

Northern Michigan FruitNet 2013

Northwest Michigan Horticultural Research Center

Weekly Update

November 5, 2013

CALENDAR OF EVENTS

2013

- 11/8-9 Wine Sensory Workshop**
University Club, MSU – see page 11
- 11/12 Making It In Michigan Conference**
Lansing Center, Lansing, MI
- 11/12 Webinar -“The Food Modernization Act and Wineries”**
Stephanie Groves, Iowa State University
- 12/10-13 Great Lakes Expo**
Amway Grand Plaza, Grand Rapids, MI

2014

- 1/14-15 NW Michigan Orchard & Vineyard Show**
Grand Traverse Resort
- 2/5-6 SW Michigan Horticulture Days**
Lake Michigan College's Mendel Center
Near Benton Harbor
- 2/18-19 IPM Academy**
- 2/24-26 Michigan Grape & Wine Conference**

STRATEGIES FOR DISEASE CONTROL IN CROPS

Understanding the big picture can help you reduce crop losses from plant diseases.

Posted on **October 28, 2013**, **MSUE News**, by **Jim Isleib**, Michigan State University Extension

The crop season of 2013 is drawing to a close. Harvest activities are progressing well and farmers are looking forward to successful completion of field work. Soon, it will be time to put together orders for next year's inputs, seed, plant nutrients, equipment parts and other inputs.

This fall's field operations can have a distinct impact on potential disease pressure in your fields next year and in years to come. Burying crop residues is an ancient practice intended to reduce plant diseases in following years. However, increased interest in minimum and no-till practices has resulted in less incorporation of residues. Along with developments in crop production practices, understanding of plant disease has also increased. Farmers are responsible for their own decisions related to these types of situations and should have an understanding of strategies for controlling crop diseases.

The article "[Plant Disease Management Strategies](#)," found on the [American Phytopathological Society](#) website, is summarized in part below.

Basically, an overall strategy for crop disease management might include the following three components:

1. Reduce the initial plant disease inoculum.
2. Reduce the infection rate.
3. Reduce the duration of the epidemic.

Each of these components can be further developed using traditional principles of plant disease control, for example:

1. Reduce the initial plant disease inoculum.
 - **Avoidance.** Reduce the level of disease by selecting a season or a site where the amount of inoculum is low or where the environment is unfavorable for infection.
 - **Exclusion.** Reduce the amount of initial inoculum introduced from outside sources.
 - **Eradication.** Reduce the production of initial inoculum by destroying or inactivating the sources of initial inoculum (sanitation, removal of reservoirs of inoculum, removal of alternate hosts, etc.).
 - **Protection.** Reduce the level of initial infection by means of a toxicant or other barrier to infection.
 - **Resistance.** Use cultivars that are resistant to infection, particularly the initial infection.
 - **Therapy.** Use thermotherapy, chemotherapy or meristem culture to produce certified seed or vegetative planting stock
2. Reduce the infection rate.

- **Avoidance.** Reduce the rate of production of inoculum, the rate of infection or the rate of development of the pathogen by selecting a season or a site where the environment is not favorable.
- **Exclusion.** Reduce the introduction of inoculum from external sources during the course of the epidemic.
- **Eradication.** Reduce the rate of inoculum production during the course of the epidemic by destroying or inactivating the sources of inoculum (roguing).
- **Protection.** Reduce the rate of infection by means of a toxicant or some other barrier to infection.
- **Resistance.** Plant cultivars that can reduce the rate of inoculum production, the rate of infection or the rate of pathogen development.
- **Therapy.** Cure the plants that are already infected or reduce their production of inoculum.

3. Reduction of the duration of the epidemic.

- **Avoidance.** Plant early maturing cultivars or plant at a time that favors rapid maturation of the crop.
- **Exclusion.** Delay the introduction of inoculum from external sources by means of plant quarantine.

Contact [Michigan State University Extension](#) educator Jim Isleib at isleibj@anr.msu.edu or 906-387-2530.

This article was published by [Michigan State University Extension](#). For more information, visit <http://www.msue.msu.edu>. To contact an expert in your area, visit <http://expert.msue.msu.edu>, or call 888-MSUE4MI (888-678-3464)



We are pleased to announce the schedule for the 2013-2014 *Northern Grapes Project* Webinar Series! We are looking forward to yet another great webinar season and hope to “see” many of you at the webinars!

Look for an email coming shortly that will contain more information (including registration information) for the November 12th webinar.

Chrislyn Particka and Tim Martinson

cap297@cornell.edu

northerngrapesproject.org

November 12, 2013

“The Food Modernization Act and Wineries”

Stephanie Groves, Iowa State University

December 10, 2013

“How grape ripening follows growing degree days and Managing vineyards for high-quality”

Luke Haggerty, Cornell University and John Thull, University of Minnesota

January 14, 2014

TBA

Gregg McConnell, Farm Credit East and Dan McCole, Michigan State University

February 11, 2014

“Are you feeding your yeast? The importance of YAN for healthy fermentation.”

Anna Katharine Mansfield, Cornell University

March 11, 2014

“Policies affecting the viability of the cold climate grape and wine industry”

Bill Gartner, University of Minnesota

April 8, 2014

“Impact of crop load and training systems on viticultural and enological performances of Marquette and Frontenac grown in Michigan and New York.”

Tim Martinson, Cornell University and Paolo Sabbatini, Michigan State University

DATE SET FOR SOUTHWEST MICHIGAN HORTICULTURE DAYS, February 5-6, 2014

Southwest Michigan's educational event for fruit and vegetable growers will be the first week in February at Lake Michigan College.

Posted on **October 30, 2013, MSUE News**, by **Mark Longstroth**, Bill Shane, Diane Brown and Ron Goldy, Michigan State University Extension

Mark your calendars for Southwest Michigan Horticulture Days on Feb. 5-6, 2014, at [Lake Michigan College's Mendel Center](#) near Benton Harbor, Mich. This two-day trade and educational show is focused on grapes, tree fruit, blueberries and vegetable growers in Southwest Michigan.

The show starts Wednesday morning with a general education session. On Wednesday afternoon there will be concurrent vegetable, grape and tree fruit sessions. Thursday's concurrent sessions will be tree fruit, blueberry and grape. Another part of this event is the Southwest Michigan Wine Educational Showcase on Wednesday afternoon after the educational sessions at the [Southwest Michigan Research and Extension Center](#) (SWMREC), located about 3 miles from the conference site.

Registration will open at 8 a.m. both days (Feb. 5-6) and programs begin at 9 a.m. A trade show with vendors and door prizes is open each day and is included in the registration cost. The education program covers a wide range of topics covered by local and state experts and out-of-state speakers.

Michigan restricted-use pesticide recertification credits will be available for the educational sessions. For additional information, contact Mark Longstroth at longstr7@msu.edu or Allan Zelmar at 1-269-870-5265 or info@fruitfulvinetours.com.

Southwest Michigan Horticulture Days is sponsored by the [Michigan Grape Society](#) and the [Michigan State Horticulture Society](#), and coordinated by the [Michigan Grape Society](#) and [Michigan State University Extension](#).

This article was published by [Michigan State University Extension](#). For more information, visit <http://www.msue.msu.edu>. To contact an expert in your area, visit <http://expert.msue.msu.edu>, or call 888-MSUE4MI (888-678-3464).

FERTILIZER PRICES CONTINUE TO STUMBLE

The prices of all major fertilizers continued their declining trend since July 2013 with a sharp drop occurring between July and August.

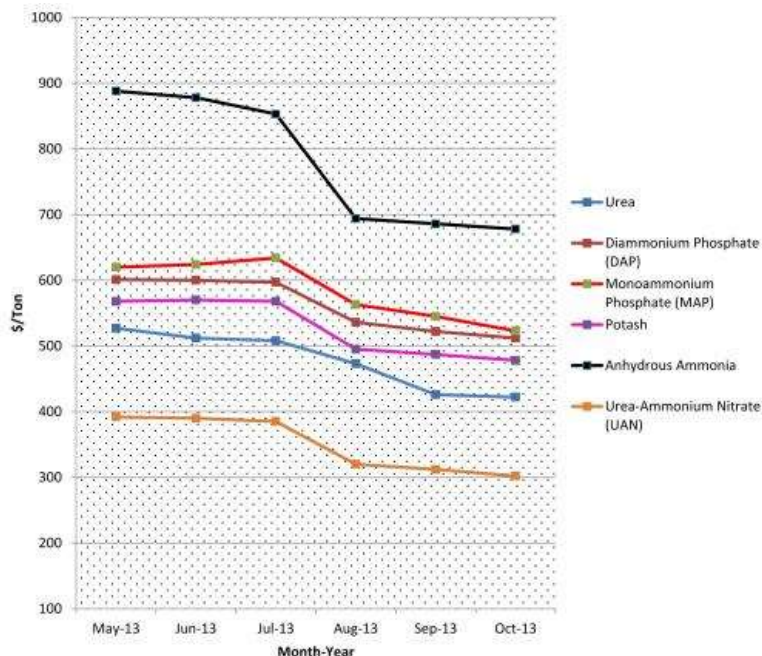
Posted on **October 30, 2013, MSUE News**, by **George Silva**, Michigan State University Extension

The approximate retail prices for bulk fertilizers per ton, published in the [USDA-Illinois Department of Agriculture Market News Report](#) for October 24, 2013, were:

- \$512 for Diammonium phosphate (DAP)
- \$523 for Monoammonium phosphate (MAP)
- \$478 for Potash
- \$422 for Urea
- \$302 for Urea-Ammonium Nitrate (UAN 28%)
- \$678 for Anhydrous ammonia.

The monthly price trends for the period from May to October 2013 are shown in Figure 1. A sharp decline in prices occurred from July to August. This was quite evident for anhydrous ammonia which dropped almost \$170 per ton. The price trends prior to May 2013 were reported in the [Michigan State University Extension](#) article "[Fertilizer prices remain steady](#)," where it remained relatively stable for the eight preceding months.

Figure 1. Fertilizer prices from May to October 2013 (\$/Ton)



Data source: [USDA-Illinois Dept. of Ag Market News](#) Springfield, Ill., cash prices for bulk purchases, granular form unless noted.

Given the fact that fertilizer is the single biggest input cost for corn production, this is good news for the farmers because all other inputs keep going up every year. Farmers who have on-farm fertilizer storage facilities can make the best use of prevailing prices and purchasing options. MSU recommends that fertilizer application rates are based on soil test recommendations and realistic yield goals. If your phosphorus (P) and potassium (K) soil test levels are below the critical levels in the build-up range, this may be a good time and opportunity to follow the recommendations and raise these nutrient levels to the maintenance range.

Additional information on the critical P and K levels for Michigan will be included in a follow up article on fall fertilizer practices. For more information on MSU fertilizer recommendations, please refer to the MSU Extension bulletin E2904 "[Nutrient Recommendations for Field Crops in Michigan](#)."

This article was published by [Michigan State University Extension](#). For more information, visit <http://www.msue.msu.edu>. To contact an expert in your area, visit <http://expert.msue.msu.edu>, or call 888-MSUE4MI (888-678-3464).

MAKING IT IN MICHIGAN CONFERENCE

Date: November 12, 2013

Time: 7:30 a.m. - 4 p.m.

Location: Lansing Center, 333 E. Michigan Ave., Lansing, MI 48933

Contact: MSU Product Center, 517-432-4608 product@msu.edu



The [MSU Product Center](#) is pleased to announce the sixth annual Making It In Michigan Conference and Premier Specialty Food Show to be held Nov. 12 from 7:30 a.m. to 4 p.m. at the Lansing Center in Lansing, Mich.

Tim McIntyre, Vice President of Communications for Domino's Pizza, will deliver the conference keynote address. Mr. McIntyre will present the story of how Domino's Pizza broke all of the rules of traditional marketing to reinvent its brand including airing consumer criticisms, showing bad product and exposing the secrets behind food commercial shoots.

The one-day event features morning educational sessions that will bring together leading Michigan experts to help guide attendees in refining and growing their businesses in the following areas:

- **It's about the product in the package:** Moving past the starter recipe into explosion, food safety and sourcing ingredients and selecting the appropriate co-packer at the right time
- **Growing your specialty food business even further:** Alleviating the *growing pains* associated with accelerated *business* growth and strategizing your entry into retail sales
- **Marketing Your Food Product:** Designing your product label and retail sales tools and minimizing confusion about your product packaging by correctly assessing your product needs

- **Keeping the regulatory requirements in check:** Obtaining legal protection for your business and your product – essential vs. suggested elements including patents, trade secrets and trademarks and getting food product licensing by the State of Michigan – existing foodservice operation expansion or new food business launch

The \$79 per person conference registration fee includes breakfast, lunch, and educational sessions, digital copies of all presentations and reference materials and admission to the Marketplace trade show.

The Marketplace trade show in the afternoon will feature over 150 new and existing businesses that will be showcasing their Michigan-made food and agricultural products to the general public and Michigan-based food buyers. The trade show is free to the general public.

Conference participants will also have time to network with the winners of this year's MSU Product Center awards and learn from their success stories. Awards will be presented for the Best Barrier Buster, Start-up to Watch and Entrepreneur of the Year. MSU Product Center innovation counselors and staff members, Product Center clients, business consultants, regulatory officials and food and farming groups will also be available to provide in-depth information and counseling.

More information and conference registration is available at www.productcenter.msu.edu/miim. Those interested in attending can also call Greta McKinney at 517-353-7185 or send an email to mckin134@msu.edu.

Springfield Regional Office — Springfield, IL

Revised November 2013

Actual Revenue History Processing Tart Cherry Pilot Michigan

Crop Insured

You can insure processing tart cherries if:

- Grown on acreage that has produced at least 3,900 pounds per acre in 1 of the 5 previous crop years;
- Are varieties adapted to the area;
- Are irrigated or non-irrigated; and
- Grown in an orchard that is considered acceptable.

Counties Available

Processing tart cherries are insurable in Allegan, Antrim, Benzie, Berrien, Charlevoix, Grand Traverse, Kent, Leelanau, Manistee, Mason, Muskegon, Newaygo, Oceana, and Van Buren counties.

Causes of Loss

- Adverse weather conditions;
- Failure of irrigation water supply during the insurance period;
- Fire unless you have not controlled weeds and other undergrowth or if you have not removed pruning debris from the orchard;
- Inadequate market price;
- Plant disease and insects unless you have insufficiently or improperly applied pest or disease control measure; or
- Wildlife.

Insurance Period

For the first crop year, coverage begins the later of:

- 10 days after the application is received; or
- November 21, 2013.

For all other crop years, coverage begins on September 1.

Physical damage coverage ends at the earliest occurrence of one of the following:

- Total destruction of the crop;
- Harvest of the unit;
- Final adjustment of a loss;
- Abandonment of the crop; or

- August 31, 2014.

For revenue loss, due to an inadequate market price, coverage ends January 15, 2015 following harvest.

Important Dates

Sales Closing Date.....Nov 20, 2013
Revenue Reporting Date.....Jan 15, 2014
Acreage Reporting Date.....Jan 15, 2014
Premium Billing Date.....Aug 15, 2014

Reporting Requirements

Revenue Report - You must submit revenue reports to your agent by the revenue reporting date. These reports must:

- Contain insurable acreage for each crop year reported, including your share;
- Contain production harvested, sold, and any appraised production;
- Contain the amount of your revenue from sales; and
- Be supported by written, verifiable records, measurement of stored production, or other approved records.

Acreage Report - You must report all of your acreage to your insurance agent by the acreage reporting date. You must notify your agent of any losses, in writing, when evident.

Definitions

Annual Revenue - The average revenue, per insured acre, is based on a 100-percent share equivalent for a crop year. It is calculated from the records you submit and indemnity claims that you sign (if applicable). Any costs you may have for cooling, sorting, culling, packing, or any other activities that occur after the production has been harvested and delivered cannot be included in the annual revenue.

Inadequate Market Price - A price that results in annual revenue less than your insurance amount, per acre.

This fact sheet gives only a general overview of the crop insurance program and is not a complete policy. For further information and an evaluation of your risk management needs, contact a crop insurance agent.

Expected Revenue Factor - A value RMA determines reflecting the likely revenue, per acre, with a normal yield and an anticipated price. A factor is used to adjust your approved revenue when the amount of insurance, per acre, is determined.

Payment Factor - The percentage of the price that you receive in the event of a loss. You choose the payment factor.

	10	Acres
x	\$1,350	Total value per acre
	\$13,500	Total insurance amount
	\$13,500	
-	\$4,000	Revenue
	\$9,500	Difference
x	0.85	Payment Factor
	\$8,075	Indemnity Due to You

Coverage Levels and Premium Subsidies

Crop insurance premiums are subsidized as shown in the following table. For example if you choose the 75-percent coverage level, the premium subsidy is 55 percent, and your premium share is 45 percent of the base premium.

Item	Percent					
Coverage Level	50	55	60	65	70	75
Premium Subsidy	67	64	64	59	59	55
Your Premium Share	33	36	36	41	41	45

Catastrophic Risk Protection coverage is not available for the ARH Pilot Processing Tart Cherry program.

Insurance Plans

Actual Revenue History (ARH) - The production guarantee is based on your individual revenue history. This is the only insurance plan available for processing tart cherries.

Loss Example

Assume 100-percent share in 10 acres of tart cherries and a single unit. You certify revenue at \$1,800 per acre and RMA provides an expected revenue factor of 1.00. You chose the 75-percent coverage level and a payment factor of 85 percent.

1,800	Certified revenue
x 1.00	Percent share
\$1,800	
x 0.75	Coverage level
\$1,350	
x 1.00	Revenue factor
\$1,350	Total value per acre
x 0.85	Payment factor
\$1,148	Total liability per acre

You harvest a normal crop, but an inadequate market price causes your revenue to be only \$4,000. The indemnity is calculated as:

Where to Buy Crop Insurance

You can buy a crop insurance policy from an approved participating insurance agent. A list of crop insurance agents is available at all USDA service centers and on the RMA web site at: www3.rma.usda.gov/apps/agents/.

Contact Us

USDA/RMA
Springfield Regional Office
3500 Wabash Ave.
Springfield, IL 62711
Phone: (217) 241-6600
Fax: (217) 241-6618
E-mail: rsoil@rma.usda.gov

Download Copies from the Web

Visit our online publications/fact sheets page at: www.rma.usda.gov/aboutrma/fields/il_rso/

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotope, etc.) should contact USDA's TARGET Center at 202-720-2600 (voice and TDD).

To file a complaint of discrimination, complete, sign and mail a program discrimination complaint form, (available at any USDA office location or online at www.ascr.usda.gov), to: United States Department of Agriculture; Office of the Assistant Secretary for Civil Rights; 1400 Independence Ave., SW; Washington, DC 20250-9410. Or call toll free at (866) 632-9992 (voice) to obtain additional information, the appropriate office or to request documents. Individuals who are deaf, hard of hearing, or have speech disabilities may contact USDA through the Federal Relay service at (800) 877-8339 or (800) 845-8138.



MICHIGAN STATE
UNIVERSITY

Sensory Evaluation Workshop

Sponsored by the VESTA National Center and
Michigan State University

November 9-10, 2013

Featuring – Zoran Ljepovic
Manager, QC/QA Wine Process Improvement
Constellation Brands

Saturday 8:45 AM – 5:30 PM & Sunday 8:45 AM to 12:00 PM
Hampton Inn & Suites, East Lansing/Okemos, MI
2200 Hampton Place, Okemos, MI 48864
517-349-6100

Cost: \$150 per person. No cost to VESTA Students enrolled in VIN 266.

Workshop Registration

Workshop participant - \$150 per person (No cost for students enrolled in VIN 266) _____

TOTAL DUE _____

Email form to:

Tom Smith

Associate Director, Institute of Agricultural Technology, Michigan State University.

smitht48@anr.msu.edu

Payment will be due by either cash or check at the door. Please make checks payable to Michigan State University.

The registration deadline is Friday, November 8, 2013.

Name: _____ Email: _____

Business Name: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

If flying: Arrival Time: _____ Flight Number _____ Airline: _____

VESTA regrets there can be no refunds for workshop registration; although we do appreciate your notice if you must cancel your reservation.

For questions, please contact: Tom Smith, VESTA MI State Coordinator, Tom Smith smitht48@anr.msu.edu

Phone: (517) 353-4822

WEBSITES 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/>

Fruit CAT Alert Reports has moved to MSU News <http://news.msue.msu.edu>

Tart Cherry Raw Product Reports – 2013

<http://www.cherryboard.org/Week82013.pdf>