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Comments from the Editor

Despite the cool weather of late, plant and insect development continues on as we accumulate growing degree days. The next 36 hours will still be cool and we pulled row cover for our plasticulture strawberries, but once we get into Thursday and especially Friday and Saturday, be prepared for things to move quickly with warm sunny weather. Don’t forget to consult your current spray guide (available as a PDF here [http://www.hort.purdue.edu/hort/ext/sfg/ID-169-2009.pdf](http://www.hort.purdue.edu/hort/ext/sfg/ID-169-2009.pdf)) and make sure you have applied what you want to. Remember to protect the bees so avoid applying insecticides unless absolutely necessary during bloom.

Research and Extension personnel have taken time over the winter to update their websites and I encourage you to bookmark them. Dr. Welty has the past and current trap reports from the Waterman Farm in Columbus posted on this site [http://bugs.osu.edu/welty/fruit_traps1/Fruit_traps.html](http://bugs.osu.edu/welty/fruit_traps1/Fruit_traps.html). MSU has a new web address for their IPM news at [http://www.ipmnews.msu.edu/fruit/Fruit.aspx](http://www.ipmnews.msu.edu/fruit/Fruit.aspx) so don’t forget to update your bookmarks. Also for those that are Twitterers, check out the latest from the South Centers Hort program at [twitter.com/osuschort](http://twitter.com/osuschort).

It has been an odd Spring and I hope to look at the data more closely now that grant-writing season is slowing down, but we are late in our first pick of high tunnel strawberries; we usually anticipate first picking right around tax day. Those first local ripe strawberries make that burden a little more tolerable! I did look at the soil temperatures and we are warmer than I expected.
We are at petal fall in our earliest crabapples, buds are swelling in our new vineyard and we are about 3 weeks away from our first pick of field grown plasticulture strawberries.

**Pest Development** - (Based on Scaffolds Fruit Newsletter, Coming Events (D. Kain & A. Agnello), NYSAES, Geneva)

Growing Degree Days range from 70 near Kingsville to 275 at Piketon

**Growing Degree Day Ranges Base Temp.50F (Normal +/- Std Dev)**

- Pear psylla 1st oviposition: 1-72
- Green fruitworm 1st catch: 12-54
- McIntosh at silver tip: 15-41
- McIntosh at green tip: 36-62
- Green apple aphids present: 38-134
- Spotted tentiform leafminer 1st catch: 39-113
- Pear thrips in pear buds: 50-98
- Rosy apple aphid nymphs present: 56-116
- Spotted tentiform leafminer 1st oviposition: 58-130
- Pear psylla 1st egg hatch: 60-166
- Obliquebanded leafroller larvae active: 64-160
- McIntosh at half-inch green: 65-91
- Comstock mealybug 1st gen crawlers in pear buds: 80-254
- Oriental fruit moth 1st catch: 81-205
- McIntosh at tight cluster: 84-122
- Rose leafhopper on multiflora rose - 1st nymph: 96-198
- European red mite egg hatch: 100-168
- Green fruitworm flight subsides: 102-242
- Redbanded leafroller 1st flight peak: 104-192
- Lesser appleworm 1st catch: 108-292
- Spotted tentiform leafminer 1st flight peak: 113-209
- American plum borer 1st catch: 140-280
- Mirid bugs 1st hatch: 163-239
- Spotted tentiform leafminer sap-feeders present: 165-317
- McIntosh at bloom: 170-220
- San Jose scale 1st catch: 186-324
- Lesser appleworm 1st flight peak: 189-387
- Common flowering quince, full bloom: 214
- Common chokecherry, full bloom: 221
- European red mite 1st summer eggs present: 237-309
- Mirid bugs 90% hatch: 240-322
- Mirid bugs hatch complete: 252-350

**Fruit Observations and Trap Reports**

Site: Waterman Lab apple orchards, Columbus, Ohio
Date: 4/8/09 (tight cluster) to 4/15/09 (pink)
   Pests:
   Redbanded leafroller: 7 (up from 6 last week)
   Spotted tentiform leafminer: 91 (same as last week)
   San Jose Scale: set

Date: 4/1/09 (half-inch green) to 4/8/09 (tight cluster)
   Pests:
   Redbanded leafroller: 6
   Spotted tentiform leafminer: 91

Date: 3/25/09 (green tip) to 4/1/09 (half-inch green)
   Pests:
   Redbanded leafroller: 16
   Spotted tentiform leafminer: 338

Date: 3/18/09 (silver tip) to 3/25/09 (green tip)
   Pests:
   Redbanded leafroller: 7
   Spotted tentiform leafminer: 89

**USHBC Seeks Assessment Increase** *(Source: NY Berry News 8:4)*

In response to what it called an unprecedented increase in blueberry production, the U.S. Highbush Blueberry Council (USHBC) board voted to recommend a doubling in the assessment growers pay for promotion. Growers currently pay 0.6 cents a pound ($12 a ton) and would pay 1.2 cents a pound if USDA approves the request.

The USHBC is proposing a new market promotion initiative, “BLUEprint 2015 – Building Demand to Meet Future Supply.”

In the last three years, North American acreage of highbush blueberries grew 33 percent, from 71,000 acres in 2005 to more than 95,000 in 2007, said Mark Villata, executive director of the council. A record 407 million pounds were produced in 2008, more than twice the level of 10 years earlier. As new acres mature and world production grows, blueberry supply is expected to exceed 1 billion pounds by 2015, he said.

“In spite of a sagging economy, the future looks bright for our industry,” Villata said. “Consumers love blueberries and are aware of their health benefits, which has helped increase per capita consumption. But now, with rapidly increasing supply, we will have to make a concerted market promotion effort to double consumption by 2015.”

The proposed change will be published in the Federal Register with a 60-day comment period. The USDA makes the decision to approve the increase or not. While growers
voted to create the council to fund promotion and research, the assessment rate can be set by USDA.
Assuming the increase is approved, the assessment would be applied to the 2010 crop, and promotion and advertising programs would start in 2011. The new rate would generate about $4 million, Villata said.

Programs will target consumers, foodservice, food manufacturers and export markets. Paid advertising will be part of the plan. There will also be increased support for blueberry health and nutrition research and for expanded grower educational efforts in food safety and good management practices to strengthen consumer confidence.

For more information, visit http://www.blueberry.org, or e-mail mvillata@blueberry.org or call 916-983-0111.

Calendar - Newly added in Bold

June 22-26, The 10th International Rubus and Ribes Symposium. Zlatibor, Serbia.

NOTE: Disclaimer - This publication may contain pesticide recommendations that are subject to change at any time. These recommendations are provided only as a guide. It is always the pesticide applicator's responsibility, by law, to read and follow all current label directions for the specific pesticide being used. Due to constantly changing labels and product registrations, some of the recommendations given in this writing may no longer be legal by the time you read them. If any information in these recommendations disagrees with the label, the recommendation must be disregarded. No endorsement is intended for products mentioned, nor is criticism meant for products not mentioned. The author and Ohio State University Extension assume no liability resulting from the use of these recommendations.

Ohio Poison Control Number

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TDD # is (614) 228-2272