ.
- 2:45 ****IPM To Minimize Impacts on Pollinators in Tree Fruit** - Dr. David Biddinger, Penn State Univ.
- 3:30 ***Cucurbit Pollinators, Pollination and IPM** - Dr. Shelby Fleischer, Penn State Univ.
- 4:00 **Government Conservation Programs for Pollinators** - James Gillis, USDA/NRCS; Mace Vaughan, Xerces Society
- 4:30 **Discussion** - Dr. Harland Patch, Penn State Univ.; Dr. Rufus Isaacs, Michigan State Univ.; Dr. David Biddinger, Penn State Univ.; Dr. Shelby Fleischer, Penn State Univ.; James Gillis, USDA/NRCS; Mace Vaughan, Xerces Society

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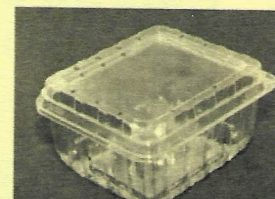
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CONVENTION

Educational Program *(continued from previous page)***Drip Irrigation**

- 1:30 **Pond Management** - Bryan Swistock, Penn State Extension
 2:00 **Ag Management Strategies for Drip Irrigation** - John Melora, Lee Rain Inc
 2:45 **Soil Moisture and Fertilizer Management** - George Hochmuth, Univ. of Florida
 3:30 **Drip Irrigation Uniformity** - William Wolfram, Toro Ag
 4:00 **Keeping Fertigation Units Running Properly** - Thomas Ford, Penn State Extension

Organic Vegetables

- 1:30 **Nutrient Management in Organic Cropping System** - John Spargo, Penn State Univ.
 2:00 **New Insights on Weed Management Decision Making from Mental Models Research** - Dr. Doug Doohan, Ohio Ag Research & Development Center
 2:45 **Strategies For Weed Suppression and Improving Soil Fertility During Transition to Organic Vegetable Production** - Dr. Doug Doohan, Ohio Ag Research & Development Center
 3:30 ***Evaluation of Organic Insecticides for Vegetable Production** - Dr. Galen Dively, Univ. of Maryland
 4:00 **A Comparison of Organic Cucurbit Production Techniques - Plastic vs. Strip Tillage Field Preparation With and Without Row Cover** - Jason Lilley and Dr. Elsa Sanchez, Penn State Univ.

Onions and Garlic

- 1:30 **Onion Varieties** - Dr. Michael Orzolek, Penn State Univ. Emeritus
 2:00 **Garlic Fertility** - Optimal Rates and Timing - Crystal Stewart, Cornell Univ.
 2:45 ***Bacterial Disease Management of Onions** - Dr. Beth Gugino, Penn State Univ.
 3:30 **Sweet, Green and Overwintering Onion Varieties for Plasticulture & Bare Ground** - Gordon Johnson, Univ. of Delaware
 4:00 **Growing Great Leeks** - Eli Cook, Spring Valley Farm

Labor/Farm Management - Cocoa Ballroom

- 1:30 **Employee Management** - Keith Dickinson, Farm Credit East
 2:30 **Income Tax Planning** - Keith Dickinson, Farm Credit East
 3:30 **The New Farm Bill, Horticultural Crop Insurance and Noninsured Crop Disaster Assistance Program (NAP)** - John Berry, Penn State Extension, Gene Gantz, RMA, and Rebecca Csutoras, Farm Service Agency
 4:30 **Adjourn**

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CONVENTION

Educational Program *(continued from previous page)***Tree Fruit**

- 1:30 **Automating Pruning—Pie in the Sky or Rubber meets the Road** - Dr. Peter Hirst, Purdue Univ.
 2:00 **Pruning by the Numbers** - Dr. Jim Schupp, Penn State Extension
 2:30 **Pruning Running Late—Time to Automate** - Dr. Jayson Harper, Dr. Leland Glenna, Dr. Anouk Patel-Campillo, Penn State Univ.
 3:00 **From Loppers to Lasers—Labor-Saving Engineering Advances for Grapes and Apples** - Dr. Johnny Park, Purdue Univ. and Tony Koselka, Vision Robotics
 3:45 **Computer-Assisted Pruning Demonstration** - Mid-Atlantic Growers and Speakers
 4:30 **SHAP Business Meeting**

Wednesday Morning, January 28, 2015**Marketing 101**

- 9:00 **Effective Market Signage** - Caleb Torrice, Tabora Farm and Orchard
 9:40 **Market Curb Appeal** - Jennifer Brodsky, Kitchen Table Consultants
 10:30 **Market Décor** - Themes, Displays and Windows - Brit Carlson, Ruie and Grace
 11:10 **Market Layout** - Jennifer Brodsky, Kitchen Table Consultants

Sweet Corn

- 9:00 **Nutrient Management with Tissue Testing** - Steve Bogash, Penn State Extension
 9:30 **Sweet Corn Varieties** - Blake Myers, Seigers Seed Co.
 10:00 ***Managing Weeds in No-Till Sweet Corn** - Steve Groff, Cedar Meadow Farm
 10:45 ***Managing Insects with Today's Options** - Dr. Galen Dively, Univ. of Maryland
 11:30 ***Understanding and Managing Sweet Corn Leaf Diseases** - Dr. Alyssa Collins, Penn State Univ.
 12:00 **PVGA Annual Meeting** - All members urged to attend.

Soil Health/Cover Crops

- 9:00 **Nitrogen Release and Disease Suppressive Activity of Four Compost Amendments on Three Vegetable Farms** - Lori Hoagland, Purdue Univ.
 9:30 **Living Mulch as an Alternative to Herbicides in Plasticulture Vegetables** - Judson Reid, Cornell Coop. Extension
 10:00 **Solvita, Haney, Food Web, Cornell Soil Health Test. What are My Soil Health Test Options and What Will They Tell Me** - Charlie White, Penn State Extension
 10:45 **The Role of Organic Matter in Soil Fertility Management** - John Spargo, Penn State Univ.
 11:30 **Lessons Learned: Incorporating Cover Crops and Reduced Tillage on Our Farm** - Arthur King, Harvest Valley Farms

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CONVENTION

Educational Program

*(continued from previous page)***Small Fruit - Focus on Spotted Wing Drosophila**

- 9:00 ***Spotted Wing Drosophila in the Mid Atlantic: An Update** – Dr. David Biddinger, Penn State Univ.
- 9:30 ****Experiences With a Fixed Sprayer System in High Tunnel Raspberries** - Dale Riggs, D. Riggs Consulting
- 10:00 ***Progress Towards Managing Spotted Wing Drosophila on Blueberries** - Cesar Rodriguez-Soana, Rutgers Coop. Extension
- 10:45 ***Chemical and Non-Chemical Approaches to Managing Spotted Wing Drosophila in Raspberry** – Dr. Rufus Isaacs, Michigan State Univ.
- 11:30 **Using Spotted Wing Drosophila Exclusion Netting in Blueberries** - Dale Riggs, D. Riggs Consulting

Greenhouse Ornamentals

- 9:00 **Getting Started Selling Perennials; These You Need to Have** - Sinclair Adam, Penn State Extension
- 9:30 ****Pesticide Delivery Systems for Greenhouse Applications** - Thomas Ford, Penn State Extension
- 10:00 ***Replacing Neonicotinoids in the Greenhouse** – Dr. Raymond Cloyd, Kansas State Univ.
- 10:45 **You're Killing Your Own Plants: Greenhouse Sanitation Makes Better Plants** – Dr. Gary Moorman, Penn State Univ.
- 11:30 **Top Ten Ways to Save on Greenhouse Heating Costs** - Neil Mattson, Cornell Univ.

Wine Grapes

- 9:00 **TBA** - Joyce Rigby, Vineyard Consultant
- 9:45 **Understanding, Assessing and Managing Freeze Injury in Grapevine** - Dr. Michela Centinari, Penn State Univ.
- 10:15 **Finding Balance – Vine Size, Capacity, Vigor and Vine Balance** - Dr. Alan Lakso, Cornell Univ.
- 11:00 **TBA** - Dr. Gary Pavlis, Rutgers Univ.
- 11:30 ****Core Presentation** - Dr. Kerry Richards, Penn State Univ.

Spanish - Sessions Presented in Spanish

- 9:00 **Brambles and SWD** - Kathy Demchak & Tianna Dupont, Penn State
- 9:30 **Post-Harvest Handling of Berries** - Lee Stivers, Penn State Extension
- 10:00 **Keep Your Crop Safe – Use Good Agricultural Practices and IPM** - Maria Gorgo-Gourovitch, Penn State Extension
- 11:30 **Pruning High Density Apple Orchards: Principles and a Demonstration** - Mario Miranda Sazo, Cornell Extension

If you are attending the Convention, plan to stay at the Hershey Lodge for the special convention rate of \$138 (plus taxes) for single, double, triple or quad room. Call the Lodge at 1-800-HERSHEY and mention the Mid-Atlantic Convention code of 1837233.

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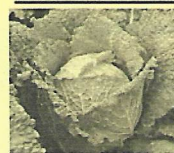
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New USDA Crop Insurance Covers Whole Farm

Whole Farm Revenue Protection is a new crop insurance policy called for in the 2014 Farm Bill and developed by the USDA's Risk Management Agency.

This newly available crop insurance product is not intended for a single specific crop, but for all the crops, livestock and products that are grown, raised or produced on a farm.

This new insurance may be of special interest to diversified, specialty crop and organic farmers who do not have single crop policies or organic price elections available.

Producers should start talking with their crop insurance agents if they are interested in applying for a WFRP policy by the March 16 sales closing date.

Some of the most notable benefits this new insurance option offers include:

- An \$8.5 million liability limit – an increase from \$6.5 million under Adjusted Gross Revenue insurance and \$1 million under AGR-Lite.
- 85 percent of historical revenue coverage level when at least three crops are grown - an increase over the previous 80 percent cap.
- A premium subsidy of up to 80 percent when at least two crops are grown - a significant increase over the highest subsidy rate of 59 percent provided under AGR-Lite.
- A premium discount for increased diversification stair-stepped up to seven crops.
- Coverage for both crops and livestock, capped at 35 percent of expected revenue up to \$1 million.
- Inclusion of some incidental processing expenses necessary to make the commodity ready for market, such as washing, trimming and packaging.
- Replant coverage for crop losses early enough for replanting.
- The continued option to insure individual crops under separate crop policies (cannot be catastrophic, or CAT, level coverage).

The fact sheet on this new tool is available at
<http://www.rma.usda.gov/policies/2015/wfrpfactsheet.pdf>.

Find a list of certified crop insurance sales agents at
<http://www.rma.usda.gov/tools/agent.html>.

Source: John Berry, Penn State Extension (Reprinted with permission)

Crop Insurance Improvements Authorized by the Farm Bill

- 1. More coverage options – Many are listed below**
- 2. Improved NAP Protection** (Non-insured crop disaster Assistance Program from FSA) provides up to 65 percent level of coverage and 100 percent of projected price for most non-insurable crops
- 3. New Irrigated/Non-Irrigated Acreage Options** - Separate enterprise insurance units and different coverage levels are allowed
- 4. Improved Organic Protection**
 - a. Organic elections availability for more crops
 - b. Extended for organic price coverage – for 2014, to eight additional crops (oats, peppermint, apricots, apples, blueberries, almonds, pears, and grapes for juice) to a total of sixteen (producer has the option of using organic or conventional prices)
 - c. Five percent premium surcharge is removed for organic price options
- 5. New benefits for being beginning farmers**
 - a. Additional 10 percentage points of premium subsidy for additional coverage policies (buy-up) that have premium subsidy;
 - b. Exemption from paying the administrative fee for catastrophic (CAT) and additional coverage (buy up) level policies;
 - c. Use of the production history of farming operations, if BFs were previously involved in the decision making or physical activities; and
 - d. An increase in the substituted yield for yield adjustment, which allows a replacement of a low yield due to an insured cause of loss, from 60 to 80 percent of the applicable transitional yield (T-Yield) for the crop in the county.
- 6. New T-Yield Options** (effective beginning with 2015 crop year Spring Crops) - When a crop in a county suffers over a 50 percent yield loss, producers in that county and adjacent counties may omit their yield for that year's production. For this provision, the Federal Crop Insurance Corporation may make a separate determination for irrigated and non-irrigated acreage. Note: The current 60% yield plug is retained for replacing low APH yields (80% yield plug for new and beginning farmers).
- 7. New improved Whole-Farm Revenue Protection** (\$8.5 mil. max. revenue)
 - a. Covers all farm commodities including animal and animal products revenue including commodities purchased for resale (limit up to 50% of total expected revenue) (no protection for timber forest, forest products and animals for sport, show or pets)
 - b. Coverage levels from 50 to 85% of expected revenue (covers min. market readiness costs)
 - c. Covers natural causes of loss and declining market prices within the insurance year
 - d. Premium subsidies vary from 55% to 80%.
 - e. Opportunity to also purchase MPCU Buy-Up policies for selected individual crops
- 8. Supplemental Coverage Option (SCO)** – An option to buy area/county loss trigger insurance to cover yield or revenue loss (depending on the coverage in effect of the individual policy). The level of coverage is between 86% and coverage of individual policy. Premium is subsidized at 65% subsidy. SCO covers all planted acres with no payment limitation (not available for crops covered by ARC.) SCO coverage for 2015 available (2016 info. expected about 11/17/16) at:
<http://www.rma.usda.gov/news/currentissues/farmbill/2015scomap.pdf>
- 9. Conservation Compliance Certification** – By June 1, 2015, farmers must file form AD-1026 with the Farm Service Agency (FSA) to be eligible for premium subsidy on crop insurance policies in the 2016 Reinsurance year (July 1, 2015 to June 30, 2016). Farmers and any affiliated persons must be in compliance with the HELC and WC provisions.

Contact: Risk Management Specialist Jordan Stasyszyn, 717-705-9511, jstasyszyn@pa.gov

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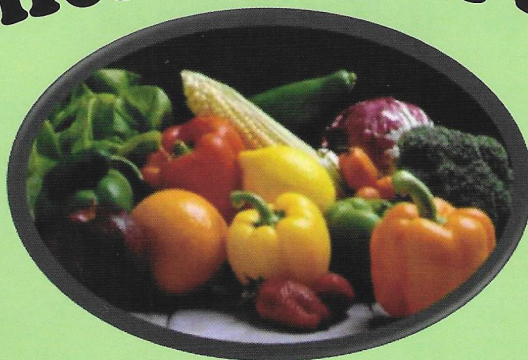
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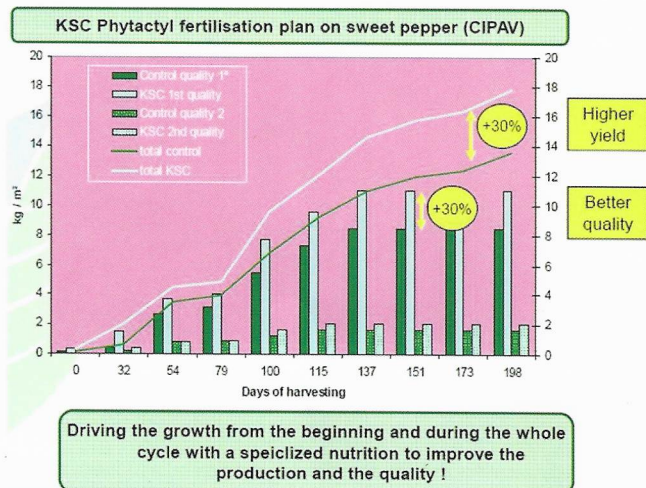
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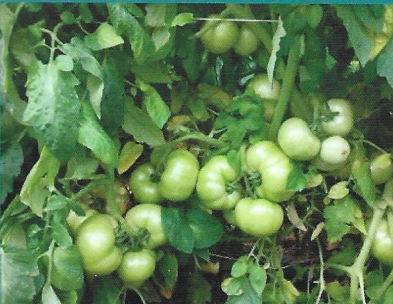
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CONVENTION

Educational Program *(continued from previous page)*

Tree Fruit

- 9:00 ***How to Take Advantage of NEWA Weather and Pest Models** – Dr. Julie Carroll, Cornell Univ.
- 9:30 **Grower Usage of NEWA Systems** (panel) – Dr. Rob Crassweller, Penn State Univ. (moderator), Sam Boyer; Ben Lerew; Bruce Hollabaugh, Hollabaugh Brothers Fruit Farm
- 10:00 **Grower Funded Research an Industry Partnership** – Phil Baugher, SHAP Research Committee
- 10:10 **The Importance of Grower Funded Research for the Prosperity of the Industry** – Dr. Gary Thompson, Penn State Univ.
- 10:45 **Apple Tree Water Use in Northeastern Climates and an Online Water Balance System** – Dr. Alan Lakso, Cornell Univ., Danilo Dragoni, Nevada Dept. of Env. Protection and Dr. Terence Robinson, Cornell Univ.
- 11:15 **Grower Innovations (A Panel)** - Bob Pollock, Penn State Extension (moderator) - Evan or Nathan Milburn, Milburn Orchards, **use of falcons for rodent control**; Tad Kuntz, Masonic Village, **use of blue birds for insect control**; Brian Knouse, **use of GPS**; Greg Heller, **using the Munkoff Pluk-O-Trak**; John Saunders, **irrigation systems**

Wednesday Afternoon, January 28, 2014

Peaches

- 1:30 **Peach and Plum Cultivars for the New Age The Ernie Christ Lecture** – Dr. Bill Shane, Michigan State Univ.
- 2:15 **Applied Science in Post-Harvest Evaluation and Product Development** - Eric Gaarde, Gaarde FoodSource
- 2:45 **Peach Rootstock Trials** - Dr. Jim Schupp, Penn State Univ.
- 3:15 **Peach and Nectarine Varieties I Love and Those I Should Never Have Planted** (panel) Jerry Frecon (moderator), Robert Fralinger, Fralinger Farms; Bennett Saunders or Henry Chiles, Crown Orchard Co; Gene Kingsbury, Kingsbury Orchards; Brian Smith, Solebury Orchard

Sweet Corn

- 1:30 **No-Till Sweet Corn Through the Season** - Andrew Frankenfield, Penn State Extension
- 2:00 **Organic Sweet Corn Without the Worms: It Can Be Done!** - James Crawford, Pearl Wetherall and Jennifer Glenister, New Morning Farm
- 2:45 **Management of Wildlife Issues** - Matt Rice, USDA-APHIS Wildlife Services
- 3:30 **Wholesaling Sweet Corn: Do's and Don'ts** - Rick Stauffer and William Saussaman, Seminole Produce
- 4:00 ****Health Effect of Pesticides: Get the Facts** - Emelie Swackhamer, Penn State Extension

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CONVENTION

Educational Program *(continued from previous page)***Agritainment**

- 1:30 **How To Grow Your Agritainment Business** – John Hill, Hill Ridge Farm
 3:00 To be Announced
 3:45 To be Announced

General Vegetables

- 1:30 ***Risk Management of 2 4-D and Dicamba Tolerant Soybeans** – Dr. Doug Doohan, Ohio Ag Research & Development Center
 2:00 **2014 Broccoli Variety Trial Results** – Dr. Elsa Sanchez, Dr. William Lamont Jr, Robert Pollock, Lee Stivers, Steve Bogash and Thomas Butzler, Penn State
 2:45 **How We Grow Celery and Greenhouse Greens at Twin Springs Farm** - Thomas Childs, Twin Springs Fruit Farm
 3:30 **Soil Nutrient Problems and Resolutions** - George Hochmuth, Univ. of Florida
 4:00 **Field Greens and Salad Mix Production at the Dickinson College Farm** - Matthew Steinman, Dickinson College Farm

Greenhouse Ornamentals

- 1:30 ***How To Best Manage Fungus Gnats** – Dr. Raymond Cloyd, Kansas State Univ.
 2:00 **Best of Penn State Flower Trials** - Sinclair Adam, Penn State Extension
 2:45 **Efficient Feeding: Going Beyond 20-20-20** - Krystal Snyder, JR Peters Co
 3:30 **Minimizing Phytotoxicity in the Greenhouse** - Thomas Ford, Penn State Extension
 4:00 **Stayin' Alive: Strategies To Improve Plant Retail Shelf Life** - Neil Mattson, Cornell Univ.

Wine Grapes

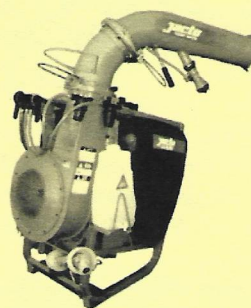
- 1:30 **Recommended and Promising Varieties for the Mid-Atlantic** - Dr. Joseph Fiola, Univ. of Maryland
 2:15 ***Spotted Lanternfly and its Pest Potential to the Grape Industry** - Dr. Mike Saunders Penn State Univ.
 2: 45 ***Grape Disease Research Review and Update** - Bryan Hed, Penn State Univ.
 3:30 **Wine Marketing & Promotion Strategies for the Mid-Atlantic Region** - Abigail Miller, Penn State Univ.

Spanish – Sessions Presented in Spanish

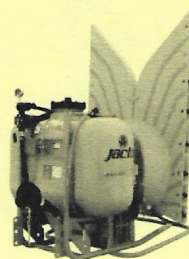
- 1:30 **New Technologies to Work Smarter Not Harder** - Mario Miranda Sazo, Cornell Extension
 2:15 **Using Budgets to Analyze Agricultural Enterprises** - Miguel Saviroff, Penn State Extension
 3:10 **The Impact of Water Quality on Pesticide Performance: The Little Factor that Makes a Big Difference** - Hector Nunez-Contreras, Penn State Extension
 4:05 **Survey**

Tree Fruit

- 1:30 ***Revisiting Control Options for Internal Worms** – Dr. Greg Krawczyk, Penn State Univ.
 2:00 **U.S. Apple Assoc & PA Apple Marketing Board Updates** – Jim Bair, US Apple Association, Julie Bancroft, PA Apple Marketing Program
 2:30 **Apple Flower Development** - Busting the Myths – Dr. Peter Hirst, Purdue Univ.
 3:00 ***Woolly Apple Aphid Outbreaks in Relation to Stink Bug Management** – Dr. Chris Bergh, Virginia Tech Univ.
 3:45 **Progress on a Low Cost Harvest Assist Device** – Dr. Paul Heinemann, Penn State Univ.



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CONVENTION

Educational Program *(continued from previous page)*

Thursday Morning, January 29, 2015

Risk Management in On-Farm Direct Marketing

- 9:00 **Direct Marketing - Is It Right For You, Doing a Self Assessment** - Stephen Komar, Rutgers Cooperative Extension
- 9:30 **Considerations for Selecting and Training Employees to Improve Safety for Direct Marketing** - Michelle Infante-Casella, Rutgers Co-op Extension
- 10:00 **Assessing Farm Safety When Inviting the Public on Your Property** - William Bamka, Rutgers Cooperative Extension
- 10:45 **Right To Farm, Deed of Easement and Other Regulations that Impact Direct Marketing** - Brian Schilling, Rutgers Cooperative Extension
- 11:30 **Food Aspects for Direct Marketing** - Meredith Melendez, Rutgers Cooperative Extension

Vine Crops

- 9:00 ***Monitoring for Squash Vine Borer, An Unseen Plant Killer** - George Hamilton, UNHCE - Hillsborough County
- 9:30 ***Bacterial Diseases in Vine Crops, Is There Any Hope** - Dr. Beth Gugino, Penn State Univ.
- 10:00 ***Watermelon Insect Management Update** - Joanne Whalen, Univ. of Delaware
- 10:45 **Lighting the Way With 'Sunlight', 'Moonlight' and Other New Cucurbit Varieties on the Horizon** - Dr. Brent Loy, Univ. of New Hampshire
- 11:30 **Using a Plasticulture System to Grow Cucurbits** - Dr. Michael Orzolek, Penn State Univ. Emeritus

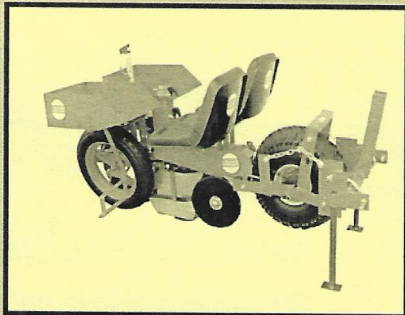
High Tunnels

- 9:00 **Winter Production in High Tunnels** - Judson Reid, Cornell Coop. Extension
- 9:30 **Mechanization of Ventilation in High Tunnels** - Steve Bogash, Penn State Extension
- 10:00 **Cover Crops for High Tunnels** - Dr. Lewis Jett, West Virginia Univ.
- 10:45 **Effect of Compost Application Rates on High Tunnel Tomatoes** - Dr. Mark Hutton, Univ. of Maine
- 11:30 **Top 10 Reasons Not to Grow in High Tunnels** - Judson Reid, Cornell Coop. Extension

Post Harvest

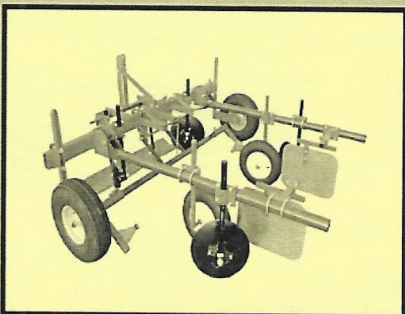
- 9:00 **Cooling Methods and Impact of Delays to Cool** - Marita Cantwell, Univ. of California at Davis
- 9:30 **Northeast Garlic Post Harvest Trial Results - Heat Curing, Topping vs. Washing** - Crystal Stewart, Cornell Univ.
- 10:00 **Postharvest Handling of Vegetables to Ensure Quality and Safety** - Marita Cantwell, Univ. of California at Davis
- 10:45 **Practical Food Safety Strategies for the Pack House** - Rebecca Munro, The Seed Farm and Andy Andrews, Pennypack Farm & Education Center
- 11:30 **New York Farmers Added Cooling Technology Improving Quality and Fostering Economic Development** - Elizabeth Claypoole, Cornell Extension

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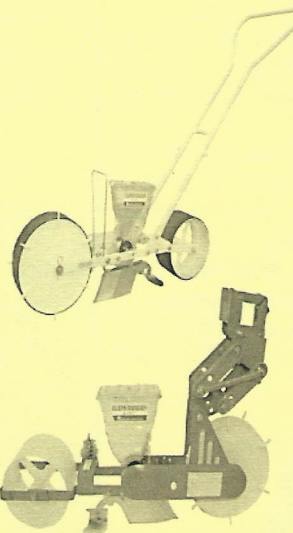
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CONVENTION

Educational Program *(continued from previous page)***Potatoes**

- 9:00 **Potatoes: What's New - Observation and Research** - Robert Leiby, PA Coop Potato Growers
- 9:30 **Varieties That Look Promising** - Michael Peck, Penn State Univ.
- 10:00 ***Update on Management of Potato Diseases** - Dr. Steven Johnson, Univ. of Maine Cooperative Extension
- 10:45 **Health Benefits of Colored Potato Chips** - Dr. Jairam Vanamala, Penn State Univ.
- 11:30 **Update on Insect Management in Potatoes** - Dr. Thomas Kuhar, Virginia Tech

Small Fruit

- 9:00 ***What's New in Blueberry Weed Control** - Dr. Eric Hanson, Michigan State Univ.
- 9:30 **How We Grow and Market Strawberries and Raspberries at Strawberry Tyme Farms** - John Cooper, Strawberry Tyme Farms
- 10:00 **Recycling Horticultural Films: Handling and Marketing** - Dr. Lois Levitan, Cornell Univ.
- 10:45 **Low Tunnels for Strawberries: What Works and What Doesn't** - David Pike, Farm to You Market
- 10:45 **Low Tunnels for Strawberries: What Works and What Doesn't** - Eric Menard, Dubois Agrinovation and Kathleen Demchak, Penn State Univ.
- 11:30 **Proper Postharvest Handling of Berries** - Lee Stivers, Penn State Extension

Tough To Manage Weeds

- 9:00 ***Identifying Problem Weeds** - Dwight Lingenfelter and Andrew Franenfield, Penn State
- 9:30 ***Palmer Amaranth - One Weed You Really Need to Know** - Dwight Lingenfelter and Andrew Franenfield, Penn State
- 10:00 ***Sweet Corn and Cucurbit Weed Control Programs with Q & A** - Dwight Lingenfelter and Andrew Franenfield, Penn State
- 10:45 ****Applying Herbicides, Avoiding Drift and Calibrating Herbicide Sprayers** - Thomas Ford, Penn State Extension
- 11:30 **To be Announced**

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CONVENTION

Educational Program

*(continued from previous page)***Tree Fruit**

- 9:00 ****How Do We Adjust Spraying Different Size Trees** - Panel, Dean Polk, Rutgers Univ. (moderator)
- 9:45 ****Worker Protection Standards** - Jim Harvey, Penn State Univ.
- 10:15 ***Best Management Practices to Minimize Bitter Pit in Honeycrisp** - Dr. Tara Baugher, Penn State Univ.; Lynn Kime, Penn State Univ.
- 10:45 **Performance of New Fire Blight Resistant Pears** - Dr. Bill Shane, Michigan State Univ.
- 11:15 ***The 2014 Fire Blight Epidemic: Mayhem, Mystery, Myths and Management** - Dr. Kari Peter, Penn State Univ.

Peaches

- 9:00 ****Protective Clothing - Dress for Success in Protecting Yourself** - Dr. Kerry Richards, Penn State Extension
- 9:30 **Can You Toot Woot Froot?** - Kim Gaarde, Fruit Dynamics
- 10:00 ****Rise in Secondary Pests in Peaches** - Dean Polk, Rutgers Cooperative Extension
- 10:45 ***Observations in the Field of Bacterial Spot on Stone Fruits** - Mark Shannon, Crop Protection Services
- 11:00 ***Bringing IPM Back to Peaches in the Face of BMSB** - Dr. Ann Nielsen, Rutgers Univ.
- 11:30 ***What the Industry Learned about Listeria Outbreak** - Dr. Steve Knabel, Penn State Univ.

Thursday Afternoon, January 29, 2015**Social Media**

- 1:30 **How To Integrate Social Media Into Your Marketing Strategy** - Sarah Lanphier, Nuts About Granola
- 2:00 **Social Service - Using Social Media for Customer Service** - Sarah Cornelisse, Penn State Univ.
- 2:45 **Helping Customers "Find" You** - Shannon Dill, Univ. of Maryland Extension
- 3:30 **Farming Followers** - Julie Bancroft, PA Apple Marketing Board
- 4:00 **Tricks of the Trade** - Shannon Dill, Univ. of Maryland Extension

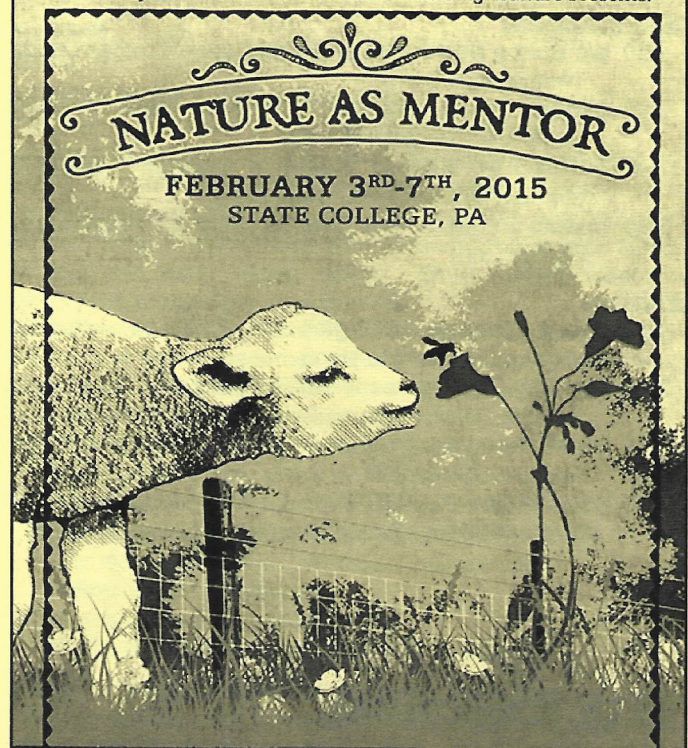
Pumpkins

- 1:30 **We Make Pumpkins Fly Through the Air, Ag-Entertainment** - George Hamilton, UNHCE - Hillsborough County
- 2:00 ***Effectively Managing the Mildews** - Dr. Beth Gugino, Penn State Univ.
- 2:45 *** Early Season Virus Infections in Pumpkins** - Dr. Gerald Brust, Univ. of Maryland
- 3:30 ****Health Effects of Pesticides, Get the Facts and Put Them to Use** - Lee Stivers, Penn State Extension
- 4:00 ***Squash Bug Update** - James Wilson, Virginia Tech

High Tunnels

- 1:30 ***Insect Control in High Tunnels** - Dr. Gerald Brust, Univ. of Maryland
- 2:00 ***Disease Management in High Tunnels** - Thomas Ford, Penn State Extension
- 2:45 **Variety Evaluation of Kale, Parsley and Legumes** - Dr. Lewis Jett, West Virginia Univ.
- 3:30 **Who are the High Tunnel Growers in Philadelphia?** - Thomas McCann, Penn State Extension

The Pennsylvania Association for Sustainable Agriculture Presents:

PASA'S 24TH ANNUAL CONFERENCE

FEATURING

- Friday Keynoter Frances Moore Lappé, author of *EcoMind: Changing the Way We Think to Create the World We Want* and *Diet for a Small Planet*
- PASAabilities Main Speaker Ray Archuleta, NRCS Conservation Agronomist
- Six intensive pre-conference tracks on financial planning, cover crops & soil health, seed sovereignty, marketing and more!
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Educational Program (continued from previous page)**New Equipment**

- 1:30 **We Built a New Hydroponic System** – Thomas Childs, Twin Springs Farm
 2:00 **Simple Wash Station Efficiency Tips** - David Hambleton, Sisters Hill Farm
 2:45 **FARMDATA Record Keeping System** - Matthew Steinman, Dickinson College Farm
 3:30 **Update on LED's, Is It Time To Jump In** - Neil Mattson, Cornell Univ.

Potatoes

- 1:30 ***Weed Control Strategies for Potatoes** - Sudeep Mathew, Univ. of Maryland
 2:00 ***Fertility Management for Potatoes** – Dr. Steven Johnson, Univ. of Maine Cooperative Extension
 2:45 **USDA Breeding Program for Potatoes** – Dr. Kathleen Haynes, USDA/ARS
 3:30 **Report From the US Potato Board and Input for Next Strategic Plan** - Blair Richardson, US Potato Board

Small Fruit

- 1:30 **What the Winter of 2013/2014 Taught Us About Floating Row Covers** – Dr. Michael Newell, Wye Research & Education Center
 2:00 ***Integrated Management of Major Diseases on Brambles** – Dr. Mahfuzur Rahman, West Virginia Extension
 2:45 **To be Announced**
 3:30 **Food Safety Considerations When Using Overhead Irrigation in Strawberries** - Kathleen Demchak, Penn State Univ.

Tree Fruit

- 1:30 ****Sprayers 101 – Are You Hitting the Target** – Dr. Kerry Richards, Penn State Univ.
 2:00 **Using Social Media to Tell Your Story** - YGA Panel; Carla Snyder, Penn State Extension (moderator) - Ben Kishbaugh, Big Hill Ciderworks; Ashlee Dugan, Broad Street Market; Tyler Butler, Butler Orchards
 2:45 **Early Results of Asian Pear Cultivar Plantings** – Dr. Rob Crassweller, Penn State Univ.
 3:15 **Determining Harvest Maturity of Asian Pears** – Win Cowgill, Rutgers Cooperative Extension

2015 Exhibitors

Abbott & Cobb, Inc.
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 Adams County Nursery, Inc.
 Agri Analysis Inc.
 Agro Culture Liquid Fertilizers
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 Binkley & Hurst LP
 Biobest – USA
 BioSafe Systems
 Bowsmith, Inc.
 Brandt
 Business Resources, Inc.
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 Carlisle Container Company
 CBC America
 Center for Schools and Communities
 Certis USA
 Chemtura Agro Solutions

Clifton Seed Company
 Compac Sorting Equipment
 Cooper's Mill
 Country Folks Grower
 Crop Production Services
 CropCare Equipment
 Decco US Post-Harvest, Inc.
 Delta T Solutions
 Dow AgroSciences
 DuBois Agrinovation Inc.
 DuPont Crop Protection
 Durand-Wayland, Inc.
 Eagle Business Software
 FMC
 Farmer's Choice Foods
 Film Tech

Flamin Fury Peaches
 Frey Brothers
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 Harris Moran Seed Company
 Harris Seeds
 Haygrove Inc.
 Heil Control
 Helena Chemical Company
 High Mowing Organic Seeds

(continued on page 27)



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Floating Row Cover 2015 Stock Sizes

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7'x1000'	14'x800'
10'x500'	26'x800'
14'x1000'	39'x800'
22'x1000'	42'x500'
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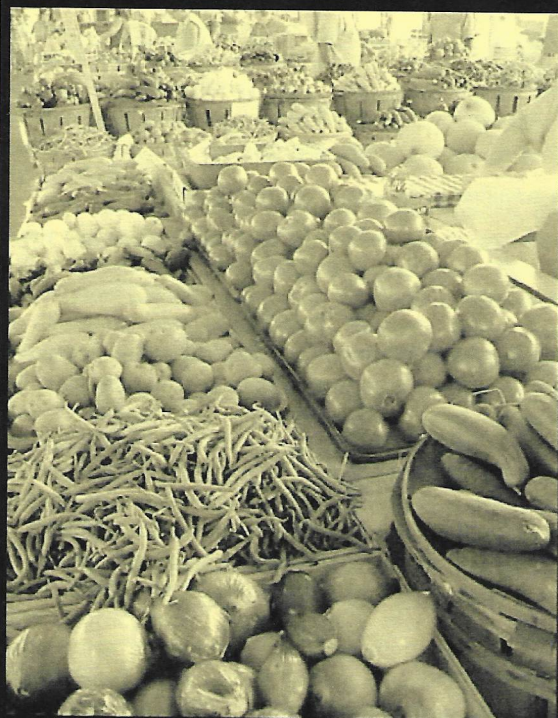
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CONVENTION

2015 Exhibitors (continued from page 26)

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| Iva Manufacturing | OESCO, INC. | Roof Basket Works | TRICKL-EEZ Company |
| J & M Industries, Inc. | Olde Tradition Spice, Inc./Hidden Creek Bird House | Ruhl Insurance | Turbo Mist (Slimline Mfg. LTD) |
| Earl F. Kegerise Inc. | Okanagan Specialty Fruits Inc. | Rupp Seeds, Inc. | USDA NASS |
| King Orchards | PA Department of Agriculture | Saylors Farm Products | United Phosphorus, Inc. |
| Kirby Agri | PA Department of Agriculture | Seedway LLC | Valent USA |
| Koppert Biological Systems Inc. | PA Office of Rural Health – Penn State | Seminole Produce Distributing | Van Well Nursery |
| Kube Pak | PCA - Supply Services | Shawnee Canning Company | Victory Packaging |
| Kwik Lok Corporation | PDM Insurance Agency, Inc. | Siegers Seed Company | Wafler Nursery |
| Lee Rain Inc. | Penns Creek Welding LLC | Signs of the Seasons | Walker Bros., Inc. |
| Lentz Milling Company | Pennsylvania Farm Bureau | Solutions 4Earth | Wes Stauffer Engines & Equipment LLC |
| Macro Plastics | Pennsylvania Farm Link | Spectrum Technologies, Inc. | Westbridge Agricultural Products |
| MANA/Adama | Pennsylvania Service & Supply Inc. | Stark Bros. Nurseries & Orchards Co. | Willow Drive Nursery |
| Maple Ridge Supply | Phil Brown Welding Corp. | Stokes Seeds Co. | Willis Equipment |
| Marrone Bio Innovations | Plant Food Company Inc. | Stoller Enterprises, Inc. | Winfield Solutions |
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PVGA Membership and Mid-Atlantic Fruit & Vegetable Convention Registration Form

Name _____
 Farm Name _____
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 City/State _____ Zip Code _____
 PA County _____ Telephone ____/____/____ Cell Phone ____/____/____
 Facsimile ____/____/____ Electronic Mail _____

Business Information Please check all that apply.
 Grower (owner-operator) Retail Wholesale
 Fresh Market Vegetables Processing Vegetables Greenhouse Vegetables Potatoes
 Small Fruit Bedding Plants Cut Flowers Tree Fruit/Wine Grapes
 Grower Employee
 Supplier (equipment, chemicals, etc.) Processor Other _____

2015 PVGA Membership Dues

Regular Membership Dues increase to \$55 after January 29. \$50.00 _____
 Open to all owner, operators and employees of vegetable, potato and berry farm operations, processing firms and supply companies. Includes newsletter subscription.
Associate Regular Membership Includes newsletter subscription. \$30.00 _____
 Must be one of the following - circle one: Student Retired University Staff Extension Agt.
Keystone Membership An optional membership category open to vegetable and berry farming operations, processing firms, and supplier firms. Includes newsletter subscription.
 Dues based on gross income from vegetable potato or berry industries. Any member paying \$75 or more in dues will be considered a Keystone Member. The following rates are only suggestions.
 \$75 for up to \$75,000 \$100 for \$75,000 to \$150,000 \$150 for \$150,000 to \$225,000
 \$200 for \$225,000 to \$500,000 \$275 for \$500,000 to \$1,000,000 \$375 for over \$1,000,000
Associate Keystone Membership Must be a family member or employee of a Keystone Member. \$30.00 _____
 Includes newsletter subscription.

2015 Mid-Atlantic Fruit and Vegetable Convention

REGISTRATION IS REQUIRED FOR EACH PERSON, including spouses. Registration fees allow one to attend both fruit and vegetable sessions as well as enter the exhibit area. Each registrant also receives a copy of the Proceedings. Students and children 16 and under receive free registration. No refunds of pre-registration fees will be made unless canceled by January 23 in writing, by phone (717-694-3596) or by email (pvga@pvga.org). No confirmation will be mailed prior to the Convention.

PLEASE LIST THE NAME OF EACH PERSON ATTENDING (for use in preparing nametags)

Member Registration one fee whether you are attending for 1, 2 or 3 days - per person
 Advance for the first person from a family, farm or business (\$80 after Jan. 16) _____ @ \$65.00 _____
 Advance for additional persons from a family, farm or business (\$80 after Jan 16) _____ @ \$60.00 _____

Non - Member Registration - (family and employees of PVGA members will be admitted at the above member's rates.)
 One Day per person _____ @ \$110.00 _____
 Three Day includes registration for 2 or 3 days per person. _____ @ \$150.00 _____

Student/Children Registration for students and children 16 and under only _____ @ no charge

Workshops **PRE-REGISTRATION IS REQUIRED FOR ALL THE WORKSHOPS** please indicate who will be attending below
 Irrigation Water Toolbox – Jan. 26 (with lunch) names _____ @ \$50.00 _____
 PA Pesticide App Training – Jan. 26 (with lunch) names _____ @ \$50.00 _____
 New Organic Veg Prod. School – Jan. 26 (with lunch) names _____ @ \$100.00 _____
 FSMA Farm Food Safety – Jan. 26 (with lunch) names _____ @ \$50.00 _____
 Ag Literacy – Jan. 26 (no lunch) names _____ @ \$50.00 _____

Farm Market Bus Tour – Jan. 26 names _____ @ \$60.00 _____

Meals Annual Growers Dinner – January 27 _____ @ \$35.00 _____

Proceedings Registration includes a **free** copy (\$15 if picked up at the Convention) _____ @ \$20.00 _____

Country Folks Grower -Check here to receive a free monthly subscription to this publication _____

Total Enclosed Payment by check or money order only - make checks payable to "PVGA" _____

Mail this registration form and payment to:

Pennsylvania Vegetable Growers Association, 815 Middle Road, Richfield, PA 17086-9205 717-694-3596 - phone and fax

Please note: Credit/debit card payments cannot be processed. Fees can be paid at the Convention by check or cash only.

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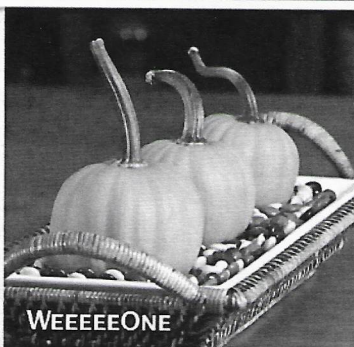


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NEWS

New Whole Farm Revenue Protection Policies Now Available

Whole Farm Revenue Protection (WFRP) is a new crop insurance policy called for in the 2014 Farm Bill and developed by the USDA, Risk Management Agency. This newly available crop insurance product is not intended for a single specific crop, but for all the crops, livestock, and products that are grown, raised, or produced on your farms. This product may be of special interest to diversified and organic farms that do not have single crop policies or organic price elections available.

Fruit farmers interested in the policy should check it out before the November 20 enrollment deadline for individual MPCl policies because they may want to consider modifying their MPCl individual policy to better fit with the WFRP policy. In any case, producers should start talking with their crop insurance agent if they are interested in the policy to be prepared for the March 16th sales closing date for WFRP.

WFRP is available in all states and counties of the eastern U.S. Some of the most notable benefits this new insurance option offers include:

- an \$8.5 million liability limit (an increase from \$6.5 million under AGR and \$1 million under AGR-Lite);
- 85% of historical revenue coverage level when at least three crops are grown (an increase over the previous 80% cap);
- a premium subsidy of up to 80% when at least two crops are grown (a significant increase over the highest subsidy rate of 59% provided under AGR-Lite);
- a premium discount for increased diversification stair stepped up to 7 crops;

DuPont Named a SARE/NACAA Fellow

Tianna Dupont, a Sustainable Agriculture Educator with Penn State Extension was recently named a Sustainable Agriculture Research and Education (SARE) Fellow. Four Fellows are selected from around the country and travel to each of the four SARE regions, Northeast, Southeast, Northwest, and Southwest over the course of two years to participate in a series of national seminars that highlight how sustainable management principles are practiced in the field. Participants visit sustainable farming and ranching systems in each of the SARE regions to learn sustainable agriculture strategies and how to implement them. Following the two-year program, they will share this knowledge to help build capacity among the farmers in their locality.

The major training objectives are:

- Understand the farm as a whole system.
- Identify farmers' goals for their whole-farm system.
- Identify the factors that influence farmer decision-making, including production constraints, environmental stewardship, economic and social factors, labor, and family dynamics.
- Understand how specific changes in farm management might affect the whole farm.
- Use a team approach to problem solving, including asking informed questions and knowing when to seek information outside one's area of expertise.

The SARE/NACAA Sustainable Agriculture Fellows program enhances extension educators' understanding of sustainable agriculture through broad based trainings that feature practices that are successful, unique and geographically diverse. Fellow Tianna DuPont finds that "visiting farms and sharing with fellow educators are key to collecting great ideas and learning how to convey them." She plans to use this experience to hold workshops and trainings, educating over 130 growers.

- coverage for both crops and livestock (capped at 35% of expected revenue up to \$1 million);
- inclusion of some incidental processing expenses necessary to make the commodity ready for market, such as washing, trimming, and packaging;
- replant coverage for a crop losses early enough for replanting; and
- the continued option to insure individual crops under separate crop policies (cannot be CAT level coverage).

The paperwork responsibilities for the farmer will include:

- The WFRP Application
- Whole Farm History Report (last 5 tax years)
- IRS Tax Form 1040 Schedule F
- Farm Operation Report (Intended, Revised, Final)
- Allowable Expenses Worksheet
- Allowable Revenue Worksheet
- Beginning and end of year Inventory Reports (if applicable)
- Accounts Receivable and Payable Reports for beginning and end of year (if applicable)
- Market Animal and Nursery Inventory/Accounting Worksheet (if applicable)
- Verifiable complete marketing record for each commodity

The USDA, RMA fact sheet on this new risk management tool is available at: <http://www.rma.usda.gov/policies/2015/wfrp-factsheet.pdf>

RMA provides this web site so we can search for certified crop insurance sales agents: <http://www.rma.usda.gov/tools/agent.html>.

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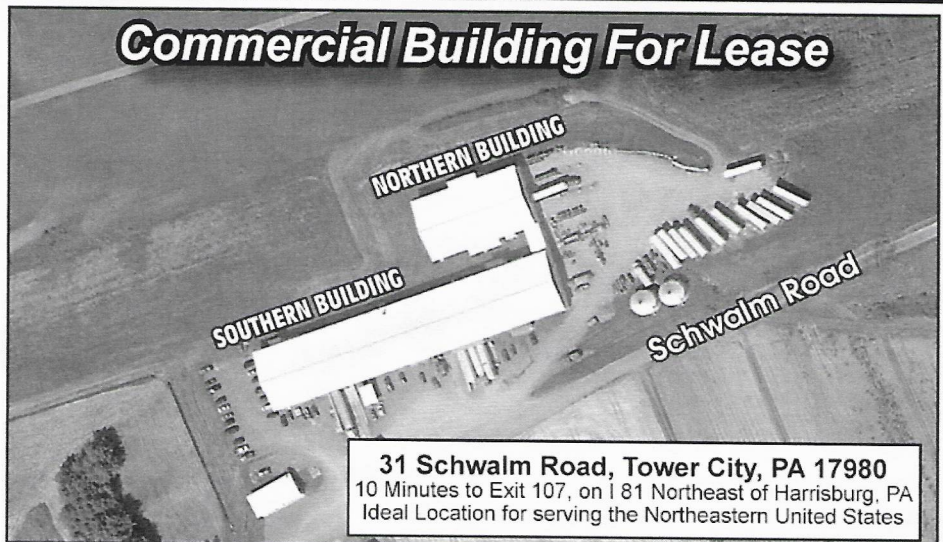
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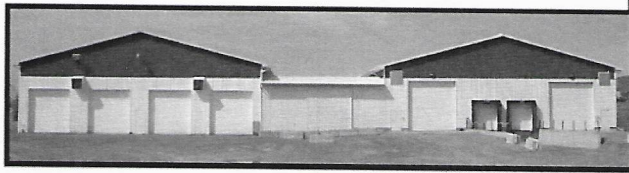
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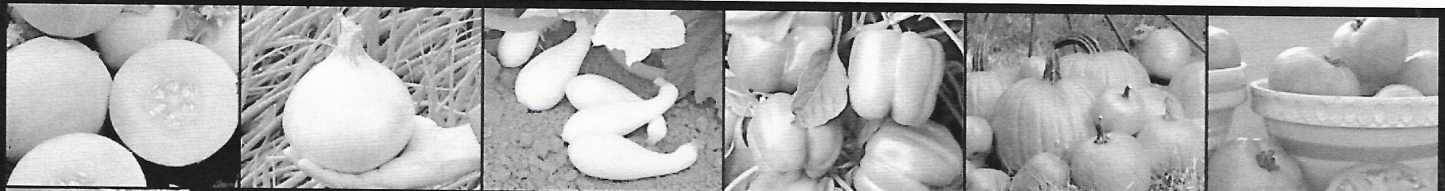
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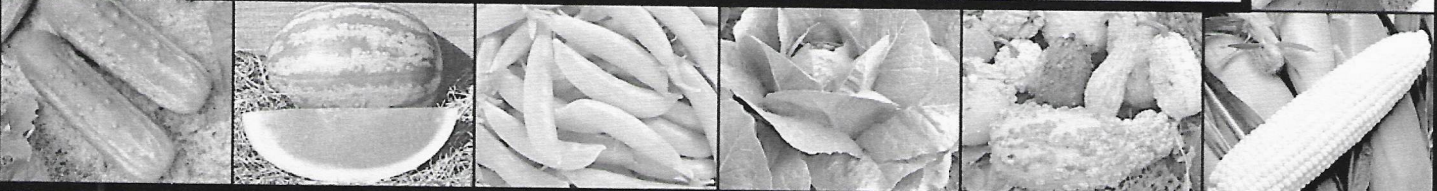
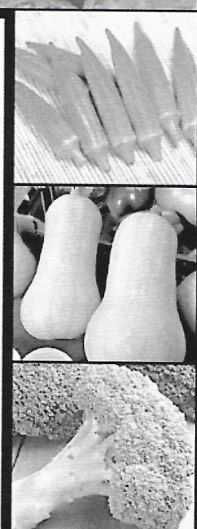
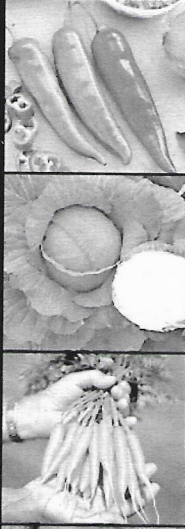
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Penn State Extension Farm Executive Workshop

Building Management and Leadership Excellence

Tuesday, January 13 and Wednesday, January 14, 2015
Penn State Hotel & Conference Center
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Program Overview

Develop management insight and skills as we interact with experts and learn from each other. This program will sharpen your decision-making, leadership and management abilities through small group discussions, interactive sessions, and engagement with world class industry professionals. The program curriculum includes a selection of agricultural management topics specifically chosen to address the needs of mid-Atlantic and north east agricultural business executives.

Benefits

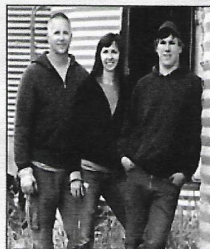
The Penn State Extension Farm Executive Workshop provides you with:

- The opportunity to build on your understanding of core business management functions
- Network with peers from across our region
- Discuss and explore industry issues with leading thinkers and researchers
- Explore and discuss key business management challenges
- Enhance your ability to lead and manage your business

Workshop Content

All sessions emphasize practical insights and practices that grow your capacity to implement classic business management processes. This year the *Workshop* focuses on:

- Enterprise Budget Use and Analysis
- Thinking and Acting Strategically
- Global Perspectives and Ag Policy Implications
- The Laborer-Manager-Leader Transition
- Financial Statements: What can you do for me?
- Accountability in Family Businesses



Who Should Participate

The *Workshop* further develops managers and leaders within agricultural businesses. Many are formally or informally trained in business management theory. However, the challenges of implementing these business management concepts are many. This *Workshop* is designed to build on your understanding and skills through learning with the best. If you desire to stay on the leading edge of practical business management and grow your effectiveness as a leader – the *Workshop* is for you.

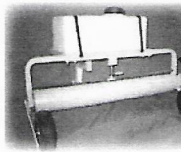
Registration and program details can be found at: <http://extension.psu.edu/farm-exec>

For additional information contact John Berry, 610.391.9840, johnberry@psu.edu

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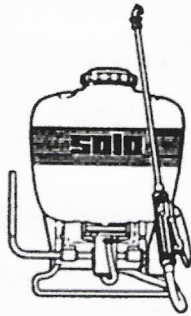
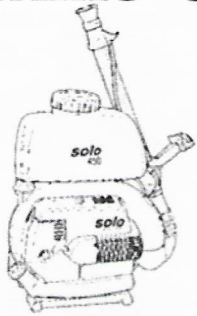
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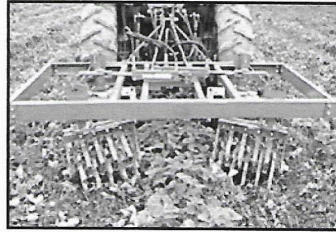
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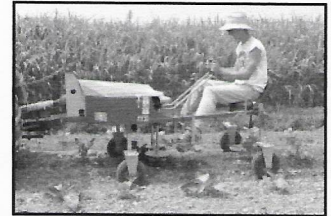


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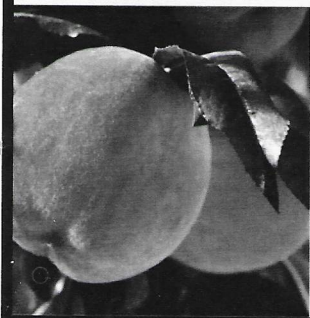
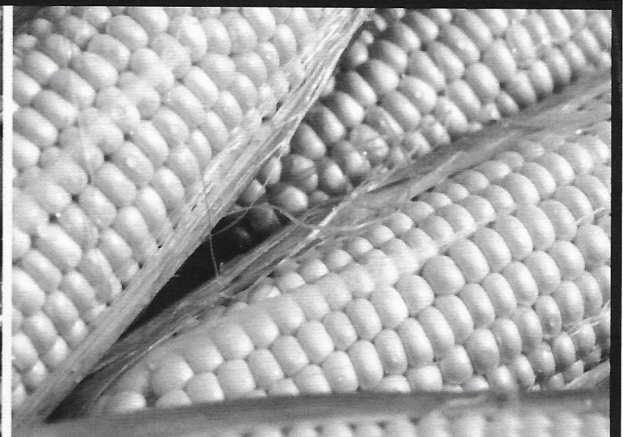
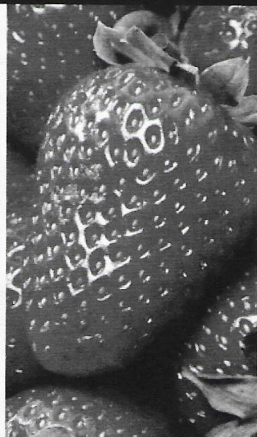


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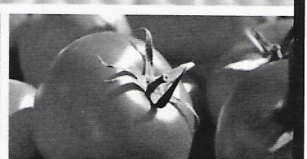
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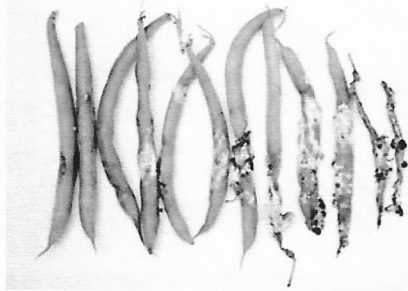


VEGETABLE PRODUCTION

White Mold: A Challenging Year for Snap Bean, Now What?

Beth Gugino

The cooler wet field conditions made white mold a challenging disease to manage in snap beans this past season. Numerous acres were passed over for harvest as a result and overall quality was reduced not only in Pennsylvania but in surrounding states as well.



Progression of white mold symptoms on snap bean pods. The overwintering sclerotia develop in the dense white mycelium and then fall to the soil. Photo: Beth K. Gugino.

White mold, caused by the fungal pathogen *Sclerotinia sclerotiorum*, has a host range of over 400 species which includes many vegetable and field crops like tomato (called timber rot), cabbage, pumpkin, lettuce, soybean and alfalfa as well as related weed species such as nightshade, lambsquarters and wild mustards. The fungus overwinters in the soil as sclerotia, a hard resting structure, which can persist for months to years depending on soil moisture and depth in the soil profile. The sclerotia in the top several millimeters will germinate (sclerotia deeper in the soil will remain dormant) when the soil temperatures reach 59 to 65°F and produce mushroom-type structures that release spores into the crop canopy. Often this coincides with flowering enabling the spores to use the nutrients from the senescing (dying) flowers to initiate infection. The initial symptoms are water soaked lesions on both the pods and stem that become covered with dense white mycelium that eventually develop into sclerotia as the plant tissue dies (see picture). The sclerotia then fall to the soil and remain dormant until favorable conditions develop once again.

Cost-effective disease management is challenging and starts by selecting and planting fields with the least disease pressure first. Keeping detailed notes and maps of the most severely diseased parts of the fields will help. **Lengthen crop rotations** to include more grains, corn and grass (monocot) crops in fields with high disease pressure. This breaks the life-cycle of the pathogen and reduces the number of sclerotia in the field. Keep in mind that clovers and other common soil-building leguminous crops are also hosts for *Sclerotinia*. When possible, select cultivars with a more upright and open architecture to improve air movement that **creates a less favorable environment for the pathogen** as well as orienting rows towards prevailing winds. Optimize fertility to avoid overly dense plant canopies that retain moisture. Increased problems have been observed in fields with a history of manure application.

Although several research studies have evaluated the **effect of tillage** on the survival of sclerotia, it is difficult to make any generalized

recommendations. Current research supports the hypothesis that sclerotia left on or near the soil surface will degrade more rapidly. Deep tillage, on the other hand, will initially bury the sclerotia thus preventing germination but eventually, they will be brought to the surface with subsequent tillage and cause disease. Reduced tillage practices that increase surface residues may create a physical barrier reducing the ability of mushroom-like structure to reach the soil surface and release spores how-

(continued on page 35)

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VEGETABLE PRODUCTION

White Mold... (continued from page 34)

Typical symptoms of white mold on snap bean.

ever, mulches tend to increase soil moisture content. Other research has found the effect of reduced tillage to be more an artifact of poor stand and therefore, wider plant spacing and reduced canopy density. Nevertheless, implementing practices that improve the microbial activity of the soil will help with the natural microbial degradation of the sclerotia.

Coniothyrium minitans is a mycoparasite of *Sclerotinia* spp. that has been commercially formulated as Contans WG. The product is a spore suspension (2 lb/A at approx. \$50/A) that is best applied to the infected crop residue following harvest since it takes several months to colonize and degrade the sclerotia. The spores germinate, infect, and slowly degrade the sclerotia thus reducing the numbers in the soil. The WG formulation easily mixes with water and can be applied with a conventional sprayer and mixed with select herbicides. It is best applied when the soil temperature is between 53 - 68°F and the soil is moist. It will not eliminate the pathogen from the field but will reduce the number of sclerotia thus reducing disease pressure over time.

The use of fungicides during the growing season will be most cost-effective to use in fields that have a history of the disease. Bloom is the critical time for application. For snap bean, it is recommended that the first fungicide application be made when the plants are at 10 to 20% bloom, especially if the soil

has been wet for 6 to 10 days prior to bloom. A second application is then applied 7 to 10 days later, if the soil remains wet and blossoms are still present. It is important to get good fungicide coverage on both opened and unopened blossoms. Check the Commercial Vegetable Production Recommends for the latest fungicide recommendations. In recent trials, products including Endura, Topsin-M, Switch and Omega have demonstrated efficacy for white mold however, they are best used in an integrated disease management program. Research efforts at Cornell and elsewhere are ongoing to help identify additional cost-effective management options for growers.

Dr. Gugino is with the Department of Plant Pathology and Environmental Microbiology at Penn State Univ. From the Vegetable, Small Fruit and Mushroom News, Penn State Extension <http://extension.psu.edu/vegetable-fruit>, October 28, 2014.

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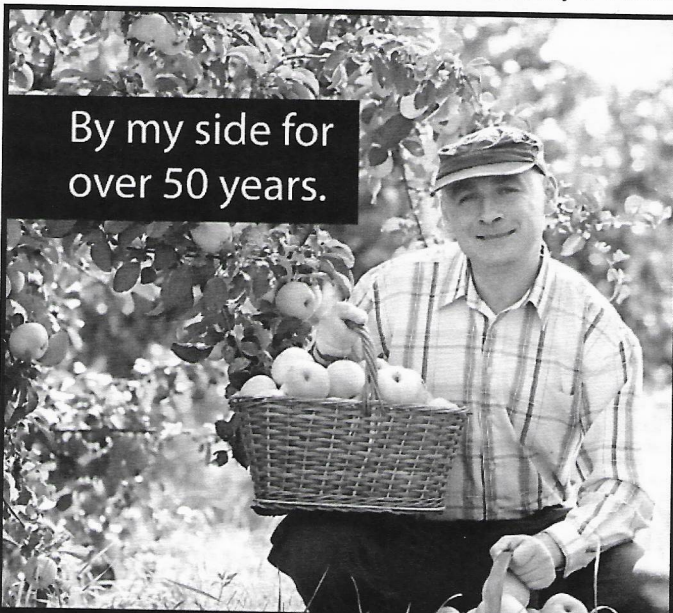
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VEGETABLE PRODUCTION

Meet the Squash Bee - a Pollinator Friend of Yours

Thomas Maloney

Attention all Cucurbit Growers! We know you are very aware of how important the pollination of your crop is to the success of your growing season! However, you might not have been introduced to one of the best friends that your crop has- the squash bee (*Peponapis pruinosa*). We have



Squash Bee. Photo by University of Tennessee Extension

passed the window in which adult squash bees are present, which is mid July to mid-to-late August. However, before we move too far past the growing season, we focus your attention on this very important pollinator, which you probably have in your fields and don't even realize it.

Squash bees are a specialist pollinator since they only visit the flowers of squash and pumpkins in the genus Cucurbita. While squash bees will visit other flowers for nectar, they strictly specialize on cucurbit pollen and match their life cycle with the Cucurbita species flowering period.

What is interesting is that you may have been seeing squash bees around your squash or pumpkin flowers for years, but since they are the same coloration and size as honey bees, you may not have even known they were there. However, once you learn a few facts about behavioral differences between squash bees and honeybees, you will soon be able to tell them apart.

Female squash bees begin their work around dawn when squash flowers open. In contrast, honeybees do not arrive until later. Honeybees also hover over flowers and visit them with a slower foraging tempo. Squash bees, on the other hand, are very industrious and quickly gather pollen to feed their offspring. They are faster fliers than honeybees and also much hairier than a honeybee. They show no hesitation when approaching a flower and plunge right in, gathering pollen and nectar and then quickly leave to visit the next flower.

Male squash bees can be seen patrolling host flowers in the morning looking for unmated females, or crawling into wilted flowers in the afternoon or evening. Male squash bees can be significant pollinators since their courtship does take place in the flowers. If you open the flowers, you can find them there in the afternoon and evening.

Squash bees are solitary bees. Most research indicates that pumpkin flowers are visited most frequently by squash bees and bumblebees. There are times when we see more bumblebees and at other times we see more squash bees. Other bees, including honeybees are less frequent visitors. Each female digs her own vertical tunnel, near host plants.

Usually squash flowers close by late morning, and by then, female squash bees are back home attending to their nests in the ground, which are often located right next to the squash plants. They provision their nests only while Cucurbita flowers are available. Squash bee larvae spend the rest of the year in the soil between 5 to 10 inches below the field at the base of the cucurbit plants, or on the field's edges.

Because squash bees like to nest mostly in fields at the

base of their host plants, deep plowing can destroy most of their brood. Avoiding tilling at least in part of the field and letting it go fallow till the next summer will allow the immature squash bees to develop and emerge as adults the following growing season.

Squash bees forage only up to several hundred yards from their nests, but they can relocate their nesting site miles away when food sources are unavailable. Therefore farmers who consistently plant cucurbits as part of their yearly vegetable rotation are able to retain squash bees on their farm.

Pesticides, especially insecticides can kill bees. Bees are most susceptible to insecticides when the crops or weeds are in bloom. Evening applications when Cucurbita blooms are closed and bee activity is less decreases your bee losses. Liquid and granular formulations are more favorable than dust formulations. Use the least bee toxic pesticide and apply the lowest effective rate. Low night temperatures and dew prolong toxicity.

Sources of Information

"Recognizing and Protecting Pollinators" Shelby Fleischer, Penn State Extension Vegetable Entomologist

"Bee Basics: An Introduction to Our Native Bees", USDA

"Pumpkin Pollinators", Penn State Extension

Mr. Maloney is with Penn State Extension in Bradford County.

From the **Vegetable, Small Fruit and Mushroom News**, Penn State Extension <http://extension.psu.edu/vegetable-fruit>,

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VEGETABLE PRODUCTION

Basil Downy Mildew Continues to Plague Growers

Thomas Ford

Basil downy mildew continues to plague basil growers throughout Pennsylvania and the Mid-Atlantic region.



Masses of gray colored spores can be observed on the undersides of the foliage of infected basil. Photo by Dana Rizzo, Westmoreland County

Downy mildew continues to plague basil growers throughout Pennsylvania and the Mid-Atlantic region. Unfortunately, Basil Downy Mildew can be both air and seed borne. Most growers cannot prevent wind borne spores from entering their fields or production facilities so growers must focus on strategies to prevent infection by reducing humidity, increasing temperature, and/or by preventing sporulation on infected materials through the use of supplemental lighting.

Seed treatment with hot water is often viewed as a technique to prevent infection in a variety of crops. Unfortunately, hot water seed treatments cannot be practiced in this case since the basil seed produces a gelatinous exudate. Steam treatment is viewed by most plant pathologists as the preferred method to prevent seed borne downy mildew, but at this time very few seed houses are offering this treatment option.

Hydroponic basil growers in my area are operating under the assumption that downy mildew disease pressure is high and that wind-blown spores are literally everywhere. Growers in Central Pennsylvania sanitize their greenhouses and high tunnels between crops with peroxide-based products like ZeroTol or Oxidate to eliminate inoculum. These growers are also making a concerted effort to reduce humidity and to minimize leaf wetness in their greenhouse. The installation of additional Horizontal Airflow Fans (HAF) to improve air movement may be an option for some growers whose crops are being besieged by this disease.

Chlorosis and/or the yellowing of basil foliage are often the earliest visible symptoms of this disease. Many growers misdiagnose these symptoms as a nutritional disorder and delay fungicide applications to the crop by days/weeks. This delay in treatment allows the pathogen to get well established which increases the level of local inoculum in the field, greenhouse, or high tunnel.

As a rule, most growers make their first initial fungicide application to their basil crop as soon as true leaves are observed. The fungicide Ranman which contains the active ingredient cyazofamid, the fungicide Revus which contains the active ingredient mandipropamid, and phosphorous acid fungicides like ProPhyt, Fosphite, Rampart, or K-Phite have all shown excellent efficacy against downy mildew when applied at regular intervals to the basil crop prior to infection.

Organic growers looking to protect their basil from downy

mildew should consider using Actinovate AG, Regalia, Milstop, Oxidate, or the biofungicide Double Nickel 55. The sweet basil variety 'Eleonora' is considered to have partial resistance to downy mildew and should be the variety of choice for organic growers in Pennsylvania.

Mr. Ford is with Penn State Extension in Cambria County.

*From the **Vegetable, Small Fruit and Mushroom News**, Penn State Extension <http://extension.psu.edu/vegetable-fruit>, October 31, 2014.*

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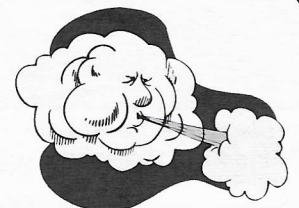
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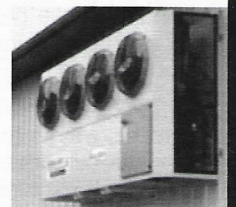
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GREENHOUSE PRODUCTION

Spiral Path Farm: How We Produce Transplants

Elsa Sanchez

On January 27, 2015 at 9:45 am in the Organic session of the Mid-Atlantic Fruit and Vegetable Convention in Hershey, Pennsylvania, Terra and Mike Brownback of Spiral Path Farm will discuss how they produce transplants on their farm.

Spiral Path
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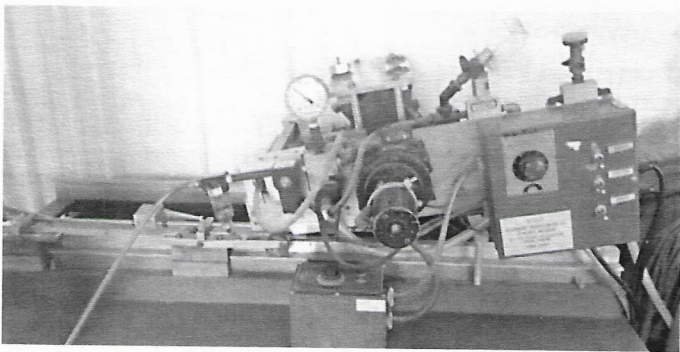
Spiral Path Farm is a 255 acre farm in Loysville, Pennsylvania which began in 1978 and has been certified organic since 1994. Farmers Terra and Mike Brownback and their family, including sons Luke and Will grow vegetables, herbs and fruit crops destined to their CSA members, farmers markets in Bethesda and Silver Springs, Maryland and Wegmans' grocery stores.

On 100 acres of the farm over 400 different cultivars of various vegetable crops are grown which amounts to a lot of transplants.

As many transplants as possible are grown on the farm, including for crops like peas and sweet corn which are commonly direct seeded, to guarantee a good plant stand and to give the crops a competitive edge against weeds.

Transplant flats are filled by hand with a growing medium made on the farm. The medium contains compost and transplants are not provided additional nutrients unless they are held in the greenhouse longer than usual because weather does not allow for planting.

After filling, an empty flat is pressed into the media-filled flat to serve as a dibbler. Seeds are set with either a vacuum or needle seeder.



The Blackmore Transplanter Company needle seeder used on the farm was purchased 3 years ago.

Herbs, lettuces, cucumbers and melons are planted into 200-cell flats, while peppers, tomatoes and various other vegetables are planted into 128-cell flats. A small amount of the medium is placed over the seeds and the flats are sent through an automated watering belt.



Flats are placed on the belt and seed are watered using this machine.



Seeded flats are placed in this germination chamber.

Seeded flats are placed into a germination chamber. By using the germination chamber greenhouses do not need to be kept at germination temperatures which saves heat and money.

Right before seedling emergence, flats are moved to one of the six greenhouses on the farm.

The Brownbacks are experimenting with various habitat plants to attract natural enemies of greenhouse insect pests. Plants including sweet alyssum and marigolds are placed in the corners of the greenhouse.



Sweet alyssum in 128-cell flats or 1-gallon pots are placed in the corners of the greenhouse to attract natural enemies of insect pests.

*Dr. Sanchez is with the Department of Plant Science at Penn State Univ. From the **Vegetable, Small Fruit and Mushroom News**, Penn State Extension <http://extension.psu.edu/vegetable-fruit>, November 6, 2014.*

GREENHOUSE PRODUCTION

Fellowship Opportunities for Organic Vegetable Production and Business Training

The Seed Farm is proud to announce two full time fellowship opportunities for hands on training in organic vegetable production. Graduates will have access to land and equipment to start their own farms and have the production planning and equipment training to qualify for farm management positions in the community.

The Seed Farm program will give you key experience in management, tractor/ equipment use, business planning, and marketing. The program includes more than 500 hours of on-farm training and 100 hours of classroom training, farm visits, workshops and one-on-one mentorship.

Graduates tout the benefits of the program.



Seed Farm graduate Sarah Edmonds manages La Farm, The Lafayette College Community Garden & Working Farm.

Sarah Edmonds

She manages La Farm, The Lafayette College Community Garden & Working Farm. Edmonds says, "Daily I use knowledge about small farm tools, sustainable growing practices, and management systems that I learned while farming at the Seed Farm. If you are only working on another farm (even for a great farmer), you don't get to learn all the intricacies of whole farm planning. A lot happens in January before you get to the farm. There is so much preparation that has to be done before a seed gets put in the ground: creating soil management plans, planning planting timing, preparing seed orders. If I did not have the production planning experience I gained at the Seed Farm my farm today would not be a success."

Emma Cunnif

She currently runs Knee High Farm in Emmaus as part of the Seed Farm business incubator. "Before the 2013 season began, I completed an assessment of my competence in areas related to small-scale vegetable production. I was surprised at how little I knew, despite four years of previous farming experience. Having completed the season, I feel immense gratitude,

as well as pride, at all I have experienced and retained. I am now proficient in tractor operation, irrigation management, production management, greenhouse propagation, market management, and financial planning. By working in an environment where education and hands-on experience are the priority, I have gathered countless insights and skills that will continue to influence my farm practice."

Tyler McCullough

He runs Easy Pace Garden in Emmaus as part of the Seed Farm Business Incubator. "When we started the program immediately we were thrown into the spreadsheet work of making a crop plan, and I was pleased to see that I was immediately getting to learn the skills I needed. . . . My mentors have furnished me with ample knowledge, inspiration, and encouragement. It was invaluable to get to visit so many farms and ask . . . about their production practices. I am proud to have produced this farm plan which is entirely my own!"

Farm owners say they need manager with:

- equipment experience
- farm planning experience
- business experience
- production experience.

This training opportunity is the next level for those who have been working on farms. If you want to move up the agricultural career ladder you will need the equipment and management level experience this training offers.

"It is well worth paying someone more to be able to hire someone with management experience," Gayle Ganser, Eagle Point Farm.

"I am looking for a farm manager who is able to put together and stick to a budget, forecast yield and revenue, set up and run tractors and equipment such as plastic layers and transplanter. Take the time to become proficient in all these skills before you expect to be a farm manager," says John Place, operator Profeta farms.

Visit the program website theseedfarm.org or contact Educator Rebecca Munro 610-391-9583 ext 16 for details.

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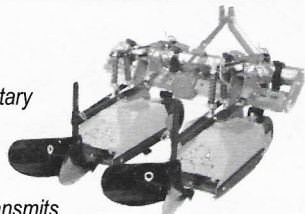
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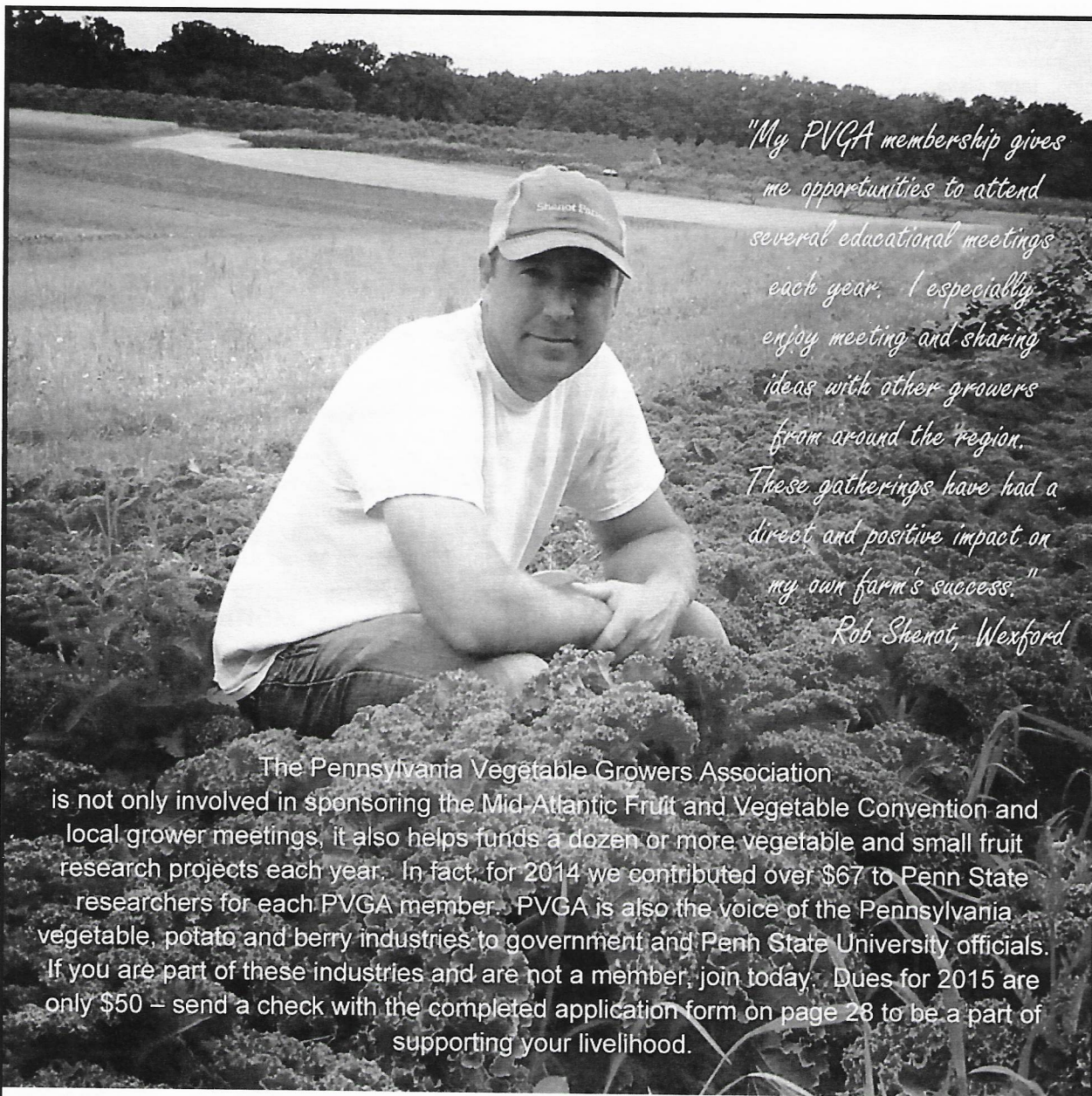
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*"My PVGA membership gives me opportunities to attend several educational meetings each year. I especially enjoy meeting and sharing ideas with other growers from around the region. These gatherings have had a direct and positive impact on my own farm's success."
Rob Shenot, Wexford*

The Pennsylvania Vegetable Growers Association is not only involved in sponsoring the Mid-Atlantic Fruit and Vegetable Convention and local grower meetings, it also helps fund a dozen or more vegetable and small fruit research projects each year. In fact, for 2014 we contributed over \$67 to Penn State researchers for each PVGA member. PVGA is also the voice of the Pennsylvania vegetable, potato and berry industries to government and Penn State University officials. If you are part of these industries and are not a member, join today. Dues for 2015 are only \$50 – send a check with the completed application form on page 28 to be a part of supporting your livelihood.