



NASGA NEWS

FALL 2005

Summer Tour A “Berry” Good Experience!



For more photos,
see page 3 or go to
<http://www.nasga.org/>

*Time to register for the
North American
Berry Conference
January 4 - 6, 2006*

*For information and registration
see page 4*



Learn more at: www.NASGA.org





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If you have ideas, comments, concerns, or suggestions, the board members serve in your interest. They are your link to insuring that NASGA is an organization that fulfills your needs. Please feel free to contact Board members or the NASGA office. NASGA exists to serve you.

NASGA PEOPLE IN THE NEWS

VP Serves on Steering Committee

Anne Geyer from Oak Grove, VA (Vice President of the North American Strawberry Growers Association), is serving on the steering committee of The National Berry Crop Initiative (NBCI). The initiative is a partnership of grower groups, academia, and government formed to develop a strategic research and Extension plan for the continued growth and sustainability of berry crop production in the United States.

So far, the group has developed a draft strategic plan that lists assumptions about the future, goals, and objectives. Several meetings this fall and winter for groups of growers, researchers, and extension will work to develop specific priorities and action steps within this framework. One of these is tentatively planned to take place at the Southeast Fruit and Vegetable Expo in Savannah in January 2006.

Additional information is available on the CSREE-USDA website at http://www.csrees.usda.gov/nea/plants/in_focus/hort_if_berrycrop.html.



Robson Farms is Award Finalist

Robson Farms, Wrightstown, NJ, was one of seven national finalists for *American Vegetable Grower's* "Grower Achievement Award presented September 14."

Given annually to a grower operation that is a role model to the industry, the award is sponsored by Syngenta Seeds/Rogers Brand, and is presented by AVG in cooperation with the United Fresh Fruit & Vegetable Association (United). Nominations are evaluated based on an operation's achievements in several areas, including consumer-oriented marketing efforts, innovative technology, food safety and quality, industry leadership, and spirit of achievement.

Robson Farms is a multi-generation farm located in a rapidly developing region of New Jersey. The farm offers consumers pick-your-own strawberries and peaches as well as a vast range of produce for the farm stand.



Address Update

John Maas, President of the North American Strawberry Growers Research Foundation, has a new address and phone number:

270 True Philia Way
Berkeley Springs, WV 25411
304-258-4751
willowsend@earthlink.net



2005 Summer Tour





2006 North American Berry Conference
January 4 - 6 in Savannah, GA

NEW DATES!

You Can't Wait Until After the Holidays to Register!!

Get Profitable With Good Production and Business Practices

The 2006 North American Berry Conference has been planned with your needs in mind.



We made significant changes in the program and schedule to make this an affordable meeting, without scrimping on the educational value you have come to expect from NASGA. Although the Berry Conference continues to stand on it's own, we are making it possible for even more people to take advantage of the strawberry industry's premier event by staging it in conjunction with the Southeast Regional Fruit and Vegetable Conference that is held each year in Savannah. While registration for the two events is separate, the back-to-back positioning makes this an extraordinary opportunity for growers and suppliers to get the most benefit from their travel, time, and financial investment.



Our speakers are distinguished experts and specialized tracks on production and business related issues allow you to pick and choose the topics that are most important to you. The North American Berry Conference is designed for progressive strawberry growers and their suppliers. The program includes something for every interest and every stage of grower experience. There is so much quality education and growth opportunity that you will need to read all the information on the following pages to learn about the program and tour.



Savannah is a wonderfully charming old Southern city and this meeting gives you the perfect opportunity to turn your business trip into a family vacation. Voted one of the "World's Top Ten Trendy Travel Hot Spots" by the New York Times and named one of the "Top 10 U.S. Cities to Visit" by Condé Nast Traveler -- millions of visitors each year are captivated with Savannah's gracious hospitality.

Conference Schedule-at-a-Glance

WEDNESDAY	THURSDAY	FRIDAY
8:00 am Conference Opens	(Tour Ticketed Separately)	8:00 am Conference Resumes
8:15 - Noon Concurrent Sessions	7:15 am Board Tour Buses	8:00 - Noon General Sessions
Noon - 1:30 pm Lunch & Annual Meeting	<u>Tour Stops</u>	Noon Conference Adjourns
1:30 - 2:30 pm Grower Showcase	Ottawa Farms	Afternoon Wear your NASGA Conference Badge for free admittance to the Trade Show at the Southeast Regional Fruit and Vegetable Conference
2:45 - 5:00 pm Concurrent Sessions	Clark Farm and Produce	
Dinner on Your Own	Lunch at Harry's BBQ	
7:30 - 9:30 pm Farmer-to-Farmer Discussion Sessions	Wilbanks Apiary	
	D.C. Durrence Farm	
	W.A. Rogers & Sons Farm Market	
	5:00 pm Return to Hotel	



The 2006 North American Berry Conference

Wednesday, January 4 - Friday, January 6
International Trade and Convention Center, Savannah, GA

Get Profitable With Good Production and Business Practices

2006 North American Berry Conference Opening Day - Wednesday, January 4

8:00 - 8:15 am	Welcome - Rudy Heeman, NASGA President, and Anne Geyer, Conference Program Chair	
8:15 - Noon	Concurrent Focused Breakout Tracks (Three Sessions)	
	Production for Profitability	Making Your Business Profitable
Session One 8:15 - 9:15	The Strawberry Plant: What You Need to Know And How It Applies To Matted Row Production David Handley, Ph.D. University of Maine Cooperative Extension, Monmouth, ME	Building Services Around Your Crop Shannon Mangnuson Chesterfield Berry Farm, Moseley, VA
Session Two 9:30 - 10:30	Biofumigation With Composting for Soil Borne Pests Carl Sams, Ph.D. University of Tennessee, Knoxville, TN	Return Per Hour Profit William A. Beckham, Jr., Vice President AgFirst Farm Credit Bank, Columbia, SC
10:30 - 11:00	Break - <i>Sponsored by Nourse Farms</i>	
Session Three 11:00 - Noon	Growing Organic Eric Sideman, Ph.D., Director of Technical Services Maine Organic Farmers and Gardeners Association Green, ME	The ABC's of Getting and Keeping School Tour Business Jen Arter, Director of School Promotions Walnut Springs Farm, Elkton, MD
Noon -1:30 pm	Group Lunch and NASGA Annual Membership Meeting - <i>Sponsored by Lassen Canyon Nursery, Inc.</i>	
1:30 - 2:30 pm	Grower Showcase: David O. Lane III, Marketing, Lane Packing Company, Fort Valley, GA	
2:45 - 5:00 pm	Concurrent Focused Breakout Tracks (Two Sessions)	
	Production for Profitability	Making Your Business Profitable
Session Four 2:45 - 3:45	Drip Irrigation John R. Duval, Ph.D. Consultant, Gainesville, FL	Selecting and Hiring for Good Retention Norine Larson, Farm Business Consultant Edina, MN
Session Five 4:00 - 5:00	Strawberry Cultivars & Breeding Shahrokh Khanizadeh, Ph.D. Horticulture Research and Development Center Quebec, Canada	Training Employees to Work Together Norine Larson, Farm Business Consultant Edina, MN
5:00 - 7:30 pm	Dinner On Your Own	
7:30 - 9:30 pm	Two Concurrent Farmer-to-Farmer Discussion Sessions	
	Production: Challenges to Profitability Hosted by NASGA President Rudy Heeman	Business and Marketing: Ideas and Opportunities Hosted by NASGA Vice President Anne Geyer

2006 North American Berry Conference Tour - Thursday, January 5

7:15 am - 5:00 pm **Tour Details On Next Page (*Ticketed Separately*)**

2006 North American Berry Conference Program - Friday, January 6

8:00 am - Noon	General Session
8:00 - 8:50	Insect Identification, Scouting, and Management - David Handley, Ph. D., University of Maine Cooperative Extension
8:50 -9:50	Grower Showcase: Ron Cottle, Cottle Strawberry Nursery, Faison, NC
9:50 - 10:15	Break - <i>Sponsored by G.W. Allen Nursery, Ltd.</i>
10:15 - 11:00	Using Alternative Techniques to Meet Market Demands - Bob Gray, Four Corners Farm, South Newbury, VT
11:00 - Noon	Choosing Your Cultivar and Growing Method for Profitability - Craig K. Chandler, Ph. D., University of Florida Strawberry Lab with a panel of growers and open discussion
Noon	Berry Conference Adjourns
Afternoon	Wear your NASGA Berry Conference Badge for free admittance to the Trade Show of the Southeast Regional Fruit and Vegetable Conference, also being held at the Savannah International Trade and Convention Center. <i>Separate registration fees apply for the Southeast Conference educational program. (Go to: http://www.gfvga.org)</i>

Tour -- Thursday, January 5
(Ticketed Separately --See Form for Fees)

7:15 am -- Our buses will depart on schedule

- ◆ In Route to Pooler, GA
 Overview of Savannah Area Green Industry and Agriculture
 David Linvill, Chatham County Extension Agent
- ◆ Tour of Ottawa Farms - Pooler, GA
 Hosted by Pete Waller



This 700 acre farm is one of few farms still operating in Chatham County. Pete Waller, the owner, is the third generation to carry on the tradition of "old time farming." They specialize in PYO strawberries and blueberries, and also have onions, corn and other produce.

- ◆ In Route to Statesboro, GA
 Georgia Watermelon & Vegetable Production Information
 Dr. George Boyhan, UGA Extension Vegetable Specialist
- ◆ Tour of Clark Farm and Produce - Twin City, GA
 Hosted by Al Clark
A family owned and operated business, Clark Farm takes service to a new level. They shell your peas and butter beans, boil the peanuts freshly picked out of their field, and, for a small fee, will deliver the produce to your door. They offer school tours, gift baskets with fruit and canned products and hayrides for families or small parties.
- ◆ In Route to Claxton, GA
 Overview of Georgia Small Fruit Industry
 Dr. Gerard Krewer, UGA Extension Small Fruit Specialist
- ◆ Lunch at Harry's BBQ - Claxton, GA
 Welcome, Mike Dollar - UGA Evans County Extension Coordinator
- ◆ Tour of Wilbanks Apiary - Claxton, GA
 Hosted by: Reg Wilbanks
Wilbanks Apiaries, in its fifth generation of family ownership, is among the largest commercial beekeeping concerns in Georgia, with 6,000 honeybee colonies. They are a major supplier of packaged bees.
- ◆ In Route to Tattnall County.
 "Farm Fresh Tattnall" Marketing Program
 Reid Torrance, UGA Area Onion Agent
- ◆ *Tattnall County is one of the largest and most diversified agricultural counties in Georgia. Tour two farms that are part of the Farm Fresh Tattnall, Inc., a new farmer co-op. It's members are folks that have been in the roadside market and U-Pick produce business for years.*
 - ◆ D.C. Durrence Farm -- Reidsville, GA
 Hosted by Danny Durrence
 - ◆ W. A. Rogers and Sons Farm Market --
 Glennville, GA
 Hosted by Alex Rogers



5:00 pm -- Return to Hotel in Savannah
(Dinner on Your Own)

NASGA thanks Dr. Gerard Krewer for coordinating this tour.

Hotel and Travel Information



Garden Hotel Historic Savannah

**321 West Bay Street
 Savannah, GA 31401
 Phone: 912-721-5000**

www.gardenhotelsavannah.com

The deadline to reserve a room in the Conference group block is **Wednesday, November 30**. NASGA has a limited block of rooms, so do not delay in making hotel reservations. We cannot guarantee room availability and after November 30 you will pay the hotel's standard room rates. Making your reservation promptly also insures that our block gets credit for your room, reducing overall meeting costs.

HOTEL RESERVATIONS

Call: 877-245-8854 or 912-721-5000

TO INSURE RECEIPT OF GROUP RATE PLEASE REFERENCE

North American Strawberry Growers
Group discounted rates cannot be booked using the hotel's website reservation center.

OUR OUTSTANDING GROUP ROOM RATE

\$119 per night for single/double + 12% tax & .30 city occupancy fee

OTHER HOTEL INFORMATION:

Check in: 4:00 pm - Check out: Noon A deposit of the first night's stay is required via credit card when making your reservation. You must give 24-hour prior notice for early check out or cancellation to avoid any penalties.

This historic downtown Savannah hotel is one block from River Street and City Market - where dining, shops, and nightlife abound. It is just 15 miles or approximately 20 minutes from the Savannah/Hilton Head International Airport (Airport Code: SAV). There is no complimentary shuttle service to and from the Airport. Major rental car services are available and estimated taxi fare is \$20 each way per person. For those arriving by car, we have arranged a group discounted valet parking rate of \$8 daily. Be sure to tell the bell stand when you park your car about the special rate. This year the Conference sessions will be held at the Savannah Convention Center, rather than at the hotel.

The beautiful hotel features unique artwork and furnishings throughout, reflecting its historic surroundings. Each guest room features a coffeemaker, iron and ironing board, free high-speed wireless Internet access, as well as microwaves and refrigerators. In the evening, enjoy Savannah's famous hospitality in the lounge before retiring. There is a full southern breakfast buffet available in the morning for an additional charge.

SAVANNAH:

In January, Savannah's average monthly high temperature is 60°F and low is 38°F. For more about Savannah activities and sights go to:
<http://www.savannah-visit.com/>

Exhibits

Rather than have an separate Exhibit Area, we have made arrangements for Berry Conference attendees to have free admittance to the Trade Show that is part of the Southeast Regional Fruit and Vegetable Conference. It immediately follows the Berry Conference at the Convention Center. Your NASGA Berry Conference Badge will be your entry ticket. *Separate registration fees apply for the Southeast Conference educational program.*

2006 Berry Conference Registration

METHOD OF PAYMENT

(Please make a copy for your records)

Name (as it should appear on your name badge) _____

Farm/Business/Organization _____

Mailing Address _____

City _____ State/Province _____ Postal Code _____

Daytime Phone _____ Daytime Fax _____

Email _____

Website Address _____

Name of Additional Conference Registrant _____

Name of Additional Conference Registrant _____

I am a member of NASGA

NASGA Membership fees (new or renewal) enclosed
(New members should complete application at www.nasga.org)

Total NASGA Dues Payment \$ _____

Plus, Total Registration & Tickets from below \$ _____

TOTAL PAYMENT ENCLOSED (US\$) \$ _____

To **MAIL** payment, send registration form with check or money order (in U.S. funds only) made payable to NASGA:

Registration Office

174 Crestview Drive, Bellefonte, PA 16823

Phone: 814-355-1912 • Email: info@nasga.org

or **FAX** registration form with credit card payment noted below :

Registration Office Fax: 814-355-2452

Credit Card Information: Visa MasterCard

Name on card (print) _____

Account Number _____

Exp. Date _____ Signature _____

Form 9/9/05-sgt Our Federal ID #: 31-0994392

2006 CONFERENCE REGISTRATION

Member Discounts Apply to Those Who Hold Membership in NASGA

To encourage prompt registration, those registering before November 30 receive a special discount.

Full Conference registration includes entrance to all education sessions, meeting breaks, Wednesday's group lunch and admission to the Southeast Trade Show. (Children under 15 are welcome to listen to the speakers at no charge.)

REGISTRATION FEES WEDNESDAY, NOV. 30 OR BEFORE:

LATE REGISTRATION FEES, AFTER WEDNESDAY, NOV. 30:

Member Discounts

Full Conference -- Member Discount
First Attendee (\$200) \$ _____
Additional Registrants (___ at \$180) \$ _____

Wednesday Only -- Member Discount
All Registrants (\$150) \$ _____

Friday Only -- Member Discount
All Registrants (\$50) \$ _____

Non-Members

Full Conference -- Non-Member Fee
First Attendee (\$300) \$ _____
Additional Registrants (___ at \$280) \$ _____

Wednesday Only -- Non-Member Fee
All Registrants (\$175) \$ _____

Friday Only -- Non-Member Fee
All Registrants (\$75) \$ _____

Total Payment Due for Registration \$ _____

Member Discounts

Full Conference -- Member Discount
First Attendee (\$225) \$ _____
Additional Registrants (___ at \$205) \$ _____

Wednesday Only -- Member Discount
All Registrants (\$160) \$ _____

Friday Only -- Member Discount
All Registrants (\$60) \$ _____

Non-Members

Full Conference -- Non-Member Fee
First Attendee (\$325) \$ _____
Additional Registrants (___ at \$305) \$ _____

Wednesday Only -- Non-Member Fee
All Registrants (\$180) \$ _____

Friday Only -- Non-Member Fee
All Registrants (\$80) \$ _____

Total Payment Due for Registration \$ _____

TICKETS MUST BE PURCHASED SEPARATELY FOR THURSDAY'S TOUR.

TICKET PRICE IS THE SAME FOR MEMBERS AND NON-MEMBERS, ADULTS OR CHILDREN

Thursday Tour (January 5): _____ First Tour Ticket @ \$75 + _____ Additional Tour Tickets @ \$60 pp

Total Payment Due for Tour Tickets \$ _____

TOTAL PAYMENT DUE FOR REGISTRATION AND TOUR TICKETS \$ _____



They've Come A Long Way, Baby!

Just two days after their 1958 wedding, Bill and Susan Heeman boarded a cruise ship bound for Canada from their native Holland, drawn by a job offer. While that job offer didn't work out, in 1963 the couple purchased a 25-acre property in what is now known as Thames Centre. The property included a cow and a half-acre of strawberries.

By 1974 both the Heemans were working on the farm full time, increasing their strawberry acreage and adding a greenhouse to grow tomatoes and then petunias and marigolds. Learning by trial and error, the couple used innovation to create new ways of improving efficiency and quality. Finding the cost of oil too expensive and concerned that the air quality affected by burning oil, Bill began to use hot water furnaces to heat the greenhouse -- the first person in Canada to use this method.

The business continued to grow steadily, and today the operation consists of 40,000 square feet of greenhouses, in addition to the approximately 30 acres of strawberries. By 1985 Bill and Susan's son, Rudy, took over production and management of the strawberry business. Soon after, he married Florence, whose family had farmed in the area since the 1840s. Together they make an impressive team.



"We have a full-scale retail garden center and greenhouse now," says Rudy. "It's been a tough summer for strawberries with the heat, but we're looking ahead."

Marketing is a constant factor in the business, says Rudy. He places ads in the local newspapers, on the radio, and television, in addition to their web site.

Also, adds Rudy, "I never turn down an interview."

The strawberry business has changed during his time, says Rudy. Customers see Pick-Your-Own as an occasional family outing rather than a shopping trip, so they are picking fewer amounts. He estimates that about 25 percent of his business is PYO, while pre-picked (60 percent) and wholesale make up the rest.

On the production end, Rudy continues to implement the most current industry-based research and innovative techniques. They include Integrated Pest Management practices as well as government research testing into production each year.

Rudy and Florence keep up with the latest information through a variety of means, including NASGA, of which Rudy is currently president.



Heeman Greenhouses & Strawberry Farm

Name: Heeman Greenhouses and Strawberry Farm

Location: Thorndale, Ontario, Canada

Acres of Strawberries: 30

Other Crops: raspberries, flowers, herbs, sweet cherries, sweet corn

Type of operation: Retail garden center, wholesale and PYO strawberries

Main varieties: V-star, Honey-eye, Jewel, Myra

Web Site: www.heeman.ca

As to the future, Rudy is busy learning all sides of the business to take over when his parents retire. Whether Rudy and Florence's children will follow the family tradition remains to be seen, as the oldest of their four children just began college. All the children help with the business now, but Rudy is happy to let them make their own choices. Still, the business has come a long way from a half-acre strawberry patch.

Heeman Sundae Sauce Recipe



This is truly one of our most requested and enjoyed recipes. It is a simple "year round" favourite for our family and we are sure it will be for yours. ~ Florence Heeman

Ingredients:

8 cups finely chopped or crushed strawberries or raspberries (do not purée) (2 L)
1 ½ cups granulated sugar (375 ml)
1 pkg. Garden Fare Freezer Jam Gelling Powder (available at Heeman's)

Yield: 9 cups

Directions:

1. Stir sugar into fruit in a large bowl, let stand 15 minutes
 2. Sprinkle Gelling Powder into fruit mixture slowly while stirring, let stand 5 minutes.
 3. Stir again for 1 minute, pour into sterilized containers with tight seals and freeze. (Reusable plastic tubs work well - leave 1" of space to expand when frozen)
- Will store for up to 1 year in the freezer or 2 weeks in the refrigerator.
 - Great in milkshakes, as waffle or pancake topping for banana splits and daiquiris.



New Bilingual Book is a Valuable Reference

Our *Strawberries* is a very comprehensive illustrated book of strawberry varieties. It describes over 170 strawberry varieties using information collected from 1989-2005 from the Agriculture and Agri-Food Canada experimental growing sites in L'Acadie (Quebec); it also includes some information gathered from the published scientific literature for comparison with those collected locally.

The book is a valuable reference for strawberry breeders, scientists interested in strawberry culture, extension professionals, growers, and home gardeners. The information on winter hardiness, disease resistance, and ripening dates is invaluable for those who live in colder climates with shorter growing seasons and similar diseases to Northern climate. The presence of numerous images throughout the book and the detailed description of all the cultivars along with morphological characteristics may help in identification of some unknown cultivars. There are also symbols that can help the reader determine quickly the origin and some important traits, such as season ripening, disease resistance and/or end use, of described strawberry cultivars, and it

may help to select cultivars for specific uses. Information on over 1000 strawberry cultivars can be obtained from UniBase® (A universal database to view images and trace pedigree and characteristics of horticultural or agronomic crops, pests, insects, animals, birds, chemical product, etc.) Additional information on this database is also available at <http://www.unibase.ca>. For more information on this book visit <http://www.cyberfruit.info/book>



Editors: S. Khanizadeh and J. DeEll
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Please note: Dr. Shahrokh Khanizadeh has been invited to speak at the North American Berry Conference in January. Just another of many reasons to attend!

Food Preservation Resources

Many agricultural producers have expressed interest in supplementing their farm income through commercial sale of jellies and jams, salsas, and other preserved foods. Answers to questions about food safety issues, processing technologies, and state and federal regulations required of all commercial food operations can be found by visiting the website "Resources for Small Food Processors and Potential Entrepreneurs" (<http://foodsafety.cas.psu.edu/processor/resources.htm>).

More than 90 online resources are categorized into sections such as "Before You Get Started — Making the Decision to be a Food Processor," "Resources for Starting a Business," "Regulations for Food Processors," "General Microbiology and Food Safety," and "Food Processing Technology."

You can obtain copies of state and federal regulations, download FDA forms for filing a scheduled process, and obtain information on food testing laboratories, equipment and packaging resources, and direct marketing opportunities.

New Virus in the Strawberry Patch

A virus known in Europe for more than 40 years, strawberry latent ringspot virus (SLRSV), has now been discovered in North America. SLRSV is reported to be spread by the nematode *Xiphinema diversicaudatum*, so researchers were surprised to find it in strawberries, a crop that's usually planted in soils that have been fumigated to control nematodes. They think the virus may have another vector transmitting it and are investigating that possibility. Read the complete article on the "Science Update" page of the August issue at <http://www.ars.usda.gov/is/AR/archive/aug05/sci0805.htm>.

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Farm Direct Marketing Conference Set for January

Farmers and ranchers from throughout North America will be heading south to Texas to discover potential of farm direct marketing. They'll be participating in the annual conference of the North American Farmers' Direct Marketing Association (NAFDMA). The conference will be held Jan. 13-14, 2006, in Austin, Texas, at the Hyatt Regency Austin. The conference includes a trade show that will feature more than 40 exhibitors.

The conference is part of the 21st annual North American Farmers' Direct Marketing Convention. In addition to the two-day conference, the convention includes a three-day pre-conference bus tour, a day of intensive workshops and an advanced-level post-conference bus tour.

For convention information, visit www.nafdma.com, email info@nafdma.com or call 413-529-0386. Registration will be available on-line beginning Oct. 1. An early registration discount is available until Dec. 6.

Bramble Growers Assoc. Launches New Website

The North American Bramble Growers Association has launched a new website to promote raspberries and blackberries to consumers, provide information to growers and researchers, and encourage communication within the bramble industry. The web address is www.rasperryblackberry.com.

"We wanted an address that consumers would understand and remember," said Debby Wechsler, NABGA executive secretary. "Neither 'nabga' nor 'bramble' would work—a lot of people outside agriculture don't really know what the bramble fruit are. This website tells what a bramble is right on the home page. We've worked hard to make it a valuable resource for consumers and therefore a useful marketing tool for bramble growers."

The website has been developed in partnership with the National Science Foundation Center for Integrated Pest Management, based at North Carolina State University and has been designed so that NABGA staff can easily update and manage it. CIPM has many years of technology experience and has developed websites for a number organizations and institutions. NABGA appreciates the work and support of NSF-CIPM in this project, especially webmaster and designer Eva Zurek and CIPM Director Ron Stinner.



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<http://www.vertigro.com>





~ In Memoriam ~

Kenneth J. Elwood

A memorial service for **Kenneth J. Elwood**, 71 of Bella Vista was held Tuesday, September 27 in the Shasta Building at the Shasta District Fairgrounds, Anderson, California.

Mr. Elwood died Tuesday, September 20, 2005 at Shasta Regional Medical Center in Redding after a long illness related to heart disease.

Born December 20, 1933, he was a lifelong resident of Bella Vista. He attended Shasta High School and Shasta College where he received an Associate of Arts degree in Agriculture. In 1957 he began working for Lassen Canyon Nursery, Inc., a commercial strawberry plant nursery. In 1982 Mr. Elwood became the owner of the nursery and despite retirement in the late 90's, remained active in the nursery's operation and management. Over the years, under Mr. Elwood's ownership, Lassen Canyon Nursery has grown to be the largest nursery of its kind in the country. In addition to being a farmer, Mr. Elwood was also a cattle rancher. During his life he built his herd from about 30 cows to several hundred award-winning cow/calf pairs. Steers from his herd have been named Grand Champion at the Shasta District Fair several times. Mr. Elwood was also a fine horseman and rodeo competitor. He competed in team roping competitions for 50 years. In 1968 he and his partner were the Team Roping Champions of the California Cowboys' Association. Since that time he continued to compete in team roping competitions, winning his share of prizes whenever he entered.

In the past Mr. Elwood served on the board of the Bella Vista Water District and was active in the Shasta County Cattlemen's Association. Through Lassen Canyon Nursery, Mr. Elwood was a huge supporter of the Shasta District Fair's Junior Livestock Auction as well as the Intermountain Fair's Auction in McArthur.

Survivors include daughter Elizabeth Elwood Ponce of Redding; son Kenny Elwood of Klamath Falls, Oregon; companion Donna Jacobson of Bella Vista; sisters Dorothy Lewis of Redding and Flossie Pearce of Red Bluff; nieces Gayle Fitzsimmons of Redding, Sally Von Dachenhausen of Redding, Julie Lewis of Shasta Lake City and Jane Lewis of Seattle Washington; nephew Kevin Pearce of Red Bluff and six grandchildren

Memorial contributions may be made to Mercy House. Send contributions to Mercy General Hospital Staffing Office, attention Sister Virginia, 4001 J. Street, Sacramento, CA 95819.

~ ~ ~

Luzia Koffler-Haitz

We have also learned of the death of the wife of long-time NASGA member Dr. Bernhard Haitz of Durmersheim, Germany. Her name was **Luzia Koffler-Haitz**. The notice is in German, but it appears she died 8-9-05.

He can be contacted at: Erdbeerparadies H. Koffler, Ettlingerstr. 217 Durmersheim Germany 76448. Email: Dr.Haitz@web.de

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Antioxidants in Fruits Help to Clear Path For Eyes

By Rosalie Marion Bliss

Consuming a diet rich in antioxidants found in fruits and vegetables could help stave off the breakdown of an important mechanism through which eye lenses are cleared of damaged proteins, according to research funded by the Agricultural Research Service. Efficient removal or repair of damaged proteins within eye lenses is crucial to continued lens transparency.

ARS-funded biochemists Allen Taylor and Fu Shang and their colleagues were the first to observe the mechanism, called the ubiquitin-proteasome pathway, in cells within the eye's lens, retina and cornea. They reported the findings in several peer-reviewed scientific journals.

Taylor is director of the Laboratory for Nutrition and Vision Research, where he conducted the studies with Shang, at the Jean Mayer USDA Human Nutrition Research Center on Aging (HNRCA) at Tufts University in Boston, Mass.

When eye lenses accumulate too many damaged proteins, the resulting areas that become cloudy or opaque are called cataracts. Although a successful procedure for removing cataracts is available, cataract remains the leading cause of blindness worldwide.

The ubiquitin-proteasome pathway helps balance a healthy concentration of proteins within cells. Ubiquitin is an omnipresent protein that identifies damaged proteins that are ripe for removal and attaches itself to them. These "conjugated" proteins then latch onto proteasomes, or protein-degrading enzymes, that in turn complete their function of clearing the molecular trash.

But highly active molecules, called free radicals, that damage cells actually attack ubiquitin and other healthy proteins in the eye. Since a healthy ubiquitin-proteasome pathway could be damaged by severe oxidative stress, antioxidants, such as vitamins C and E, and antioxidant enzymes, such as superoxide dismutase and catalase, may play an important role in protecting the pathway.

Taylor and Shang are now examining ways in which antioxidant nutrients might keep the pathway active longer. Read more about this research in the August 2005 issue of *Agricultural Research* magazine.

Unique Software for Preventing Pesticide Drift

By Don Comis

The first user-friendly computer software for estimating the droplet drift distances for pesticide spray applications has been released by Agricultural Research Service (ARS) and Ohio State University (OSU) agricultural engineers.

Heping Zhu and Robert Fox at ARS' Application Technology Research Unit in Wooster, Ohio, and Erdal Ozkan at OSU-Columbus named the new software "DRIFTSIM," for Drift Simulator. ARS is the U.S. Department of Agriculture's chief scientific research agency.

The OSU Communications and Technology Office is distributing the DRIFTSIM software for a nominal fee. The Windows-based software can help farmers and Extension Service educators minimize pesticide drift by helping them choose equipment, settings and techniques. It also helps manufacturers design pesticide formulations and pesticide spraying equipment to minimize drift potential of their products.

This program extrapolates from a large database of drift distances originally calculated for single droplets of sprayed pesticides with a computational fluid dynamics program called FLUENT. This older program can only be run by specially trained operators, as is true of all other pesticide-drift programs up to now.

Most pesticides are applied with water. Under the wrong conditions, pesticide-laden water droplets can be carried hundreds of feet in the wind. The new software can estimate drift distances for controlled variables, unlike outdoor tests in which the weather and other factors frequently change, confounding experimental outcomes.

To calculate the likelihood of pesticide drift, the program allows pesticide spray operators and manufacturers to specify wind speed, droplet size and speed, nozzle height, operating pressure, air temperature and relative humidity.

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Report Shows Increase in Farm Internet Access

The new Farm Computer Usage and Ownership report released July 30 by USDA's National Agricultural Statistics Service (NASS) shows that 43 percent of U.S. farms now have Internet access, compared to 29 percent in 1999. General access to computers on farms also increased to 55 percent in 2001, up from 47 percent in 1999.

The 2001 computer usage estimates are based on responses from over 32,500 agricultural operations, representing all sizes and types of farms. Questions on computer ownership, access, and use were included on the 2001 June Agricultural Survey, which primarily covers crop and livestock estimates. Similar computer usage questions were asked in the 1997 and 1999 annual surveys.

Fifty percent of all U.S. farms own or lease a computer, up from 40 percent in 1999. Farms using computers for their farm business increased from 24 percent in 1999 to 29 percent in 2001.

A further breakdown shows Internet and computer access based on size of farm. Farms with over \$100,000 in annual sales show a larger percentage of computer usage. Of these farms, 73 percent have access to a computer, 69 percent own or lease a computer, 55 percent use a computer for farm business, and 58 percent access the Internet. Although over half of all farms with annual sales of less than \$100,000 reported access to computers, over 40 percent use the Internet, but less than 25 percent use computers for farm business.

Six percent of U.S. farms use the Internet to purchase agricultural inputs, conduct agricultural marketing activities, or to access NASS reports, while 9 percent use the Internet to access other USDA reports and research information.

Access the complete Farm Computer Usage and Ownership report online at <http://usda.mannlib.cornell.edu/reports/nassr/other/computer/> or call the Ag Statistics Hotline at 1-800-727-9540.

North Carolina Experiences Anthracnose Problems

In August, Dr. Frank J. Louws, Department of Plant Pathology North Carolina State University, reported that anthracnose had been diagnosed in two nurseries seeking certification from the North Carolina Crop Improvement Association. The affected nurseries immediately contacted their customers and the other certified nurseries in North Carolina were intensely inspected to verify that their planting stock did not have the anthracnose problem.

According to Dr. Louws, the pathogen found in the affected nurseries was *Colletotrichum gloeosporioides* (Cg) unlike a problem in more recent years in North Carolina when the pathogen has been *C. acutatum* (Ca). The symptoms on "Chandler" plants in the nurseries were rather widespread and cultivars such as "Sweet Charlie" and "Bish" had a low level or no apparent symptoms. The Chandlers had an uncommon but previous reported leaf spotting, lesions on the petioles and runners, and a low incidence of crown rot. The Cg strain is a more aggressive crown rotter and perhaps less aggressive in causing the ripe fruit rot phase. However, the pathogen can cause widespread damage to plants and fruit (come spring) and is best avoided.

Dr. Louws warned the anthracnose pathogens are very capable of spreading from plant to plant, especially under greenhouse conditions due to misting, or are easily spread in outdoor operations through misting and wind driven rains. He said, in this case, even if the plugs survive, there may be a high incidence of crown rot in the field. Use of fungicides has not proven effective during the plug production phase. There is very limited research on this and heavy use of fungicides in the plug production phase is not allowed or not recommended.

In the summer of 2004, NASGA was pleased to support a presentation at the Annual Conference of the American Society for Horticultural Science in Austin, Texas. NASGA's contribution helped make it possible for Stanley Freeman, Agricultural Research Organization, The Volcani Center, Bet Dagan, Israel, to present his work as part of a workshop called "Anthracnose on Strawberry: Management Strategies for Plant and Runner Tip Nurseries."

Now this outstanding workshop is available from ASHS on a CD set that is compatible with both PC and MAC computer systems. Nine industry, government, and research experts give an in-depth examination of this widespread and difficult-to-manage fruit rot.

Included are presentations by:

- Adam Dale, University of Guelph, Ontario, Canada
- Stanley Freeman, Agricultural Research Organization, The Volcani Center, Bet Dagan, Israel
- Curt Gaines, University of California, Office of Technology Transfer, Oakland
- Kirk Larson, University of California, South Coast Research and Education Center, Irvine
- Dan Legard, California Strawberry Commission, Watsonville
- Jim Merteley, University of Florida, Gulf Coast Research and Education Center, Wimauma
- Barclay Poling, North Carolina State University, Raleigh
- Tom Sjulín, Driscoll Strawberry Associates, Watsonville, Calif.
- Zvezdana Pesic-Vanesbroeck, North Carolina State University, Micropropagation Center, Raleigh

And, because NASGA was a sponsor for the workshop, NASGA members are eligible to purchase this valuable three-CD set for the ASHS member price of \$44.95 plus shipping. To order, go to: http://www.ashs.org/ashspress/strawberry_workshop.html. You can order using a credit card. The ASHS office in Alexandria, VA, can be contacted at 703-836-4606



NASGA EVENTS

NORTH AMERICAN BERRY CONFERENCE

**January 4 - 6, 2006
Savannah, Georgia
See page 4**

NORTH AMERICAN BERRY CONFERENCE

**2007
Monterey, California**

Welcome New NASGA Members!

Kevin Lungerman
Cornell Extension NE
NY Fruit Program
Ballston Spa, NY

Mark Russell
ORO Agri, Inc.
Trophy Club, TX

Laura Willbur
Spanish Steps
Portage, MI

Paiboon Nititawan
Bangan
Bangkok, Thailand

David Brown
Brown's Berry Farm, LLC
Miller, MO

Trent Schumacher
Schumacher's Nursery & Berry Farm, Inc.
Heron Lake, MN

H.B. Pete Waller
Ottawa Farms
Bloomington, GA

**More dates and information on the NASGA website:
<http://www.nasga.org/calendar.htm>**

October 5 - 6, 2005

Canadian Greenhouse Conference
Mississauga, Ontario, Canada
Information: <http://www.CanadianGreenhouseConference.com>

October 21 - 23, 2005

2005 Women in Sustainable Agriculture Conference:
Sheraton Hotel & Conference Center, Burlington, Vermont.
Information: <http://www.regonline.comwomeninagconference>

October 11 - 12, 2005

National Blueberry Conference & Exposition
Grand Rapids, Michigan
Information: [http://www.blueberries.com/
NationalBlueberryConference/Default2005.htm](http://www.blueberries.com/NationalBlueberryConference/Default2005.htm)

October 10 - 14, 2005

International Symposium on Biotechnology of Temperate Fruit
Crops and Tropical Species
Daytona Beach, Florida
Information: <http://conference.ifas.ufl.eduishscrops>

November 6 - 8, 2005

Southeast Strawberry Expo
Sheraton Imperial Hotel, Research Triangle Park, North Carolina
Information: ncstrawberry@mindspring.com

November 10 - 13, 2005

Waves of Change: American Agri-Women Convention
Monterey Plaza Hotel and Spa, Monterey, CA
Information:
<http://www.americanagriwomen.org/convention.htm>

November 16 - 17, 2005

National Conference for Agribusiness
Purdue University, West Lafayette, IN
Information:
<http://www.agecon.purdue.edu/cab/programs/nca/>

December 6 - 8, 2005

Great Lakes Fruit, Vegetable & Farm Market Expo
Grand Rapids, Michigan
Information: <http://www.glexpo.com/>

January 16 - 18, 2006

Ohio Fruit and Vegetable Growers Congress & Ohio Direct
Agricultural Marketing Conference
Greater Columbus Convention Center, Columbus, Ohio
Information: <http://www.ohiofruit.org>

January 31 - February 2, 2006

Mid-Atlantic Fruit and Vegetable Convention
Information: pvga@pvga.org or <http://www.pvga.org/>

