

January 2010 Regional Fruit Grower Newsletter

CALENDAR OF EVENTS - 2010

1/16	Maple Syrup Producers' Winter Meeting Doherty Hotel Conference Center Clare, MI
1/18	Winegrape Research Needs Assessment Meeting NWMHRS
1/19-20	NW Michigan Orchard & Vineyard Show Grand Traverse Resort
1/21	Harness the Power of Social Media NWMHRS
1/22	Farm Income Tax Update NWMHRS
1/29	11th Annual Northern Michigan Small Farm Conference Grayling High School
2/3-4	SW Michigan Horticultural Days Mendel Center, Lake Michigan College Benton Harbor
2/18	Buckley Farm Show St. Mary's School, Hannah
2/22	MAEAP and GAP Meetings NWMHRS
3/1	Application for "Certified Organic Farm Registry" Due
2/27-3/3	53rd IFTA Conference Amway Grand Plaza Hotel
3/4 - 3/6	IFTA Post Conference Tour Traverse City
3/5	Learn About Organic Farm Research MSU's Agriculture & Natural Resources Week
3/10	Get Farming Entrepreneur Series www.localdifference.org
4/7	IPM Think Tank Meeting NWMHRS

ANNUAL MAPLE SYRUP PROGRAM

Michigan State University Extension (MSU-E) and the Michigan Maple Syrup Association (MMSA) will be co-sponsoring a day-long educational program on **Saturday, January 16**, for any interested maple syrup producers.

The highlight of this year's program will be two in-depth presentations focusing on "Determining Your Cost of Production for Maple Syrup" by Bob Battel, MSU Extension and "Marketing of Maple Syrup using Social Media" by Beth Stuever, MSU Extension and Sue Steuver Battel, Stuever Battel Public Relations.

In addition, there will be several Breakout Sessions after lunch that will focus on tubing installation for sap collection; using reverse osmosis technology to concentrate sap; and tips on conducting a sugar house tour for the public. One of the breakout sessions includes a "Beginner's Session" for newer producers as well.

In addition to the educational program, there will be several maple syrup equipment dealers and suppliers who will be exhibiting their equipment as well as a maple syrup judging contest by MMSA.

The program will be held at the Doherty Hotel Conference Center on the I-127 Business Loop in downtown Clare, and will run from 9:30 a.m. – 3:30 p.m.. Registration for the program begins at 8:30 a.m. and costs \$40.00 per adult and \$15.00 per child, age 6-13 (under age 5 free). Registration fees are payable at the door. This fee includes a buffet lunch, refreshments, and program costs.

For more information, please contact Russ Kidd, District Forestry Agent, at the Roscommon County MSU Extension office at 989-275-4670.

WINEGRAPE RESEARCH NEEDS ASSESSMENT MEETING

A workshop will be held at the Northwest Michigan Horticultural Research Station on **Monday, 18 January, 2010** to discuss priorities for wine grape research in our region as well as the impact throughout the state. The meeting will include MSU specialists, local extension educators, wine grape growers, vineyard managers, and winemakers. The meeting will be held from **1:30 - 4:00pm**. We would love your participation as your input is important in determining the direction of our research and extension activities.

NW MICHIGAN ORCHARD & VINEYARD SHOW

Click here for the full program <http://www.maes.msu.edu/nwmihort/orchshow10.pdf>.

The 2010 Northwest Michigan Orchard and Vineyard Show is scheduled for January 19-20 and will be held at the Grand Traverse Resort, Acme, Michigan. Registration begins at 8 a.m. on January 19 and the show will cost \$30 for both days. On Tuesday, there will be concurrent tree fruit and wine grape sessions, and all groups will join together for the Fruit Industry luncheon; the cost for the lunch is \$15. Guest speaker for the luncheon will be Merlin Dumbille, retired host of Farm and Orchard Time, WTCM-AM, and his topic will be "An Agricultural Outlook."

On Tuesday evening, a wine-tasting and hors d'oeuvre social hour will follow the educational sessions at 5:15. The Cherry Marketing Institute's (CMI) luncheon will be held on Wednesday and is *free* to growers that register with CMI. In addition to the educational sessions on both days, the exhibit hall will be open during the show and will feature vendors of orchard and vineyard equipment and supplies, as well as commodity organizations, agrichemical businesses, and many other exhibitors.

We are excited to host Dr. Bob Bors, Assistant Professor and Head of the Fruit Program at the University of Saskatchewan. Dr. Bors will be sharing his expertise in breeding dwarf tart cherries. He will speak on dwarf cherry production and new harvesting technologies that have potential with smaller trees. In addition, Michigan State University experts and Extension personnel will be on hand to present the results of their latest research on topics regarding tree fruit production: stem-on sweet cherry production, new European and American brown rot strategies, insecticide coverage with different sprayer technologies, cherry fruit fly management, rain fastness in fungicides, borer mating disruption, and many other tree fruit topics. In addition, a grower-panel will speak about their experiences with the Good Agricultural Practices (GAP) audits for 2009. The concurrent wine grapes session on Tuesday will include a panel discussion on how to best manage wine grapes during a challenging season like 2009. We will also get an update on fungicide sensitivity of powdery mildew and Dr. Stuart Grandy, Dept of Crop and Soil Sciences, MSU, will present work on keeping soils healthy to maximize wine grape production.

We are looking forward to another successful program, and we hope to see you there! For more information, please contact the NW MI Horticultural Research Station at 231-946-1510 or nwmihort@msu.edu. See full program schedule in this newsletter.

The Orchard and Vineyard Show program is co-sponsored by the Grand Traverse Fruit Growers' Council, Michigan State University Extension, Michigan Agricultural Experiment Station, the Cherry Marketing Institute, and Parallel 45 Vines and Wines.

NW MICHIGAN HORTICULTURAL RESEARCH FOUNDATION ANNUAL MEETING

By Gary Bardenhagen, President

The 2010 Northwest Michigan Horticultural Research Foundation annual meeting will be held on **Wednesday, January 20th at 9 a.m.** in the Governor's Hall at the Grand Traverse Resort, Acme, MI during the NW Michigan Orchard and Vineyard Show.

The agenda will include the election of directors (three directors, each for a 3-year term) as well as a vote to restate the Articles of Incorporation (see the explanation below).

At this time, the Foundation is still working under the original *Articles of Incorporation* that were adopted in 1978. Because the Articles had not be reviewed since 1989, the board formed a committee earlier this year to review the *Articles of Incorporation* and *By-Laws* in order to bring them into compliance with all state and federal laws as well as the current practices of the board. The committee worked with the Foundation's legal counsel to make the needed revisions. At the June 4th board meeting, a motion was passed to bring recommendations regarding the articles to the membership at the 2010 Annual Meeting during the Orchard and Vineyard Show.

The first step needed to enact the recommended changes is to file a "Restated Articles of Incorporation" with the State of Michigan. The modifications to the Articles will ensure they are consistent with the legal requirements under Michigan and federal law and clarify areas from the earlier version. One additional change suggested by our legal counsel is to change the Foundation to a directorship organization from the current status of a membership organization. This recommendation will neither change the purpose/mission of the Foundation, nor will it change the Foundation's responsibilities to the fruit industry. However, the change will allow the Board to operate the Foundation more effectively for the industry. The following statement is from Rachel Brochert Roe of Smith, Haughey, Rice and Roegge regarding this change:

"It should also be noted that when the Articles of Incorporation were filed in 1978, the only option available to nonprofit organizations was to form as a membership organization. The concept of a directorship-based organization was not introduced until the 1980s. Since that concept was introduced, I would estimate that 90% of all nonprofits are established as directorships because it is seen as a much more efficient way of operating an organization."

The Board members, including the review committee and the Board's Counsel, agree that these changes are in the best interest of the Foundation and the grower community.

Here is a link to see the Restated Articles of Incorporation for the Foundation.

<http://www.nwmihort.org/Restated%20Articles%20of%20Incorporation%202010.pdf>

Should you have any questions, feel free to contact me at 231-271-0072 or the Research Station at 231-946-1510.

MAEAP PHASE I CREDITS AT THE ORCHARD AND VINEYARD SHOW

Stop by the MAEAP booth at the NW Michigan Orchard and Vineyard show and sign up for your MAEAP Phase I credits which are required for MAEAP verification. Even if you are not currently verified, you will receive the MAEAP newsletter and will be a MAEAP participant. Phase I credits are required every three years for growers that are verified. See Dan Busby or Tom Young at the MAEAP booth to learn more about farm programs.

CMI ANNOUNCEMENTS

January 20: Cherry Marketing Institute Annual Meeting

Please join us to learn more about the annual report for growers, our 2009 programs, and our plan for 2010. The meeting is held in conjunction with the Northwest Michigan Orchard and Vineyard Show, and will conclude with a complimentary luncheon at noon.

Presenters:

- Phil Korson, CMI President
- Jeff Manning, CMI Chief Marketing Director
- Adam Keats, Senior Vice President of Digital Communications at Weber Shandwick
- Susan Olson, National Cherry Festival's Marketing Director

When: Wednesday, January 20, 2010, 9:30 am – Noon

Where: Grand Traverse Resort, Acme

To register please call the Cherry Marketing Institute Office at 1-800-462-7611 or email us at jgordon@usacherries.com by **January 13**.

January 21: Harness the Power of Social Media

Time is running out to reserve your spot in the hands-on CMI Social Media Training. The class will help you become digital advocates for your business and the tart cherry industry. Taught by Adam Keats, senior vice president of the digital team at Weber Shandwick, you'll learn how to navigate sites including Twitter, Facebook, and YouTube.

When: Thursday, January 21, 2010, 9:30 am – 3:30 pm

Where: Northwest Research Station, Traverse City

What You'll Need: A laptop with wireless Internet connection is strongly recommended, but not required

Space is limited. Please RSVP by **January 13** to reserve your seat! Feel free to pass the invitation along to your colleagues or family members who might also be interested.

Call or email Sydney Owen at 312-988-2326 or SOwen@webershandwick.com.

INCOME TAX SESSION FOR FARMERS

By Dr. Rob Sirrine, Leelanau MSU Extension Director

MSU Extension will hold its Annual Farm Income Tax Update on **Friday, January 22** from **1:00-3:00pm** at the Northwest Michigan Horticultural Research Station (6686 S Center Hwy, Traverse City). Larry Borton, MSU Ag Economics Department, will be covering various income tax changes affecting farms for 2009. Borton will also present some suggestions for income tax planning. Farmers and their tax preparers are encouraged to attend so they become aware of all the items that can affect agriculture tax returns. The cost is \$10 per person payable at the door, which covers room fees, handouts and refreshments. Contact the Leelanau County MSU Extension office for more information at 231-256-9888 or msue45@msu.edu.

BUCKLEY FARM SHOW

Frank Lipinski's annual Buckley Farm Show will be held **February 18** from **10-3** at the St. Mary's School in Hannah. Lunch will be provided by the Michigan Corn Growers Assoc.

We will be offering MAEAP Phase I credits to folks that want to sign up at the MAEAP booth.

GAP AUDIT WORKSHOP AND MAEAP PHASE I MEETING

Nikki Rothwell and Erin Lizotte, NWMHRS

Dan Busby, MI Groundwater Stewardship Program

There will be a GAP workshop and MAEAP meeting on **February 22** at the Northwest Michigan Horticultural Research Station in Traverse City, Michigan. The MAEAP Phase I meeting will run from 9:30-12 and will be followed by a GAP workshop from 1-4. This workshop will help prepare fruit growers for the USDA GAP Audit in 2010. **There have been significant structural changes to the USDA audit for 2010 so growers who participated and completed workshops and food safety plans in 2009 are encouraged to attend.** This program cost is \$5 and includes lunch. Please register with Jackie Baase at 231-946-1510 while space is available!

APPLICATIONS FOR 2010 ORGANIC FARM REGISTRIES BEING ACCEPTED

Michigan's "Certified Organic Farm Registry" compiles a list of state organic farms and is provided to all commercial firms licensed in agricultural, right-of-way, or aerial pesticide application. The registry information is provided to these firms so they can identify organic farms and take the additional precautions necessary to prevent pesticide drift onto these sensitive sites. The registry is published annually on March 15 and the deadline for submitting an application for the 2010 registry is **March 1, 2010**.

An application package for the Organic Farm Registry is available on the MDA Web site at www.michigan.gov/mda. The forms can also be obtained from MDA's Pesticide and Plant Pest Management Division, P.O. Box 30017, Lansing, Michigan 48909 or by calling 517-241-1169. There are no fees associated with either registry.

LEARN ABOUT ORGANIC FARM RESEARCH AT ANR WEEK SESSION

Organic growers, agribusiness managers, gardeners, students and others interested in organic agriculture can learn about the topic during the Michigan Organic Food & Farming Reporting Session and Graduate Poster Contest, set for **March 5** as part of Michigan State University's (MSU's) Agriculture and Natural Resources (ANR) Week here.

This event, which will run from 1 to 5 p.m. at the MSU Kellogg Hotel and Conference Center, will feature organic research reports, an organic farmer panel discussion and graduate student poster presentation.

The research reporting sessions will offer topics on organic agriculture production, including fruit, vegetable and field crops, in addition to integrating animals with fruit production and marketing innovations.

Ten presentations will be offered in two concurrent sessions. These sessions will be followed by a panel discussion with several Michigan organic farmers who will share the results of their research and organic production experiences.

Graduate students are invited to submit research posters to compete for cash prizes sponsored by the MSU Environmental Food and Farming Systems program and the Michigan Organic Food and Farming Alliance (MOFFA).

The registration fee is \$15 before Feb. 15 and \$20 after that date. To register, visit www.Michiganorganic.msu.edu or call 517-353-3542.

2010 IPM THINK TANK MEETING

Since our last IPM Think Tank in 2008, there has been much research into cover cropping as well as a great deal of interest in orchard floor management. For the 2010 IPM Think Tank, we are fortunate to have Dr. David Granatstein on the program. Dr. Granatstein is the statewide coordinator for the Center for Sustaining Agriculture and Natural Resources at the Tree Fruit Research and Extension Center in Wenatchee, Washington, where he has studied the use of compost as a soil amendment, mulches, cover crops for both nutrient improvement and for beneficial insect habitat, the Swiss sandwich technique, and rodent repellent plants. He has also compared the benefits of growing cover crops in the tree row and those grown in the alley. His big question addresses how growers can improve upon the standard of sod alleys and weed spray strips; this method has served the tree fruit industry well, but he is looking at many aspects of improving this system. We will also host Dr. George Bird and other Michigan State University specialists who will share their insights on cover cropping and soil health. **The meeting will be held at the Northwest Michigan Horticultural Research Station on April 7 from 9-4.** There is a \$25 registration fee that includes lunch. Please call Jackie Baase at 231-946-1510 to register.