



# Ohio Fruit ICM News



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Grower Congress  
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Revised Midwest Small Fruit Handbook  
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## Calendar

**January 19-21, 2005: Ohio Fruit and Vegetable Growers Congress / Ohio Direct Marketing Conference**, Toledo SeaGate Centre. Contact Tom Sachs at 614-246-8292 or e-mail [growohio@ofbf.org](mailto:growohio@ofbf.org).

**February 1, 2005: Second Ohio Ag and Hort Human Resource Managers' Forum**, Hilliard, OH. Contact MAAHS at 614-246-8286, [maahs@ofbf.org](mailto:maahs@ofbf.org) or [www.midamservices.org](http://www.midamservices.org) (click on "Events") for more information.

**February 10-12, 2005: North American Farmers' Direct Marketing Conference and Trade Show**, Boston Park Plaza Hotel, Boston, MA. Contact 413-529-0386, e-mail [info@nafdma.com](mailto:info@nafdma.com), or click on <http://www.nafdma.com>.

**February 22-23, 2005: Ohio River Valley Farm Marketing Conference**, Mason, Ohio. Brochure for conference can be viewed on-line at <http://ocdc.osu.edu>. Also see the following article.

**February 25, 2005: Berry Growers School**, OSU South Centers, Piketon, OH. Details at a later date. Also see second following article.

## General Sessions

*Source: Today's Grower, November 2004, Vol XVII, No. 5.*

The 2005 Ohio Fruit and Vegetable Growers Congress has expanded the number of general sessions and will offer them over three days of conference activities. The Congress dates are January 19-21, 2005 at the Toledo Seagate Convention Centre and Radisson Hotel.

This year's congress is co-sponsored by Ohio Direct Agricultural Marketing Association, the Ohio Christmas Tree Association, and the Ohio State University. As in past conferences, an excellent trade show will be the center of daily activities, while outstanding education sessions concerning tree fruit, processing vegetables, Christmas trees, small fruit, truck crops, potatoes, and direct marketing will be offered.

By adding more general sessions, the Ohio Vegetable and Potato Growers Association (OVPGA) and the Ohio Fruit Growers Society (OFGS) desire to increase the value of an already great show to an expected 1,400 growers, marketers, exhibitors, educators, and allied industry participants.

According to OFGS President Joe Burnham IV, "We are very appreciative of our exhibitors and want to bring as much quality traffic through our show as possible. Many of these general sessions are in our new trade show classrooms and should increase value to participants and exhibitors alike."

## Growers Congress to Emphasize

**General session education topics include:**

- Human resource management
- Farm worker safety and regulatory compliance
- Advancements in precision agriculture
- Consumer consumption trends
- Food safety procedures
- Value added grants
- Produce auctions
- Succession planning
- Building good neighbor relations
- Developing cost effective energy strategies

Ohio State University education advisors have developed their usual strong education programming.

**Processing crops topics include:**

- Soil fumigation
- Herbicide resistant weeds
- Mechanized cucumber harvesting
- Wide cucumber row spacing
- Irrigation and fertigation techniques
- Transplant maintenance

**Tree fruit topics include:**

- The health aspects of apples
- A US AID project in Armenia
- The new Johnny Appleseed Outdoor drama
- Apples in Kazakhstan
- Consumer, legislative and trade issues
- Post harvest apple slices
- Apple crop outlook
- Peach producer trends
- Uncommon apples
- Apple rootstocks
- Cider regulations
- Michigan peach cultural practices
- Cider producer panel
- Stone fruit marketing
- Making and marketing of hard cider
- Peach cultivars
- Stone fruit water management
- 2004 OFGS Cider Contest at the Great Big Food Show in Cleveland.

**Truck crops topics include:**

- Soil compaction and soil health issues
- Cover crops
- Sweet corn and pumpkin variety highlights
- *Microdochium* in pumpkins
- Biological cucumber beetle control
- Vegetable insecticide update
- Joint pepper research project report
- Vegetable transplant workshop

**Small fruit topics include:**

- Strawberry frost protection
- Strawberry pest management
- Strawberry plasticulture
- Small fruit disease control and weed management
- Blackberry and blueberry production
- Berry marketing

**Potato topics include:**

- Insect, weed, and disease control
- New potato varieties
- Updates on the National Potato Council, U.S. Potato Board, and the Ohio Vegetable and Small Fruit Research and Development Programs

The Ohio Direct Agricultural Marketing Association will feature a special registration workshop on Wednesday titled *Agri-tourism: Building Success and Expanding Possibilities*. This all-day program will explore different facets of agri-tourism, one of the fastest growing areas of agriculture. Topics will include examples of farm markets that are destination sites and the role of convention and visitors' bureaus in promoting agri-tourism. Then on Thursday and Friday, they will offer sessions on direct marketing risk management, media management, school tours, farmers markets, and new marketing ideas.

The Ohio Christmas Tree Association has scheduled their education sessions on Friday and Saturday morning in the Radisson Hotel and will offer Christmas tree exhibitors special exhibiting opportunities for their day and a half winter meeting.

The trade show will kick off at noon on Wednesday with a two hour Opening Reception that will include hot and cold hors d'oeuvres. Other special events in the trade show will be an Exhibitor Breakfast, Coffee and Pastry Break, Seed and Plant Seminar, and Ice Cream Social on Thursday; and education sessions and Scholarship Prize drawing on Friday.

Additional special events will be a Crop Protection Update with dinner buffet on Wednesday, the Presidents' Networking Reception and Card Party on Thursday evening, and the annual Awards Breakfast and association annual meetings on Friday morning.

As a special addition to the conference, the OVPGA and the OFGS will sponsor a New Grower Workshop on Friday afternoon in the Radisson Hotel. According to OVPGA President Daryl Knipp, "Both of our associations felt the need to reach out to new growers, whether they are existing farmers trying to diversify or non-farm individuals desiring to enter niche agricultural markets. Ohio is becoming more urban every year, and there are ample opportunities to market locally grown Ohio produce in these urban markets."

New Grower Workshop topics include building business infrastructure on marketing, finance, regulatory compliance, and production.

### **MAAHS is Sponsoring Ohio Ag and Hort Human Resource Managers' Forum**

*Source: John Wargowsky, Executive Director - Mid American Ag and Hort Services, Inc.*

Do you have ag or hort human resource (HR) responsibilities? Would you like to interact with ag and hort HR people from across the state? Would you benefit from knowing how other HR people tackle some of the same problems you face? Do you face some tough HR problems that occur over and over? Mid American Ag and Hort Services (MAAHS) is pleased to announce the second Ohio Ag and Hort Human Resource Managers' Forum for people who answered yes to one or more of these questions.

The Forum will be held Tuesday, February 1 at Hilliard, Ohio from 10:00 a.m. to 2:30 p.m. This opportunity will provide a forum for fostering professional development and advancing effective human resource practices for human resource managers in agricultural and horticultural businesses.

The featured topic at the Forum will be "Orienting and Training New Employees." Bernie Erven of Erven HR Services LLC, a well-respected human resource expert, will facilitate this two-hour portion of the program.

John Wargowsky, Executive Director of MAAHS, will review how to properly handle Social Security number mismatch letters. The program will conclude with an open discussion.

Participants in the pilot Forum held in November agreed that MAAHS should continue sponsoring the program and looked forward to new participants to broaden sharing and learning opportunities. Those attending the pilot Forum gained from the interaction and left with positive ideas to try.

The registration fee of \$50 for MAAHS members and \$70 for non-MAAHS members includes lunch and materials. Participation in the Forum is limited to the first 40 registrants, and reservations are requested by January 26, 2004. Contact MAAHS at 614-246-8286, [maahs@ofbf.org](mailto:maahs@ofbf.org), or [www.midamservices.org](http://www.midamservices.org) (click on "Events") for more information.

### **Ohio River Valley Farm Marketing Conference**

*Source: Travis West, Program Manager, Ohio Cooperative Development Center, OSU South Centers*

Leading agricultural professionals and stakeholders from Indiana, Kentucky, and Ohio have organized the 3rd Annual Ohio River Valley Farm Marketing Conference. The meeting will offer a valuable and affordable day and a half of presentations, workshops, and discussions focused on agricultural marketing. The conference will include general session speakers, breakout sessions, panels with producers, and trade show exhibits.

The conference will address:

- assessing and evaluating new market opportunities
- market development
- marketing for value-added agriculture

Who should attend?

- Kentucky, Ohio, & Indiana growers
- Agricultural entrepreneurs
- Agricultural educators
- Community leaders
- Local government officials
- Other agricultural stakeholders

Registration begins February 22 at 4:00 p.m., with the opening reception scheduled for 5:00 p.m. The conference ends February 23 at 5 p.m. For more conference information, contact Travis West at 740-289-2071 or e-mail at west.222@osu.edu.

### **Berry Growers School**

*Source: Brad Bergefurd, Extension Educator, Horticulture, OSU South Centers*

We have a fine list of presenters for this year's Berry Growers School, including:

- Kathy Demchak, Horticulture Dept., Pennsylvania  
Topics: *Raspberry Production in High Tunnels and Plasticulture Strawberries in Northern Climate*
- Dr. Celeste Welty, Professor and Extension Entomology Specialist, The Ohio State University  
Topic: *Management of Whole Pest Complexes in Berry Crops, with emphasis on background and history of virus transmission*
- Speaker TBA  
Topic: *Disease Management of Berry Crops, Fungal and Viral Diseases*

- Brad Bergefurd, Extension Educator, Horticulture, OSU South Centers  
Topic: *Plasticulture Strawberry - Learning and Adopting a New Production System on Ohio Farms*
- Shawn Wright, Research, Horticulture, OSU South Centers  
Topic: *Primocane Bearing Blackberries - What are they? How do they differ from traditional blackberries?*

Stay tuned for further registration information and details. Plan to attend Friday, February 25!

### **Revised Midwest Small Fruit Handbook Now Available**

*Source: Mike Ellis, OSU Department of Plant Pathology*

The Midwest Small Fruit Handbook has been revised and is now available. The handbook features full-color photos of the major disease symptoms and insect pests. Comprehensive Integrated Pest Management (IPM) recommendations are included for control of insects, diseases, and weeds on strawberry, brambles, blueberry, and grapes. The handbook is truly a bargain at \$9.75 and is available at your Extension office in Ohio.

Preliminary Monthly Climatological Data for Selected Ohio Locations  
December 2004

Weather Station Location	Monthly Precipitation	Normal Monthly Precipitation	Year-to-Date Precipitation	Normal Year-to-Date Precipitation	Average High	Normal High	Average Low	Normal Low	Mean Temp.	Normal Mean
Akron-Canton	2.40	2.98	46.69	38.47	37.2	37.7	22.8	23.6	30.0	30.6
Cincinnati	2.80	3.28	48.31	42.60	41.8	42.7	24.9	26.4	33.3	34.5
Cleveland	4.47	3.14	39.39	38.70	38.0	37.4	24.0	24.9	31.0	31.1
Columbus	3.36	2.93	49.28	38.50	40.3	41.0	25.0	25.9	32.6	33.5
Dayton	1.57	3.08	41.69	39.58	37.6	38.5	21.6	24.0	29.6	31.4
Fremont	2.33	2.72	32.82	34.69	36.6	36.7	16.3	21.8	26.5	29.2
Kingsville	4.96	2.50	51.65	39.30	38.5	37.1	24.9	24.4	31.7	30.8
Mansfield	3.01	3.26	44.85	43.23	36.2	37.2	21.3	22.0	28.7	29.6
Norwalk	3.44	2.77	39.43	35.64	37.2	37.4	20.6	22.9	28.9	30.1
Piketon	2.15	3.30	30.89	42.10	44.7	41.6	25.9	25.5	35.3	33.5
Toledo	2.08	2.64	29.56	33.21	36.5	36.0	21.9	22.3	29.2	29.1
Wooster	3.10	2.62	46.63	36.19	39.3	37.5	22.7	22.5	31.0	30.0
Youngstown	3.62	2.96	45.23	38.02	37.5	37.3	22.9	23.4	30.2	30.3

Temperatures in degrees F, Precipitation in inches  
Record low set: December 25 - Mansfield minus 15