

Northern Michigan FruitNet 2014

Northwest Michigan Horticultural Research Center

Weekly Update

December 30, 2014

CALENDAR OF EVENTS

2015

- 1/13-14** **NW Michigan Orchard & Vineyard Show**
Grand Traverse Resort, Acme, MI
- 1/23** **Small Farm Pre-Conference**
Hagerty Center, Traverse City
- 1/24** **Small Farm Conference**
Grand Traverse Resort
<http://smallfarmconference.com/about/>
- 1/28** **Timber and Taxes Workshop**
Grand Traverse Conservation District, Traverse City
- 2/18-20** **MSU Tree Fruit School**
The Eberhard Center, Grand Rapids
- 3/4** **Winery Development Pre-Conference**
MSU – Kellogg Hotel & Conference Center
- 3/4-6** **Michigan Grape & Wine Conference**
MSU – Kellogg Hotel & Conference Center
- 4/18** **Healthy Forests – Caring for Our Trees**
Grand Traverse Conservation District

2015 NORTHWEST MICHIGAN ORCHARD & VINEYARD SHOW

Grand Traverse Resort

January 13-14

- Costs:** **Registration Fee:** \$30/person for both days
- Fruit Industry Luncheon, Jan. 13:** Gillison's Variety Fabrication will be sponsoring this year's *Industry Luncheon* in appreciation of our area growers with **free** luncheon ticket(s). Tickets are limited and will be available on a first come, first serve basis at the time of registration.
- CMI Luncheon, January 14:** Free to cherry growers; pre-register with CMI

Sponsors: Grand Traverse Fruit Growers' Council
Cherry Marketing Institute
Michigan State Horticultural Society
Parallel 45 Vines & Wines Inc.
Michigan State University Extension
Michigan State University AgBioResearch
Gillison's Variety Fabrication, Inc.

Supporters & Contributors: See insert page

Educational Sessions Coordinated By:

Dr. Nikki Rothwell

NW Michigan Horticultural Research Center Coordinator & Extension Specialist

Emily Pochubay

Tree Fruit Integrated Pest Management Educator, MSUE

Dr. Duke Elsner

Small Fruit Educator, MSUE

Tuesday, January 13

8:00	Registration Desk Opens
8:00 – 10:30	Coffee and Rolls
Moderator:	Nikki Rothwell
9:00 – 9:10	Welcome and Overview <i>Paul Hubbell, President, Grand Traverse Fruit Growers' Council</i>
9:10 – 9:25	Forestry Assistance Program: Intensive Woodlot Management for Farm Diversification <i>Kama Ross, Leelanau, Grand Traverse, and Benzie Conservation Districts</i>
9:25 – 9:45	Bird Damage in Tree Fruits <i>Dr. Catherine Lindell, Dept of Zoology, Michigan State University</i>
9:45 – 10:00	IFTA 2014 Study Tour – Italy <i>Adele Wunsch, Wunsch Farms, Old Mission Peninsula</i>
10:00 – 10:40	High-density Tart Cherry Systems Research: Utah Approach <i>Dr. Brent Black, Utah State University</i>
10:40 – 11:00	Vendor Break and Poster Session
11:00 – 11:25	An Update on 2014 MRL Efforts <i>Dr. Mark Whalon, Dept. of Entomology, Michigan State University</i>

- 11:25 – 12:00 **Tools and Techniques for Optimizing Orchard Irrigation**
Dr. Brent Black, Utah State University
- 12:00 – 1:30 **Fruit Industry Luncheon**
Emcee: Dr. Duke Elsner, MSUE
- 1:30 – 2:00 **Vendor Break and Poster Session**
- Moderator:** **Dr. Nikki Rothwell**
- 2:00 – 2:55 **Cultivating the Soil Food Web: Enhancing Plant Productivity Through Microherding**
Molly Haviland, Soil Life Consulting, Colorado
- 2:55 – 3:15 **Maximum Residue Limits and Michigan Apples**
Tony VanWoerkom, Trevor Nichols Research Center, MSU
- 3:15 – 3:35 **Investigating San Jose scale in NW MI Sweet Cherries**
Emily Pochubay, Michigan State University Extension
- 3:35 – 4:05 **Hop Production in Michigan: Stages of Production, Costs/Benefits, and Pest and Disease Management**
Dr. Rob Serrine, Michigan State University Extension
- 4:05 – 4:25 **Cold Hardiness of Cherries**
Dr. Jim Flore, Dept. of Horticulture, Michigan State University
- 4:25 – 4:45 **Mist Cooling to Delay Bloom**
Dr. Jim Flore, Dept. of Horticulture, Michigan State University
- 4:45 – 5:00 **Fill Out Pesticide Recertification Credits (credits)**
Certified Crop Advisor Credits (credits)
- 5:15 **WINE TASTING AND HORS D'OUERVE SOCIAL HOUR**

Tuesday, January 13

Concurrent Grape & Wine Session Room - Michigan A and B (off the main lobby)

Moderator: **Dr. Duke Elsner**

9:00 – 9:10 **Welcome and Overview**
Brian Hosmer, President, Parallel 45 Vines and Wines, Inc.

9:10 – 9:35 **NAP Buy-up and Other Farm Bill Topics**
Kathy Kozlowski, USDA FSA, Traverse City

9:35 – 10:30 **Cultivating the Soil Food Web: Enhancing Productivity Through Microherding**

Molly Haviland, Soil Life Consulting, Colorado

- 10:30 – 11:00 **VENDOR BREAK**
- 11:00 – 11:30 **Bird Management in Vineyards**
Dr. Catherine Lindell, Dept. of Zoology, MSU
- 11:30 – 12:00 **Grape Mealybug and Virus Issues in Michigan**
Dr. Rufus Isaacs, Dept. of Entomology, MSU
- 12:00 – 1:30 **FRUIT INDUSTRY LUNCHEON**
Emcee: Dr. Duke Elsner, MSUE
- 1:30 – 2:00 **VENDOR BREAK**
- 2:00 – 2:30 **Parallel 45 Vines & Wines Inc.**
Annual Business Meeting
- 3:00 – 3:35 **Own Rooted *Vinifera* Project**
Dr. Tom Zabadal, Dept. of Horticulture, MSU
- 3:35 – 4:10 **Rootstocks and Vine Performance**
Dr. Ron Perry, Dept. of Horticulture, MSU
- 4:10 – 4:30 **Compost Teas in the Vineyard - Year One Results**
Donny Comer, Dept. of Plant, Soil and Microbial Sciences, MSU
- 4:30 – 5:00 **Soil Biology and Vineyard Health Discussion**
Molly Haviland, Soil Life Consulting, Colorado
Craig Cunningham, Harbor Hill Vineyard Services, Traverse City
Justin Baker, HTG Supply, Traverse City
Bruce Holland-Moritz, HTG Supply, Traverse City
Donny Comer, Dept. of Plant, Soil and Microbial Sciences, MSU
- 5:00 **Fill Out Pesticide Recertification Credits**
- 5:15 **WINE TASTING AND HORS D'OUERVE**
SOCIAL HOUR

Wednesday, January 14

- 8:00 ***Coffee and Rolls***
- 8:00 **NW Michigan Horticultural Research Foundation Board Meeting**
- Moderator:** **Phil Korson**
- 9:00 – 9:30 **National Cherry Festival Report to the Industry**
Susan Wilcox Olsen, Media & Marketing Manager

- 9:30 – 10:00 **A Look Back at Last Year’s Marketing Program and Results**
Michael Wehman, Weber Shandwick
- 10:00 – 10:45 **VENDOR BREAK**
- 10:45 – 11:20 **A Look at the 2015 Marketing Platform**
Michael Wehman, Weber Shandwick
- 11:20 – 11:50 **Year End Report to the Industry**
Phil Korson, President, CMI
- 12:00 – 2:00 **CMI Luncheon and Program**
Industry Awards
Luncheon Speaker:
Hugh Williams, “Anything Is Possible: What It Takes to be an Ironman”
- Moderator:** **Emily Pochubay**
- 2:00 – 2:20 **What’s Next in Apple Training Systems?**
Phil Schwallier, Michigan State University Extension
- 2:20 – 2:45 **Spotted Wing Drosophila Monitoring and Efficacy**
Dr. Julianna Wilson, Dept. of Entomology, Michigan State University
- 2:45 – 3:05 **Getting the Right Crop Load Using the Apple Precision Methods**
Phil Schwallier, Michigan State University Extension
- 3:05 – 3:30 **BMSB State-wide Monitoring Network, and A New Search Engine for Tree Fruit Pests and Diseases**
Dr. Julianna Wilson, Dept. of Entomology, Michigan State University
- 3:45 – 4:10 **Tart Cherry Crop Insurance vs. NAP Analysis**
Dr. Roy Black, Dept. of Ag Economics, Michigan State University
Mollie Woods, Product Center Food Ag-Bio, Michigan State University
- 4:10 – 4:30 **Digital Recordkeeping: Options for Every Size Grower**
Phil Tocco, Michigan State University
- 4:30 – 5:00 **Firewise on the Farm: The Benefits and Cautions Associated with Using Fire on and Around Orchards and Vineyards**
Julie Crick and Elaine Bush, Michigan State University Extension Firewise
- 5:00 **Fill Out Pesticide Recertification Credits (credit)**
Certified Crop Advisor Credits (credit)

Wednesday, January 14

Concurrent Saskatoon Session

Room - Peninsula A

Moderator: **Dr. Duke Elsner, MSU Extension**

9:00 – 9:20	Introduction to Fruit Grading and Its Uses <i>Dr. Duke Elsner, MSU Extension</i>
9:20 – 10:00	Farm Service Agency- What We Can Do For You <i>Kathy Kozlowski, USDA FSA, Traverse City</i>
10:00 – 10:30	Vendor Break
10:30 – 11:00	Important Insects and Diseases Attacking Saskatoon Roots <i>Dr. Duke Elsner, MSU Extension</i>
11:00 – 11:30	Mechanical Harvesting Tests in 2014 <i>Jim Dixon, Grower, Williamsburg</i>
11:30 – 12:00	Saskatoon Berry Institute of North America report <i>SBIONA Board Members and Staff</i>
12:00 – 1:30	Lunch On Your Own
1:00 – 5:00	How to Grow Wealth as a Saskatoon Farmer <i>Jeremy Conaway, RECON Intelligence Services</i>
1:10 – 1:40	Business Practices to Grow Wealth as a Saskatoon Grower
1:40 – 2:10	Financial Practices to Grow Wealth as a Saskatoon Grower
2:10 – 2:40	Tax Practices to Grow Wealth as a Saskatoon Grower
2:40 – 3:10	BREAK
3:10 – 3:40	Insurance Practices to Protect Wealth as a Saskatoon Grower
3:40 – 4:10	Legal Practices to Protect Wealth as a Saskatoon Grower
4:10 – 4:40	Group Discussion on Opportunities and Challenges of Cooperation
4:40 – 5:00	Wrap Up and Closing Comments

2015 TREE FRUIT IPM SCHOOL REGISTRATION IS NOW

The 2015 Tree Fruit IPM School will take place in Grand Rapids, Michigan, on Feb. 18-20, 2015. Register before Jan. 14 to receive an early bird discounted rate!

Posted on **December 16, 2014**, MSUE News, by [Julianna Wilson](#), Michigan State University Extension, Department of Entomology, and Emily Pochubay, MSU Extension



Join [Michigan State University Extension](#) staff and researchers at the [2015 Tree Fruit IPM School](#), designed for growers, farm managers and field scouts involved in the decision-making process of pest management in tree fruit. The focus for this two and a half day program will be on how to develop and implement season-long horticultural and integrated pest management (IPM) strategies – from establishment, dormancy, bloom through harvest and post-harvest, to supporting a healthy and productive orchard over the course of its lifetime.

Tree Fruit IPM School participants will learn about the latest pruning and training systems for high-density apples and cherries, blossom and fruit thinning using precision orchard management techniques, how to use pheromone puffer dispensers for codling moth mating disruption, cover cropping for biofumigation and soil biology diversification, and more!

There will be an invasive species workshop in which participants will receive training on the identification of [spotted wing Drosophila](#) and [brown marmorated stink bug](#), two significant new insects that are becoming pests in Michigan orchards. This year's Tree Fruit IPM School's special guest is [Janna Beckerman](#) from [Purdue University](#), who will present on managing the development of disease resistance to fungicides and using surfactants to improve apple scab efficacy.

Early bird registration is \$175 per person and ends **Jan. 14, 2015**. Regular registration is \$225 per person and begins Jan. 15. [Online registration](#) closes Feb. 13, after which only onsite registration at \$275 per person is available. [Registration by mail](#) is only possible through Feb. 2.

Registration includes breakfast, lunch and breaks on Wednesday and Thursday, breakfast and breaks on Friday, and a binder with all course materials. Dinner and lodging are on your own. Attendees will have the option of obtaining Certified Crop Advisor Credits and/or Pesticide Applicator Recertification Credits (RUP) for attending this program.

To register by mail, [download, print and fill out a registration form](#) and send it with a check made payable to Michigan State University to:

Jackie Baase
NW MI Horticultural Research Center
6686 S. Center Hwy
Traverse City, MI 49684

For more information, please contact the 2015 Tree Fruit IPM School coordinators: Julianna Wilson at jkwilson@msu.edu or 517-432-4766, or Emily Pochubay at pochubay@msu.edu or 231-946-1510.

This article was published by [Michigan State University Extension](http://www.msue.msu.edu). For more information, visit <http://www.msue.msu.edu>. To have a digest of information delivered straight to your email inbox, visit <http://bit.ly/MSUENews>. To contact an expert in your area, visit <http://expert.msue.msu.edu>, or call 888-MSUE4MI (888-678-3464).

GROWER INPUT NEEDED FOR SPOTTED WING DROSOPHILA SURVEY

Information gathered from this survey will help entomologists measure the impact of spotted wing *Drosophila* on agricultural production and will be used to prioritize research, Extension and education activities for SWD.

Posted on **December 22, 2014**, **MSUE News**, by [Rufus Isaacs](#), Michigan State University Extension, Department of Entomology

As [spotted wing *Drosophila*](#) (SWD) becomes more established throughout the United States, it has become increasingly important to understand the impacts this pest has had in different crops and regions.

A group of entomologists at Michigan State University, Cornell University, Rutgers University and North Carolina State University — participants in the eFly Working Group — are conducting an online stakeholder needs assessment. The purpose of this survey is to collect information measuring the impact of SWD on agricultural production, and the information collected will be used to prioritize research, Extension and education activities for SWD.

Participation in the survey is voluntary. Survey respondents are not asked for personal identifying information and individual survey responses will not be presented. This information will be very useful for keeping research projects focused on grower needs and will help justify the need for future research and education projects.

Take the survey here: [2014 SWD Impact Assessment](#)

This article was published by [Michigan State University Extension](http://www.msue.msu.edu). For more information, visit <http://www.msue.msu.edu>. To have a digest of information delivered straight to your email inbox, visit <http://bit.ly/MSUENews>. To contact an expert in your area, visit <http://expert.msue.msu.edu>, or call 888-MSUE4MI (888-678-3464).

MDARD ANNOUNCES VALUE ADDED/REGIONAL FOOD SYSTEMS GRANT

The Michigan Department of Agriculture and Rural Development (MDARD) announced a competitive grant program aimed at helping promote and enhance Michigan's \$100 billion food and agriculture industry. **The Value Added/Regional Food Systems Grant Program will accept proposals until 3 p.m. (EST) on January 12, 2015.**

MDARD will accept proposals intended to establish, retain, expand, attract and/or develop value added agricultural processing and/or develop regional food systems by enhancing or facilitating aggregation and distribution of Michigan grown agricultural products.

Those interested in applying for the grant program should visit www.michigan.gov/mdardgrants to view the application and program overview.

Any additional communications concerning this Request for Proposal should be sent to mda-grants@michigan.gov. **Proposals must be received at the email above no later than 3 p.m. (EST) on Monday, January 12, 2015.** Proposals received after 3 p.m. will not be considered.

USDA PROVIDES GREATER PROTECTION FOR FRUIT, VEGETABLE AND OTHER SPECIALTY CROP GROWERS

12/15/2014

Agriculture Secretary Tom Vilsack announced that greater protection is now available from the Noninsured Crop Disaster Assistance Program for crops that traditionally have been ineligible for federal crop insurance.

Source: United States Department of Agriculture

Free Basic Coverage Plans and Premium Discounts Available for New, Underserved and Limited Income Farmers

Agriculture Secretary Tom Vilsack announced that greater protection is now available from the Noninsured Crop Disaster Assistance Program for crops that traditionally have been ineligible for federal crop insurance. The new options, created by the 2014 Farm Bill, provide greater coverage for losses when natural disasters affect specialty crops such as vegetables, fruits, mushrooms, floriculture, ornamental nursery, aquaculture, turf grass, ginseng, honey, syrup, and energy crops.

"These new protections will help ensure that farm families growing crops for food, fiber or livestock consumption will be better able to withstand losses due to natural disasters," said Vilsack. "For years, commodity crop farmers have had the ability to purchase insurance to keep their crops protected, and it only makes sense that fruit and vegetable, and other specialty crop growers, should be able to purchase similar levels of protection. Ensuring these farmers can adequately protect themselves from factors beyond their control is also critical for consumers who enjoy these products and for communities whose economies depend on them."

Previously, the program offered coverage at 55 percent of the average market price for crop losses that exceed 50 percent of expected production. Producers can now choose higher levels of coverage, up to 65 percent of their expected production at 100 percent of the average market price.

The expanded protection will be especially helpful to beginning and traditionally underserved producers, as well as farmers with limited resources, who will receive fee waivers and premium reductions for expanded coverage. More crops are now eligible for the program, including expanded aquaculture production practices, and sweet and biomass sorghum. For the first time, a range of crops used to produce bioenergy will be eligible as well.

"If America is to remain food secure and continue exporting food to the world, we need to do everything we can to help new farmers get started and succeed in agriculture," Vilsack said. "This program will help new and socially disadvantaged farmers affordably manage risk, making farming a much more attractive business proposition."

To help producers learn more about the Noninsured Crop Disaster Assistance Program and how it can help them, USDA, in partnership with Michigan State University and the University of Illinois, created an online resource. The Web tool, available at www.fsa.usda.gov/nap, allows producers to determine whether their crops are eligible for coverage. It also gives them an opportunity to explore a variety of options and levels to determine the best protection level for their operation.

If the application deadline for an eligible crop has already passed, producers will have until Jan. 14, 2015, to choose expanded coverage through the Noninsured Crop Disaster Assistance Program. To learn more, visit the Farm Service Agency (FSA) website at www.fsa.usda.gov/nap or contact your local FSA office at offices.usda.gov. The Farm Service Agency (FSA), which administers the program, also wants to hear from producers and other interested stakeholders who may have suggestions or recommendations on the program. Written comments will be accepted until Feb. 13, 2015 and can be submitted through www.regulations.gov.

These new provisions under the Noninsured Crop Disaster Assistance Program were made possible through the 2014 Farm Bill, which builds on historic economic gains in rural America over the past five years, while achieving meaningful reform and billions of dollars in savings for the taxpayer. Since enactment, USDA has made significant progress to implement each provision of this critical legislation, including providing disaster relief to farmers and ranchers; strengthening risk management tools; expanding access to rural credit; funding critical research; establishing innovative public-private conservation partnerships; developing new markets for rural-made products; and investing in infrastructure, housing and community facilities to help improve quality of life in rural America. For more information, visit www.usda.gov/farmbill.

DO YOU RUN A FOOD-RELATED BUSINESS? CHECK OUT THE NEW MARKETMAKER WEB TOOL: Part 1

MarketMaker has a new look and has been updated with new search features to link food markets across the U.S.

Posted on **December 18, 2014, MSUE News**, by [Joanne Davidhizar](#), Michigan State University Extension, MSU Product Center

[MarketMaker](#) is a web-based resource that provides links between all types of food businesses within the food supply chain. Use of the site is free and available to everyone.

Now in its tenth year, a new version of MarketMaker has been released with the following features:

- Quick and easy searches including business names, product type, and location
- Advanced searches including business type and rich text
- Geo-locations, if allowed, on mobile devices
- Mobile-friendly format
- Google Maps to get directions and driving directions functions

- Availability nationwide

The updated MarketMaker retains many of its core features including business profiles across all sectors of the food system and the highlights are featured in a [video demonstration](#).

For further detail on MarketMaker, [Michigan State University Extension](#), or food, agriculture, bio economy and natural resources business development, contact the Michigan State University Product Center at www.productcenter.msu.edu or 517-432-8750.

Other stories in this series:

[Creating an online Profile easy as 1, 2, 3, 4 on the New MarketMaker: Part 2](#)

This article was published by [Michigan State University Extension](#). For more information, visit <http://www.msue.msu.edu>. To have a digest of information delivered straight to your email inbox, visit <http://bit.ly/MSUENews>. To contact an expert in your area, visit <http://expert.msue.msu.edu>, or call 888-MSUE4MI (888-678-3464).

CREATING AN ONLINE PROFILE EASY AS 1,2,3,4 ON THE NEW MARKETMAKER: Part 2

Food-related business operators can easily set up online profiles on the new and improved MarketMaker in just a few steps.

Posted on **December 18, 2014**, MSUE News, by [Joanne Davidhizar](#), Michigan State University Extension, MSU Product Center



[MarketMaker](#) is a web-based resource that enables links between producers, processors, wholesalers, retailers, farmers markets, food service providers, agri-tourism, wineries, breweries, charter fisheries, food banks, end-consumers, and others within the food supply chain. The site is free and available to all.

From the MarketMaker home page users can register through a four-step process.

1. Enter email address and password.
2. Create a simple profile from basic business name and location.
3. Indicate type of business categories such as restaurant, farm, or farmer's market, and products marketed.
4. Set account preferences, and submit for publication.

Users can describe other enterprises such as retail markets, and agri-tourism activities through additional categories. For example, a fruit grower may create separate categories for the wholesale operation, the farm market, and winery. The MarketMaker profile is easy to update

and can be considered your real time resume. You can expand your business listings any time, and include social media links.

The updated MarketMaker retains many of the valuable core features such as business connections, and market research.

For further detail on MarketMaker, [Michigan State University Extension](#), or food, agriculture, bio economy and natural resources business development, contact the Michigan State University Product Center at www.productcenter.msu.edu or 517-432-8750.

Other stories in this series:

[Do you run a food-related business? Check out the new MarketMaker web tool: Part 1](#)

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MSU EXTENSION HELPS FARMERS UNDERSTAND IMPACTS OF NEW FARM BILL



The 2014 Farm Bill will affect Michigan farms in many ways. [Michigan State University Extension](#) provides farmers with information to navigate Farm Bill programs by working with other sources around the country to provide farmers with the latest information as it becomes available. MSU Extension has a Farm Bill page full of resources, important dates, [email newsletters](#) and upcoming educational events hosted throughout Michigan.

[Explore MSU Extension's Farm Bill page](#)

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WEB SITES OF INTEREST:

Insect and disease predictive information is available at:

<http://enviroweather.msu.edu/homeMap.php>

This issue and past issues of the weekly FruitNet report are posted on our website

<http://agbioresearch.msu.edu/nwmihort/faxnet.htm>

60 Hour Forecast

<http://www.agweather.geo.msu.edu/agwx/forecasts/fcst.asp?fileid=fous46ktvc>

Information on cherries is available at the new cherry website:

<http://www.cherries.msu.edu/>

Information on apples:

<http://apples.msu.edu/>

Fruit CAT Alert Reports has moved to MSU News

<http://news.msue.msu.edu>