

Kentucky Fruit Facts

Aug-Sept 2008/ (8 & 9/2008)

Fruit Facts can be found on the web at: <http://www.ca.uky.edu/fruitfacts/>

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Fruit Crop News

by John Strang, U.K. Extension Fruit and Vegetable Specialist

Drought conditions prevail and are probably more severe than most growers realize. Many trees are shedding leaves and more than a few older ornamental trees have died in Lexington. Water is important for fruit crops to develop their winter hardiness.

Unfortunately high winds from hurricane Ike that hit Kentucky on Sunday, September 13 destroyed or damaged the apple crop for Kentucky growers in counties mostly along the Ohio River from Henderson to Cincinnati. We have received a number of calls concerning pecans and black walnuts that were blown off of trees. Farm Service Agency (FSA) offices are working with growers if they have purchased NAP insurance.

The 2008 peach crop was good although fruit size may have been a little smaller than normal if they were not thinned heavily. Green June beetles, Japanese beetles, stink bugs and birds were the primary pests.

Apples are at their peak of harvest. Apple color and quality are excellent in most cases. Again like peaches fruit size may be a little small if fruit were not thinned heavily. Growers have more competition from backyard apples this year as pest problems other than fire blight and mites were generally minimal. European hornets have been a serious pest on apples under



our drought conditions particularly in eastern and southern Kentucky. In one case a home apple grower captured one hornet in a jar for ID with an apple. The hornet ate half the apple over night.

Wine grape quality has been very good and the season will be just about completed with the harvest of Vidal blanc. The hot summer changed the ripening sequence for some varieties. Norton in particular matured considerably earlier than normal. Chambourcin started shattering early and also needed to be harvested early. Many growers were scrambling to find markets for their grapes. We are very appreciative that Curtis Sigretto of Elk Creek Vinyards stepped up and took many of the grapes that needed a home and helped avoid serious financial losses for growers. Downy mildew and powdery mildew are working to take the leaves off of our vines. At least one fall spray is recommended after harvest.

Times Online reports that protection from sunburn may be obtained from fruits and vegetables. Carotenoids and micronutrients benefit the epidermal and dermal layers of the skin. Carotenoids are antioxidants and help to absorb light reducing sunburn as well as provide an anti-inflammatory affect. Carotenoids also improve skin nutrition by increasing blood circulation and promoting the development of healthy skin which is thick, hydrated and not rough or scaly.

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Upcoming Meetings

October 7-8 Kentucky Mesonet Workshop, Sloan Convention Center, Holiday Inn University Plaza, 1021 Wilkinson Tr., Bowling Green KY. Registration is \$95 for the first day and \$85 for the second day or \$140 for both days. This conference is to develop strategic initiatives that will guide the ongoing development of the Kentucky Mesonet to benefit Kentuckians. The Mesonet when complete will include nearly 100 weather stations across Kentucky that will provide weather data at 15 minute intervals available on the World Wide Web. Weather information for the 12 currently operating stations can be found at <http://www.kymesonet.org> Workshop program and registration materials can be found at www.kymesonet.org/workshop

October 18 Kentucky Nut Growers Association Fall Meeting, Immanuel Baptist Temple, 540 Second Street, Henderson, KY 42420. Please bring nuts to share for tasting. The luncheon will be pot luck and desserts, salads, main dishes and breads are all welcome. Mr. Hugh Ligon will host the meeting and can be contacted at 270-827-9044 for facility information. For additional information please contact Kirk Pomper at 502-597-5942; email: kirk.pomper@kysu.edu

Nov. 13-14. Kentucky Proud Direct Marketing Conference, Heritage Hall, Lexington, KY. Program and registration form are in this newsletter. If you have questions or need additional information, call Donna Baker at 502-564-4983 or visit www.kyagr.com/marketing/DCM.

Jan. 5-6, 2009 Kentucky Fruit & Vegetable Conference & Trade Show, Embassy Suites Hotel, Lexington, KY. Contact John Strang 859-257-5685 email: jstrang@uky.edu

Jan. 12-14, 2009 Mid-States Horticultural Expo (MSHE). Kentucky Fair & Exposition Center, (North Wing) Louisville, KY. Sponsored and managed by Kentucky Nursery and Landscape Association and Tennessee Nursery and Landscape Association. Contact Louree Walker: 931-473-3951; Fax, 931-473-5883; e-mail louree@tnla.com; url, <http://www.mshe.org>

Jan 21-24, 2009 Southern Sustainable Agriculture Working Group's Practical Tools and Solutions for Sustaining Family Farms 18th Annual Conference and Trade Show, Chattanooga Convention Center, Chattanooga, TN. Website: www.ssawg.org

Jan 29-31, 2009 Tennessee Fruit and Vegetable Growers' Conference, Marriott Hotel, Nashville, TN. Contact Dave Lockwood phone: 865-974-7208, email: dlockwood@utk.edu

2008 Kentucky Produce Planting and Marketing Intentions Survey and Outlook

by Tim Woods, UK Ag. Economics

Summary

The 2008 Kentucky Produce Planting & Marketing Intentions Survey measured marketing practices and planting intentions of Kentucky fruit and vegetable growers, focusing primarily on commercial vegetable growers. This is the sixth consecutive year this survey was conducted.

Gross sales from Kentucky's commercial produce will likely increase substantially over the \$26 million realized in 2007 across all markets. These sales will continue to increase over the next three years as growers indicate they expect continued expansion, bolstered especially by vigorous growth among Kentucky's direct markets. Commercial vegetable acreage will increase to about 10,580 acres in 2008 (+17%), while commercial fruit acreage will slightly increase to about 2,727 acres (+9%).

While direct markets remain key, growers are diversifying into other market channels. As the industry expands steadily in Kentucky, there are important barriers emerging, as well. Labor access and management, as well as higher land prices and input costs were identified as the more important barriers to growth.

Conclusions/Outlook

Primarily fueled by growth in direct marketing, production from Kentucky's produce industry should increase by about 16% in 2008 over what was experienced in 2007. Produce continues to emerge as an additional source of income for many Kentucky farms and, as marketing and management expertise are increasing annually, this sector should continue its modest rate of a 5-10% increase in gross sales. On-farm markets are on the rise and may be the preferred market for many produce farmers across Kentucky in the near future.

Planted acres for specific crops were projected based on changes noted in the surveys received and are summarized in Table 3. Overall, total produce acreage in Kentucky is up over 25% from the 10,598 acres reported in the 2002 Census of Agriculture. Most of the produce is marketed locally, but growth in markets with wider distribution is in evidence, as well.

Full article can be found at: <http://www.uky.edu/Ag/NewCrops/2008intentions.pdf>

Turkey Mites – Fact or Fiction?

by Dr. Lee Townsend, U.K. Extension Entomologist

We have had a number of calls concerning turkey mites this season which seem to be moving eastward. Actually the problem is really the lone star tick or seed ticks. These are associated primarily with deer, raccoons and skunks not turkeys. Those growers that spend time in the field often encounter this irritating problem.

The lone star tick is an important pest of humans, pets, and wildlife in western and southern Kentucky and is becoming more common in central and eastern counties of the state. The species gets its name from a distinct white spot on the back of the adult female.

Each of the three active stages of this tick (larva, nymph, and adult) requires a blood meal and each will feed on humans. Lone star ticks are most active in Kentucky from April through September. Females lay several hundred eggs in a mass. Severe infestations occur when someone moves through or lingers in an area containing many recently hatched freckle-sized larvae (seed ticks) that are waiting for a meal. The larger nymphs and adults are more widely dispersed as they are carried around and drop off animals after feeding. Tick bites itch intensely and the irritation can last for about 10 days. Also, the bite site may become infected if it is scratched frequently and contaminated.

Lone Star Ticks and Disease

The lone star tick is not known to carry Lyme disease but its associations with Southern Tick Associated Rash Illness (STARI) and human ehrlichiosis are being studied. As a precaution, report any flu-like symptoms that occur within 2 weeks of a bite or known exposure to any tick to your physician. Ticks can be preserved for identification in a small jar containing rubbing alcohol. There are no agencies in Kentucky that test ticks for diseases.

Lyme Disease

The lone star tick and the American dog tick are the most common species found on humans in Kentucky; neither is known to transmit Lyme disease. The blacklegged tick, vector of Lyme disease in the US, is not known to be established in Kentucky.

Southern Tick-Associated Rash Illness (STARI)

A rash similar to that seen with Lyme disease has been seen in some people bitten by lone star ticks. The red rash is an expanding “bulls eye” that develops around the site of some, but not all, bites. It usually

appears within 7 days and can expand to a diameter of about 3 inches. There also may be fever, headache, muscle and joint pain, and a feeling of “being tired”. The cause of STARI is not known but it responds to treatment with oral antibiotics. Physicians seeing patients with a recent lone star tick bite and an expanding rash that reaches a diameter of at least two inches are encouraged to call the Centers for Disease Control at (970) 221-6400 for more information on STARI.

Human Ehrlichiosis (err-lick-ee-oh-sis)

The disease occurs primarily in the southeastern and south central regions of the country and is primarily transmitted by the lone star tick. Initial symptoms, which appear about 5 to 10 days after being bitten by an infective tick, generally include fever, headache, malaise, and muscle aches. Other signs and symptoms may include nausea, vomiting, diarrhea, cough, joint pains, confusion, and occasionally rash. Many infected persons may develop an illness that is so mild that they have no symptoms or do not seek medical attention. According to information from the Kentucky Department of Public Health, six or fewer cases have been reported from the state since 1991.

Personal Protection

Tick numbers tend to be high in small openings and along old trails and are easy to pick so be especially careful in these areas. Here are some things to do to protect you from ticks.

- Wear light-colored clothing so ticks can be seen easily.
- Tuck pants into socks and shirt into pants keep ticks from reaching your skin.
- Avoid or minimize time in tick habitats.
- Use personal protection – repellents (DEET or picaridin) or permethrin-based clothing sprays.
- Inspect your clothing and body regularly and remove ticks, especially at the end of the day.
- Take a warm soapy shower after potential tick exposure.
- Wash clothing in hot water and detergent – store in sealed bag until it is washed.

Removing Ticks

Barbed mouthparts and cement secreted as they feed cause ticks to be anchored firmly to the skin once they begin to feed. The recommended approach is to use fine-tipped tweezers to grasp the tick as close to the skin surface as possible. Then pull upward with steady, even pressure. The longer the tick has been in place, the harder it is to remove. Twisting or “unscrewing” the tick may cause the mouthparts to break off and remain in the

skin. After removing the tick, thoroughly disinfect the bite site and wash your hands with soap and water.

Tick Management

Landscape Modifications – Long Term Reduction

Lone star ticks prefer overgrown areas, such as woodlot margins or trail edges, where cover protects them from direct sunlight and hot, dry air. These places also provide food and shelter for small and large mammals that ticks use for blood meals.

Wild mammals are the main way that lone star ticks survive and are moved around in an area. White-tailed deer, raccoons, and striped skunks are important hosts. Eastern cottontail rabbits and Virginia opossums generally have fewer ticks but are more abundant in an area. These animals can carry ticks into yards and back into areas that have been mowed or treated with an insecticide. Use fencing to restrict animal movement as practical.

Making areas unsuitable for ticks is a sustainable means of managing them. Keep lawns where ticks have been a problem mowed (3" or less). This will lower humidity and raise soil temperatures making conditions unfavorable for ticks. It also discourages cover for mice and other small animals that can be hosts for ticks. This is a long term approach but can reduce tick numbers by about 75%.

Do not attract wildlife or wandering animals that may be carrying ticks. Keep garbage in tightly closed cans and do not leave pet food outdoors for long periods of time.

Locate play areas for children as far away as possible from the edge of woods or overgrown areas to reduce potential contact with ticks.

Insecticides

Use of insecticides is a short-term means of reducing tick numbers until habitat modifications can be made; it is not the answer to long term control. Sprays should be applied to shady areas or borders along woods, especially where small animals could live. In general, there is no need to spray open sunny, mowed areas of turf.

Below are examples of some lawn and garden insecticides that are labeled for tick control in lawns. Follow the label direction for mixing and applying the diluted spray.

Bifenthrin - Ortho Bug B Gon Lawn & Garden Insect Killer

Cyfluthrin - Bayer Multi-Insect Killer Concentrate, Bayer Carpenter Ant & Termite Killer

Cyhalothrin - Spectracide Flea & Tick Killer, Spectracide Triazicide Insect Killer Concentrate

Permethrin - Dragon Lawn & Garden Protector, Bonide Bug Beater Yard & Garden Concentrate, etc. Carbaryl Sevin Liquid Insecticide

Ticks Indoors

Ticks found indoors on floors, furniture, or beds usually have been carried in accidentally on people or pets. Vacuum areas where ticks have been found and seal the bag in a plastic trash bag and dispose of it. Fortunately, it is too dry for lone star ticks to survive long in buildings.

Wash bedding or clothing in hot soapy water to kill ticks that may be present.

Check clothing for ticks when you come inside. Place removed clothing in a sealed plastic bag to hold until it is washed.

Ticks on Pets

Outdoor pets that roam freely can easily and repeatedly pick up ticks and carry them into the yard or home. Management of ticks on pets is an important part of dealing with chronic or severe tick problems.

- Check with your veterinarian for advice on preventive tick control products.
- Groom animals carefully and check for ticks before allowing them indoors.
- Keep pets off furniture where attached ticks can drop off.
- Check pet sleeping areas routinely for ticks.

More on Ticks

- Ticks cannot jump or fly. They climb up on vegetation and wait with their front legs extended to grab on to a passing host.
- Ticks found in mowed lawns or in homes have usually have been brought in by pets or people.
- The life cycle of the lone star tick takes more than a year.
- Folk remedies such as use of petroleum jelly or hot matches do not cause ticks to "let go".
- Lone star ticks have other names, including turkey mites and deer ticks.

References

CDC Erlichiosis page

<http://www.cdc.gov/ncidod/dvrd/ehrlichia/Index.htm>

CDC STARI page <http://www.cdc.gov/ncidod/dvbid/stari/>

Ky Department for Public Health

<http://chfs.ky.gov/dph/Ehrlichiosis.htm>

Tick Control Around the Home

<http://chppm-www.apgea.army.mil/ento/facts/TickControlAroundTheHome.pdf>

Altacor Registered on Apples

*by Dr. Jim Walgenbach, Extension Entomologist,
North Carolina State University*

Altacor™ 35WDG (active ingredient rynaxypyr) recently received registration for use on apples, as well as other pome and stone fruits and grapes. Altacor is the first insecticide registered in the anthranilic diamide class of chemistry, which provides a new mode of action compared to all other classes of insecticides. It is an excellent fit in tree fruit IPM programs in that it is a selective insecticide with low toxicity to beneficial arthropods. In addition to exhibiting excellent activity against our key lepidopterous apple pests (i.e., codling moth, oriental fruit moth and tufted apple bud moth), it also has long residual activity and is safe to key mite predators. It is labeled for use at 2.5 to 4.0 oz. per acre, but trials in North Carolina have shown that 3.0 oz. per acre provides excellent control of all target pests. Altacor also provides flexibility in application timing for control of codling moth, because it is toxic to both eggs (e.g., ovicidal activity) and larvae. Hence, good results can be expected when an initial application is made any time between the start of egg laying to egg hatch.

With Altacor and Delegate™ (active ingredient spinetoram) now registered for use on apples, there are two new and very effective insecticides available for control of codling moth. These registrations come at an opportune time, due to increased problems with codling moth during the last few years associated with populations resistant to older insecticides. Properly using these insecticides at the onset is important to preserving their long-term efficacy. As outlined in meetings this winter, it is recommended that one of these products be used against first-generation codling moths in May and June, and the other against the second generation in July and August. Within a season, do not expose a single generation to both insecticides, or use the same product against successive generations. Considering the timing of the Altacor registration and the fact that initial insecticide applications against the first generation are now being made, for those growers choosing to use these new chemistries, it will probably be necessary to use Delegate against the first and Altacor against the second generation this year.

Kentucky Proud Direct Marketing Conference, Nov. 13-14

Please join us in Lexington on November 13th and 14th for the inaugural Kentucky Department of Agriculture Direct Marketing Conference. Facilitated by KDA, sessions will focus on business management, customer service and marketing. National speakers, informative sessions and networking with buyers and producers will help take your business to the next level so you can “grow your cash crop in Kentucky!”

Breakout Sessions

In order to facilitate discussions pertinent to your business and encourage an open exchange of ideas, Breakout Sessions are divided into three marketing “tracts” – Protein, Produce and On-Farm Market. Each facilitated tract includes three sessions, tailored to each type of producers’ needs and issues. We encourage you to not only learn from our guest speakers and session facilitators, but also from your fellow Kentucky Proud producers.

Diversifying for Profit, Production and Pleasure

Author and farmer Joel Salatin will share with you his thriving business model and innovative techniques put to practice on his pasture-based, local market farm in Virginia’s Shenandoah Valley.

Attracting Customers

This session will cover a variety of marketing topics including understanding your customers (research), advertising, public relations and Internet market, helping you discover new ways to grow your customer base and increase market share.

Business Basics

It’s time to brush up on the basics in order to move your business forward! This session will cover topics critical to success including insurance, distribution, UPCs and customer service.

After the conclusion of the Kentucky Proud Direct Marketing Conference, you’ll have the opportunity to take part in exciting and informative farm tours. Wrap up your learning experience by experiencing farming and marketing best practices in action! Tour space is limited and pre-registration is required. There is a \$20 additional fee for Farm Tours. Each tour includes transportation and a light lunch.

Agritourism-on-Farm Tour

This tour includes visits to: Evans Orchard, where you'll learn about the farm's transition from tobacco to agritourism and development of corporate partnerships; at Old Friends, a non-profit facility for retired thoroughbreds, you'll hear about fundraising and marketing challenges and ways to stretch your promotional budget and; Equus Run Vineyard and Winery. Wine tasting is included.

Community Kitchen and Value-Added Products Tour

Visit the Woodford County Extension Service's certified kitchen, which is available for food entrepreneurs. Horticulture Agent Patti Meads will share with you information on how to get a product into small scale commercial production. In addition, successful small scale processors will be on hand to discuss with you their businesses and how they've used the kitchen services.

Protein Producers Tour

This tour includes a visit to Boone's Butcher Shop and its retail meat market, one of the largest in the region. Tour participants will also have the opportunity to explore the Mobile Processing Unit for Small Livestock Species.

Organic Farms Tour

Take a visit to the University of Kentucky Research Farm and learn from its 11 acres set aside for organic farming. Organic farming practices will be viewed and discussed which includes a look at UK's high tunnels. Participants will also learn about the operations of UK's Community Supported Agriculture (CSA) program which will give producers that are thinking about CSAs or wanting to perfect their current ones some new and different ideas.

Kentucky Proud Direct Marketing Conference Program

Heritage Hall, Lexington, KY., Nov. 13-14, 2008

Thursday, November 13th

8:30 a.m. – 10:00 a.m.	Check-In and Conference Registration
10:00 a.m. – 11:45 a.m.	Brunch and Opening Session Featuring keynote speaker Dr. Jay Lehr
11:45 a.m. – 12:00 p.m.	Break and Transition to Breakout Sessions
12:00 p.m. – 1:30 p.m.	Breakout Session # 1 Protein Tract: Diversifying for Profit, Production & Pleasure Produce Tract: Attracting Customers On-Farm Market Tract: Business Basics
1:30 p.m. – 2:00 p.m.	Snack Break
2:00 p.m. – 3:30 p.m.	Breakout Session #2 Protein Tract: Business Basics Produce Tract: Diversifying for Profit, Production & Pleasure On-Farm Market Tract: Attracting Customers
3:30 p.m. – 3:45 p.m.	Break
3:45 p.m. – 5:15 p.m.	Breakout Session #3 Protein Tract: Attracting Customers Produce Tract: Business Basics On-Farm Market: Diversifying for Profit, Production & Pleasure
5:15 p.m. – 7:15 p.m.	Networking and Trade Show featuring local food and beverage

Friday, November 14th

6:30 a.m. – 12:00 p.m.	Trade Show Open
7:00 a.m. – 8:30 a.m.	Breakfast and General Session Featuring keynote speaker Steve Hall
8:30 a.m. – 8:40 a.m.	Break
8:40 a.m. – 10:15 a.m.	Markets Available to You: Take Your Business to the Next Level <i>by Steve Hall</i>
10:15 a.m. – 10:30 a.m.	Break
10:30 a.m. – 12:00 p.m.	Group Meetings One-on-Ones with Buyers Trade Show
12:00 p.m.	Conference Concludes
12:30 – 4:00 p.m.	Farm Tours (pre-registration required)



**Direct Marketing
Conference**

REGISTRATION FORM

Lexington Convention Center,
Lexington KY

November 13th-14th, 2008

Please complete this form and mail it along with payment to our office to reserve your place at the conference.

Conference Registration: \$50 - Includes all sessions and meals as noted on the Schedule of Events.

Optional Farm Tour: \$20 - Select below the tour that you would like to attend.

- Agritourism-on-Farm Tour
- Community Kitchen & Value-Added Products Tour
- Protein Producers Tour
- Organic Farms Tour

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Which of the following best describes your business? (Check one)

- Produce Protein On-Farm Market

Payment:

Check: Enclosed is my check for \$ _____

Please make payable to "KY State Treasurer"

Mail form to:

Kentucky Dept. of Agriculture
Attn: Donna Baker
100 Fair Oaks Lane, Fifth Floor,
Frankfort, KY 40601

HOTEL: To book your hotel at a reduced rate of \$91 per night please call the Hyatt Regency Lexington reservation line at 859-253-1234 and ask for "Kentucky Department of Agriculture" by **October 27th**. The hotel is connected to the Lexington Convention Center and located at 401 West High Street, Lexington, KY 40507.

If you have questions or need additional information, call Donna Baker at 502-564-4983 or visit www.kyagr.com/marketing/DCM.

Receiving Fruit Facts Electronically on the Internet

Fruit Facts is available on the web in the pdf format. To get notification of the monthly Fruit Facts posting automatically and approximately two weeks earlier than it would normally be received via mail, you can subscribe to the UK College of Agriculture's Fruit Facts listserv.

New subscription requests and requests to unsubscribe should be addressed as follows.

To subscribe type "ListServer,l-s-v" in the To: line of your e-mail message. Please enter a subject in the Subject: line -- the system needs for the Subject line not to be empty (blank).

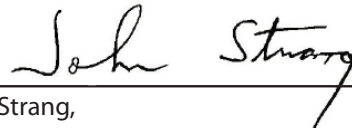
In the message body, enter the following two lines (nothing more!):

subscribe KY-FRUITFACTS

Or, to unsubscribe, the lines:

unsubscribe KY-FRUITFACTS

You should receive confirmation by return e-mail. If you have a problem, or if you wish to communicate with a person about "fruitfacts", the owner's address (the To: line of the message) is: owner-ky-fruitfacts@lsv.uky.edu



John G. Strang,
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