

FEBRUARY 2007 REGIONAL FRUIT GROWER NEWSLETTER

2007 CALENDAR OF EVENTS

- 2/2-7 Int'l Fruit Tree Assoc.
Hobart, Tasmania, Australia
- 2/7 Michigan Greenhouse Energy Meeting
Doherty Hotel, Clare, MI
- 2/8 Seeds of Prosperity Conference
Lansing Center, Lansing, MI
- 2/8 Organic Crop Production Meeting
NWMHRS
- 2/9 Soil Quality – Biofumigation Workshop
NWMHRS
- 2/12-23 MCC Referendum
- 2/15-16 Meet the New Viticulturist
- 2/21 Tel Farm Update
GT Co. MSU Extension Office
- 2/23 Understanding & Managing Workers' Compensation Costs
NWMHRS
- 2/26 Retail Marketing & Sales for Farmers' Market
Waterfront Conference Center, Traverse City
- 2/28 Codling Moth Day
NWMHRS
- 3/2-3 Farm it Forward
Kellogg Biological Station
- 3/3 2007 Michigan Organic Conference
Kellogg Center, East Lansing
- 3/4-7 5th Int'l Organic Tree Fruit
Research Symposium
East Lansing
- 3/8 IPM Think Tank Workshop 2007
NWMHRS
- 3/13-15 Benzie/Manistee Hort Show
Crystal Mtn Resort
- 3/21 Farm Safety and Farm Seasonal Labor Meeting
NWMHRS
- 4/2 Water Usage Reporting Due

2007 ORCHARD AND VINEYARD SHOW TALKS...

The 2007 Orchard and Vineyard show was a hit! This show continued in its tradition as a great resource with innovative and important information. We had speakers from universities around the country as well as Poland presenting relevant topics--we were so pleased with all the great information provided. In fact, we have had requests from many growers to make this information available. If you would like a hardcopy of an Orchard and Vineyard Show talk please call (231) 946-1510 or email us at nwmihort@msu.edu and specify the speaker's name and/or subject matter.

MICHIGAN GREENHOUSE ENERGY MEETING

By: Jim Bardenhagen, Leelanau MSU Extension Director

When: **February 7, 2007** (Wednesday) 1-4 p.m.

Where: Doherty Hotel, Conference Room A
Clare, Michigan

Cost: \$20.00 per person and includes a notebook of information

Questions: Call Tom Dudek, 616-846-8250

Registration Forms: Available at Leelanau MSU Extension Office (256-9888)

Meeting will cover:

- . How to conserve energy by producing greenhouse crops efficiently using lighting and managing temperatures.
- . Technological strategies to conserve heat in greenhouse.
- . Use of alternative fuels (wood, corn, wind, etc.) for heat and power.
- . Grant and loan opportunities for greenhouse energy conservation.

SEEDS OF PROSPERITY CONFERENCE

By: Jim Bardenhagen, Leelanau MSU Extension Director

When: **February 8, 2007** 7:45 a.m. to 4:00 p.m.

Where: The Lansing Center in Lansing, Michigan

Cost: \$75.00

Registration: Registration and program details are available at the Michigan Land

Use Institute Website, www.mlui.org/sop

Conference Purpose: Seeds of Prosperity shows local and state

leaders how to use the power of Michigan and grow jobs, build health, and protect land. It presents proven practical ideas and policy tools and offers food farms and health advocates a chance to demonstrate the great opportunities this exciting new area of community economic development offers.

SOIL QUALITY - BIOFUMIGATION WORKSHOP WITH DR. BIRD

Dr. Nikki Rothwell, District Horticulturist

Dr. George Bird presented a terrific talk on alternative methods of fumigation for orchard replant situations. The presentation was so good that growers have requested Dr. Bird come back up North and give more details about his project. We will host this program at the NWMRHS on **February 9th at 8:30 a.m. - 12**. Dr. Bird will delve deeper into this topic of biofumigation, nutrition, and how to keep our soils healthy to maximize tree growth.

Program Schedule

8:30-9:00	How Soil Biology Works
9:00-9:30	Orchard Replant Issues
9:30-10:00	Discussion
10:00-10:30	Break
10:30-11:00	Biofumigation
11:00-11:30	Use of Cover Crops and Soil Amendments in Long-Term Soil Quality Maintenance and Renovation
11:30-12:00	Discussion

Please join us on the 9th for a more in-depth look at this cutting edge research project.

MEET THE NEW VITICULTURIST!

Dr. Nikki Rothwell, District Horticulturist
Dr. Duke Elsner, Wine and Grape Educator

In December, Dr. Paolo Sabbatini joined the MSU Horticulture Department as our new viticulturist. He is scheduled to be in NW Michigan on **February 15th and 16th**. We will host Dr. Sabbatini for lunch at The Village Inn in Suttons Bay at 11:30 on February 15th. This lunch is intended for Dr. Sabbatini to meet the NW wine grape growers and vintners, to discuss our industry needs, and to help him develop programming for our region. Dr. Sabbatini will join us at the Parallel 45 wine tasting event at Black Star Farms at 1:30. The visit will continue on February 16th with vineyard and winery tours. If you are interested in scheduling time and/or a tour of your operation, please call Duke Elsner @231-922-4822.

TEL FARM UPDATE

By Jim Bardenhagen, Leelanau MSU Extension Director

On **February 21, 2007** from **9:00 a.m. – 4:00 p.m.** a MSU Tel Farm System update session will be held at the *Grand Traverse MSU Extension* office in Traverse City. At the session, Nancy Harms of the MSU Tel Farm Department will go over the latest updates and capabilities of the MSU Tel Farm payroll and accounting systems. You always get great tips from Nancy that make the system work easier for you. All growers on the MSU Tel Farm System are encouraged to attend.

UNDERSTANDING AND MANAGING WORKERS COMPENSATION COSTS

By: Jim Bardenhagen, Leelanau MSU Extension Director

When: **Friday, February 23rd** from 8:00 a.m. – 12:00 p.m.

Where: NW Michigan Horticulture Research Station

Cost: \$35.00 in advance, \$40.00 at the door

Resource Person: Kathie Vaught, Workers' Compensation Cost Control Specialist

Registration: Call Leelanau Peninsula Chamber of Commerce 231-271-9895

Sponsors: Leelanau Peninsula Chamber of Commerce, Leelanau Peninsula Vintners Association, Michigan Works and MSU Extension

The Session will cover:

- . What you must know....Perception us Reality.
- . How to calculate your premium "based on class code".
- . Experience Rating/Modification Factor; Schedule Credit/Premium Credit and Premium Discount.
- . How to "Shop" Workers' Compensation Insurance.
- . Knowing what to expect from your agent.

RETAIL MARKETING AND SALES FOR FARMERS MARKET

By: Jim Bardenhagen, Leelanau MSU Extension Director

When/Where: **February 26, 2007** - 8:45 a.m. to 4:00 p.m. at the Waterfront Conference Center in Traverse, City.

March 13, 2007 - 8:45 a.m. to 4:00 p.m. at the University Center in Gaylord.

Cost: \$25.00 which includes refreshments and lunch.

Registration: Registration forms available on the Web at www.productcenter.msu.edu (then click on educational programs) or call the Leelanau MSU Extension Office. (256-9888)

Questions: Call Wendy Wieland at 231-582-6482 or Jim Bardenhagen at 231-218-3199.

The Agenda:

- . The customers' experience
- . Retail display and signs
- . Michigan Farmers Market Association
- . Promoting your business

The program will help you:

- . Use professional sales techniques to increase sales
- . Create effective point of purchase sign to promote products
- . Resign eye-catching displays
- . Refine your image with marketing aids, packaging, signs, business cards and imprinted clothing
- . Develops integrated communication campaign for your product

Sponsors: USDA Risk Management Agency, MSU Product Center, MSU Extension, Michigan Agricultural Experiment Station

A great program for Farm Market Vintners, Market Masters, Farmers Market Managers or committees.

CODLING MOTH WORKSHOP

Dr. Nikki Rothwell, District Horticulturist

Codling moth (CM) has been a major concern for apple growers for quite some time, but during the 2005 growing season, many area growers reported difficulty controlling CM even with proper insecticide application and timing. The usual suspect behind insecticide control failures is resistance, but prior to the

2005 season, we had not documented CM resistance to organophosphates (OP's) in northwest Michigan. However, growers in the Grand Rapids area have verified widespread OP resistance in CM populations. To determine if OP resistance in CM had spread northward, we tested for OP resistance in six orchards in the past two years. In 2005, two farms were tested for CM resistance levels to OP's on Old Mission Peninsula, and the results showed that these farms had the highest resistance levels in the state, where 70% of the CM population was resistant to Guthion. In 2006, four more orchards were tested for resistance, and we found resistance levels ranged from less than 10% to 50%.

This half-day workshop is intended to provide growers with information about the CM mating disruption programs conducted around the state. We also wanted to introduce growers to the new chemistries, novel timings, and insecticide programs to better manage resistance issues. This workshop is intended to have open dialog between growers and the MSU researchers. Please come with your questions and concerns about CM management!

*When: **February 28***

*Where: **NW Michigan Horticultural Research Station***

Program Schedule

8:00-9:00	Meet with Old Mission growers to discuss NW AW project
9:00-9:20	Overview of NW Area-wide mating disruption project -Nikki Rothwell
9:20-9:50	Update on Grand Rapids and SW AW projects -Dave Epstein and Pete McGhee
9:50-10:05	<i>BREAK</i>
10:05-11:30	CM control timing, new materials, and resistance management -Dr. Larry Gut, Pete McGhee, and Dave Epstein
11:30-12:00	Open discussion

IPM THINK TANK WORKSHOP 2007

Dr. Nikki Rothwell, District Horticulturist

It is time for another IPM Think Tank! This year's Think Tank Workshop will be a bit different than in the past--we will feature Alternative Marketing Strategies. We will take a look at what local, state, and nationwide programs are available such as Taste the Local Difference, Farm to School, Learn Great Foods, and Slow Food USA. We will help you find connections with purchasers of low spray products as well as provide information on how you can differentiate your product from the competition through certification programs such as Food Alliance Midwest, Red Tomato, and other eco-labels. We will alert you of organizations like Northern Lakes Economic Alliance, Michigan Food and Farming Systems, and MSU's Product Center that can assist you in creating new value-added products and markets.

This workshop will be held from **9 a.m. - 4 p.m.** and is open to all growers. We will have something for everyone, from the small farm marketer to the large commodity grower. Knowledge of opportunity is the first step towards growth and economic enhancement of your operation. Please join us on **March 8th** at the NWMHRS as we take a progressive look at Alternative Marketing Strategies. The cost will be \$10 to cover lunch and refreshments and is payable at the door. Please RSVP at 946-1510 by **March 2.**

BENZIE-MANISTEE HORTICULTURAL SHOW UPDATE

The 56th Annual Benzie Manistee Horticultural Society in collaboration with the Benzie MSUE Office is pleased to announce that the 2007 Show at Crystal Mountain Resort, Thompsonville, is scheduled for Tuesday, March 13 – Thursday, March 15. Tuesday afternoon, the MAEAP Phase I Educational Session will take place and will cover important topics such as Water Use Law, Irrigation Management Tools, Farm Bill Programs and New Tools for MAEAP. The focus on Wednesday will be on apple production and marketing. Featured speakers that day will include: Dr Jay Brunner, Washington State

University; Dr Larry Gut, MSU; Dr George Sundin, MSU and Dr Nikki Rothwell, Northwest Michigan Horticultural Research Station.

The Thursday program will shift emphasis to other alternative crops such as: Saskatoon berries, peaches, blueberries and direct market pumpkins and squash. Featured speakers will include: Dr Eric Hanson, MSU; Dr Mira Danilovich, District Horticulture Educator, and Steven Fouch, CED, MSUE, Benzie County.

Click here to see the [full program and registration form](#) (pdf)

For more information. Please contact Steve Fouch at 231-882-0025 or e-mail (fouch@msu.edu)

FARM SAFETY AND FARM SEASONAL LABOR MEETING

By: Jim Bardenhagen, Leelanau MSU Extension Director

A Farm Safety and Farm Seasonal Labor Meeting will be held on **March 21, 2007** at the NW MI Horticultural Research Station. The morning program will focus on Farm Safety and the afternoon program will be on Farm Seasonal Labor Issues. Please mark your calendars for March 21, 2007. The agenda detail and cost details will come in the next newsletter.

2006 WATER USAGE REPORTING

By: Jim Bardenhagen, Leelanau MSU Extension Director

A reminder that the 2006 Water Usage reporting is due to the Michigan Department of Agriculture by **April 2, 2007**. The report is called 2006 Agricultural Water Conservation Plan. If you have reported in 2005, you should have received the instructions and forms by mail. If you didn't receive it, you can get one at the Leelanau MSUE office. (231-256-9888)

The reporting requirement generally applies when you have farm use wells or surface water that have a combined capacity of 70 gallons per minute or more.

2007 MICHIGAN ORGANIC CONFERENCE

This is your chance to meet some of Michigan's organic farmers, learn about organic production and food while having a great time!

When: Saturday, **March 3rd**

Where: Kellogg Conference Center
East Lansing, MI

Cost: Advance - \$65 or at the door, \$75

Pre-registration deadline: **February 28, 2007**

The conference titled "Saving and Sowing the Seeds of Organic" begins with registration at 8:00 a.m. A special welcome and dedication in memory of John Clark is at 9:00 followed by keynote address by Jeff Moyer, Rodale Institute. Educational sessions begin at 10:30. Exhibits will be open from 8:00-4:00 p.m. The day's program will conclude at 5:00 p.m. with a "Celebration of Michigan Products". For information and/or to register go to www.moffa.org or contact your county MSU Extension office.

MICHIGAN CHERRY COMMITTEE REFERENDUM

By: Jim Bardenhagen, Leelanau MSU Extension Director

During the period **Feb. 12-23**, there will be a referendum on the renewal of the .5 cents per pound cherry tax that funds the Michigan Cherry Committee and the Cherry Marketing Institute efforts. You should receive ballots directly from the Michigan Department of Agricultural for this referendum. This cherry tax is part of a state PA 232 program administered by the MDA for the Michigan Cherry Industry.

This cherry tax funds promotions, advertising, research and addresses issues of importance to the Michigan Cherry Industry. The Michigan Cherry Committee is a grower funded organization that represents the Michigan Cherry Growers. A pamphlet called "It's All About Growers" tells of the accomplishments and goals of the Michigan Cherry Committee and the Cherry Marketing Institute. It is available at the Leelanau MSU Extension office or the Cherry Marketing Institute. Be sure to **VOTE**.

Interim Leelanau MSU Extension Director

By Jim Bardenhagen. Leelanau MSU Extension

On February 1, 2007, Mark Breederland will become the Interim Leelanau County MSU Extension Director until a permanent MSU Extension Director is selected by a search committee, which is to begin meeting shortly.

Mark lives in Elmwood Township and has been with MSU Extension for 12 years. He currently serves as a District Sea Grant Agent for the Northwest District operating out of the Grand Traverse MSU Extension office. Mark has been involved in a number of water related issues associated with Leelanau County. He serves on the Fishtown Preservation Society's Information and Education Advisory group, coordination of the observation system for high tech buoys, and helped investigate migratory bird fatalities along Lake Michigan, exotic species in Lake Michigan and works with commercial and charter fisherman and residents on the Lake Michigan shoreline who have shoreline retention issues.

Mark will be spending 2-3 days per week in the county while continuing his District Sea Grant role. Mark will utilize his own expertise and the extensive MSU Extension network to address requests and issues until a new Director is selected.

Please join me in welcoming Mark Breederland to Leelanau County!

