January 2000 Regional Fruit Newsletter

CALENDAR OF EVENTS
January - March 2000

1/4  Sweet Cherry Crop Insurance Meetings
   Old Mission Fire Hall #2
   1-4 p.m.
   NW Mi Hort. Res Sta.
   7-10 p.m.

1/11-12  MSU Great Lakes Strawberry School
        Kellogg Biological Station

1/13  CIAB Grower Meetings
      Peninsula Township Hall
      9:00-11:00 a.m.
      Milton Township Hall
      Kewadin
      1:00-3:00 p.m.
      NW Mi Hort. Res. Sta.
      7:00-9:00 p.m.

1/14  CIAB Grower Meetings
      Sail Inn Restaurant
      Benzonia
      9:00-11:00 a.m.
      Oceana Intermediate School District
      Hart
      2:00-4:00 p.m.

1/18-20  Great Lakes Vegetable Growers Convention & Farm Market Show
         Grand Center, Grand Rapids

1/25-26  NW Mich Orchard Show and CMI Annual Meeting
         Grand Traverse Resort

2/3  Labor Management Meeting
     NWMiHRS. All Day

2/7-9  MSU Tree Fruit IPM School
       Kellogg Biological Station

2/9-11  CIAB Amendment Hearings
        Grand Rapids

3/1  Cherry Industry Summit
     Grand Rapids

3/14-15  Benzie/Manistee Hort Show
         Crystal Mountain Resort

"NEW FOR 2000"
SWEET CHERRY CROP INSURANCE
By Jim Bardenhagen, Leelanau Co. Extension Director

A new pilot Sweet Cherry Crop Insurance Program is available for year 2000 for Leelanau and Grand Traverse counties. This crop insurance allows a sweet cherry grower to insure on a revenue basis up to $1125 per acre for processing sweets and up to $1350 per acre for fresh sweets with costs in the $6 to $26 per acre range for processing sweets depending on coverage desired (50% to 100%).
per acre for fresh sweets with costs in the $5 to $25 per acre range for processing sweets depending on coverage desired (50% to 75%). Benefits are possible if an operation has reduced income due to weather problems, market problems or low prices.

The sign-up deadline is January 14th through crop insurance agents (Farm Bureau, Farm Credit Services, and Chuck Birdsall in our area.)

On January 4th, two sessions will be held to explain how the program will work, the qualifications, data requirements, benefits and costs:

January 4, 1-4 p.m.
Old Mission Fire Hall #2 (8150 Center Rd.)

January 4, 7-10 p.m.
NW Michigan Horticultural Research Station

USDA Risk Management people will be on-hand to make the presentations and answer questions.

Since the sign-up deadline is January 14th, there will only be 10 days to learn about the program and prepare information for applications, so please join us on January 4th.

USDA CROP DISASTER PROGRAM
By Jim Bardenhagen, Leelanau Co. Extension Director

The USDA has announced a 1.2 billion dollar crop disaster program (grants not loans) for ag producers who suffered crop losses in 1999 due to adverse weather and related conditions. The program covers all crops. The sign up period is December 13, 1999 to February 25, 2000 at the Farm Service Agency (FSA).

Unless a grower has certified information on yield on record with FSA, historic yields will be based on the 1994-1998 average yields per bearing acre published by the National Agricultural Statistics Service. For tart cherries, the 5-year NW Michigan average yield is 9,584 lbs. per bearing acre. For sweet cherries, the 5-year state average yield is 7,036 lbs. per bearing acre.

1999 crop losses must exceed 35% of the 1994-1998 average before benefit payments start at 65% of the 1994-1998 average price, which is 8.8¢/lb. for tarts & 20.7¢/lb. for sweets.

Thus for tart cherries, growers will need yields below 6,229 lbs./bearing acre to qualify for 8.8¢/lb. on the quantity below 6,229 lbs./acre

For sweet cherries, growers will need yields below 4,573 lbs./bearing acre to qualify for 20.7¢/lb. on the quantity below 4,573 lbs./bearing acre.

Based on a 1999 production of 107 million pounds for tarts in NW Michigan, the average yield was 7000 lbs./acre for 1999. However, individual grower operations yields per acre may vary greatly from the average for 1999.

While the 1999 average yield for NW Michigan (7,000 lbs./acre) wouldn't qualify for benefits, there are several NW Michigan farms that had 1999 yields well below the 1999 average for NW Michigan and some well above. FSA may adjust this average yield somewhat based on the tree age, etc. for your blocks.

We would encourage growers to contact immediately the FSA office that serves your county to have FSA determine whether you are eligible for any benefit payments even if it appears that you may not qualify based on the numbers above. Be sure to call before February 25th. FSA phone numbers are as follows:

Grand Traverse and Leelanau Counties
941-0951

Benzie and Manistee Counties
775-7681

Antrim County
533-8542

Charlevoix County
347-2133

We, in MSU Extension, have researched the weather-related incident that caused the low 1999 yields in NW Michigan. We feel the drought conditions in 1998 caused the formation of many weak buds. Weak buds are very susceptible to cold damage especially during periods of bud swell as they come out of dormancy.

On April 24, 1999, when tart cherries were in early bud swell, twelve HortSystem’s weather stations, located in fruit orchards throughout NW Michigan, recorded temperatures from 18°F to 30°F (mostly 20° to 28°) throughout the region. We feel these temperatures greatly affected bud set causing the low yields in 1999.

Please call your local FSA office, or call us at MSU Extension if you have any questions.

STRAWBERRY SCHOOL 2000

The dates for the upcoming Strawberry School are January 11 – 12 and will be held at the Kellogg Biological Station near Battle Creek. For this event, we have three out-of-state speakers participating, as well as a number of MSU specialists. Dr. Marvin Pritts, Small Fruit Specialist, Cornell University will be updating growers on the latest in strawberry culture covering topics such as mulching, renovation and irrigation management. Pam Fisher, Small Fruit Specialist, Ontario Ministry of Agriculture and Rural Affairs will bring the latest ideas from Canada on controlling insects and weeds in strawberries. Lastly, Donnie Falks, a grower from the greater Washington D.C. area, who has spoken at national meetings, will be sharing his 30 plus years of experience with the participants. Donnie has done a great deal of work in the area of preplant soil preparation, concentrating on the additions of compost to help deal with his replant problems. Donnie has also modified the annual production system in the East to suit his needs and will be sharing that as well.

If you are interested in attending, the cost of the school is $150. This will cover one night of lodging and all meals and breaks. To register, contact Gary Thornton at 946-1510 or 888-749-3019 for a registration form.
CIAB GROWER/PROCESSOR MEETINGS
The Cherry Industry Administrative Board has scheduled a series of meetings on January 13 and 14 in northwest Michigan for growers and processors to discuss proposed amendments to the FMO. Hearings will be held on the proposed amendments on February 9-11 in Grand Rapids. The Board encourages your attendance at both of these events. See location and times above in the calendar section.

MSU TREE FRUIT IPM SCHOOL 2000
The dates for the upcoming IPM school are February 7-9. The school will be held at the Kellogg Biological Station near Battle Creek. This year’s school will feature two out-of-state speakers. Dr. Alan Knight, USDA, Wapato, Washington will bring to us his expertise in the management of Codling Moth, Oblique Banded Leafroller and Oriental Fruit Moth. Dr. Laurene Levy, USDA – APHIS, will be updating participants on the latest on the Plum Pox introduction to the USA that occurred late this fall in Pennsylvania. Plum Pox is a devastating disease that can attack all stone fruits. Up until this year, the USA did not have this disease within its borders. She will also be covering other virus related topics.

In addition to these speakers, a host of MSU specialists will join the crowd updating participants on the latest in tree fruit IPM. The cost of this school is $250 and that covers two nights of lodging and all meals and breaks. For further information and/or a brochure, call Gary Thornton at 946-1510, or 888-749-3019.

NORTHWEST MICHIGAN ORCHARD SHOW & CMI ANNUAL MEETING
Date: Tuesday, January 25, and Wednesday, January 26  
Where: Grand Traverse Resort, Acme  
2000 theme: Anything Without "Millennium" In It  
Registration: $10 per person (over 12)  
Cherry Industry Luncheon: Jan. 25, $15  
CMI Luncheon: Jan. 26. Free to growers: Please RSVP to CMI at 1-800-462-7611 by Jan. 14th  
Sponsors: G.T. Fruit Growers Council, Cherry Marketing Institute, MSU Extension, Fruit Industry supporters  
Tuesday, January 25  
8:00 a.m. Registration Desk Opens  
8:00 - 10:30 Coffee and Rolls Served in Exhibit Hall  
8:50 - 9:00 Welcome and Overview  
Rob Manigold, President, Grand Traverse Fruit Growers’ Council  
9:00 - 9:20 Orchard Removal Analysis  
Glenn Kole, District Farm Management Agent, MSU Extension  
9:20 - 9:40 Pruning and Training for New Varieties and Orchard Systems  
Jim Nugent, District Horticultural Agent, MSU Extension  
9:40 - 10:20 Proposed Changes to the Federal Marketing Order and Cherry Industry Strategic Planning  
Perry Hedin, Cherry Industry Administrative Board  
Don Ricks, Dept. of Agricultural Economics, MSU  
10:20 - 10:50 Break for Exhibits and Refreshments  
10:50 - 11:30 European Tart Cherry Planting and Marketing Trends  
Gabor Kollar, University of Horticulture and Food Industry, Budapest, Hungary  
11:30 - 12:00 Cherry Planting Trends in the United States  
Curtis Rowley, Dept. of Agricultural Economics, MSU  
Don Ricks, Dept. of Agricultural Economics, MSU  
Tuesday Afternoon  
Noon- 2:00 Cherry Industry Luncheon  
Emcee: Duke Elsner, MSU Extension, Grand Traverse County  
Keynote: Dr. Jim Flore, Department of Horticulture, MSU
Previewsing 21st Century Michigan Horticulture!

2:00 - 2:30 Break for Exhibits

2:30 - 2:50 Northwest Michigan Horticultural Research Foundation Annual Meeting

2:50 - 3:35 Plum Pox Virus and Its Potential Impact in the USA
Vern Damsteegt, USDA Virologist, Fort Detrick, Maryland

3:35 - 4:00 MDA and MSU Plans for Response to Plum Pox
Gary King, Plant Industry Section Manager, MDA

4:00 - 4:30 Senate Task Force on Agriculture - Progress!
Senator George McManus, Jr.

4:30 - 6:00 Social Hour in the Exhibit Hall
Featuring Food and Wines from Northwest Michigan

Concurrent on Tuesday Afternoon: Grape and Wine Session

2:30 - 2:45 Parallel 45 Vines & Wines Inc. Report
Duke Elsner, Secretary, Parallel 45 Vines & Wines, Inc.

2:45 - 3:30 Update on Wine Grape Projects
Tom Zabadal, Southwest Michigan Research & Education Center, MSU

3:30 - 4:00 First Year Results of Vineyard ICM Study
Dr. Charles Edson, IPM Coordinator, MSU

4:00 - 4:30 1999 Yield and Quality Data from NWHRs Variety Trial
Dave Stocking, Dept. of Horticulture, MSU

4:30 - 6:00 Social Hour in the Exhibit Hall
Featuring Food and Wines from Northwest Michigan

Tuesday Evening

6:00 - 8:00 Land Use Conflict: When City and Country Clash
Jim Wiesing, Grand Traverse County Extension Director, MSU Extension

Tuesday evening’s program, Land Use Conflict, When City and Country Clash, will be an “issues forum” for community land use decision makers, growers and others interested in rural/urban conflict, to discuss options that affect land use. Led by Grand Traverse County Extension Director Jim Wiesing, this program should provide a unique opportunity for farm and non-farm communities to explore options for managing growth in the Grand Traverse Region.

Wednesday, January 26:

8:00 - 10:30 Coffee and Rolls Served in Exhibit Hall
Cherry Marketing Institute Annual Meeting

9:00 - 9:15 Welcome and Overview
Phil Korson

9:15 - 9:30 European Export Market - Market Research and Promotion
Joe Lothamer & Phil Korson

9:30 - 10:00 US Cherry Promotions - Activities and Opportunities
Jane Baker

10:00 - 10:30 Break for Exhibits

10:30 - 11:00 US Cherry Promotions - Retail and Manufacturing
Joe Lothamer

11:00 - 11:10 Cherry Street Kids
Mark Thomas

11:10 - 11:40 National Sweet Cherry Promotion Activities
Cheryl Kroupa

11:40 - 12:00 A Trip with the President
Dr. Gary Kaberle,
National Cherry Festival

Wednesday Afternoon

Noon - 2:00  Cherry Marketing Institute Luncheon  
             (free to cherry growers)

2:00 - 2:30  Break for Exhibits

2:30-3:00  Tree Fruit Disease Update  
           Alan Jones, Dept. of Botany & Plant Pathology, MSU

3:00-3:45  Cherry Fruit Fly Panel  
           Larry Gut, Dept. of Entomology, MSU  
           Oscar Liburd, Dept. of Entomology, MSU  
           Jim Laubach, Hort Systems  
           Moderator: Gary Thornton, District IPM Agent, MSU Extension

3:45-4:05  The Changing Tree Fruit Insecticide Picture  
           Larry Gut, Dept. of Entomology, MSU

4:05-4:30  Labor Issues Facing the Tree Fruit Industry  
           Craig Anderson, Michigan Farm Bureau

Please send any comments or suggestions regarding this site to:  
Bill Klein, kleinw@pilot.msu.edu  

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