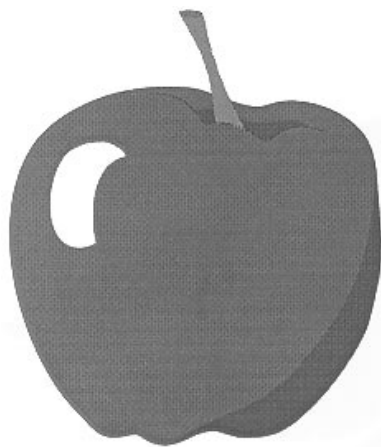


PLANT & PEST ADVISORY

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The Future of the Northeast Apple Industry

Gerald B. White, Department of Agricultural, Resource and Managerial Economics

(Excerpts of a presentation at the Northeast Agribusiness Seminar for agricultural bankers in Ithaca, NY June 10, '96.) Note: This article was reprinted from the New York State Extension Fruit News Vol. 1, Issue 6, Regina Rieckenberg, Editor

Overall in the Northeast (12 states), I expect apple production to hold at about 50 million bushels for the next five to ten years, or perhaps to decrease slowly. This implies decreased bearing acreage, reduced farm numbers, and a reduced share of national output.

Major production areas within the Northeast Region will develop differentially. I foresee Western New York increasing production, and the Champlain Valley holding constant or slightly increasing production. Nevertheless, farm numbers and bearing acreage will continue to decline in all three production areas. Overall, New York State production may increase slightly.

Production in several other states in the Northeast will continue to decline, i.e., CT, ME, MD, MA, NJ, PA, WV, affected by urbanization as well as soils, microclimate, and marketing structure.

There will be a continued emphasis on fresh fruit production with the percentage of fresh utilization increasing slowly. The processing utilization for apple sauce, pie-filling and non-juice apple products is stagnant to declining, and prices are too low to capitalize new plantings for the processing market.

Direct marketing will continue to increase in areas where there are sufficient numbers of consumers and for growers with advantageous locations. Others will market their apples in other outlets, such as Green Markets and farmers markets where shipping distances are not too great.

The fragmented wholesale marketing system (many small packers, antiquated packing lines), as well as the desire to retain independence, works against the industry in many areas of the Northeast. Production areas in which the packers and shippers consolidate to attain economics of size in packing line investment and selling functions will have an enhanced probability of survival. This is one of the strengths of Western New York, in addition to climate and soils. Consolidated packing and

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selling organizations make it easier to provide the quality and quantity of apples that the market demands, which remain the major barriers to the Northeast's apple industry.

Growers who have kept up with new plantings by replanting a portion of acreage to new varieties and strains with higher density systems, and replanting continuously so that the stock of trees is turned over every 20-25 years, will have a distinct advantage.

Growers who have predominately processing varieties and/or mostly standard trees are at a distinct disadvantage. These farms (concentrated in Wayne County and in the Appalachian area [West Virginia, Pennsylvania]) will gradually be retired from fruit farming.

There will be increasing demand for auxiliary investment capital for marketing activities. There will be new investment in CA storage's, packing houses, juices processing facilities, etc., as progressive growers gear up for the marketing challenges in the next 10 years.

My economic outlook for Northeast fruit sectors in the next 5 to 10 years for better than average managers on good sites: the fresh apple industry receives a (+), while the processing apple industry receives a (-). [Comparatively, in the same presentation, the small premium winery sector received +1/2, juice grape growing was rated neutral, and grape growers selling to large wineries rated a (-)].

Which growers will succeed in the next 10 years?

- Growers on better than average planting sites
- Direct marketers with favorable retail locations can overcome poor planting sites to a certain extent
- Sound financial managers with manageable debt levels. Progressive human resource managers
- Growers who have access to strong marketing organizations (e.g., large well-managed packing and selling organizations [fresh] or processing cooperatives with strong brands and product development e.g., National Grape and Ocean Spray)
- Growers who have kept up with replanting and don't have a high percentage of varieties that are not in demand or planting systems that are no longer viable
- Growers who protect their investment and insure high yields by installing irrigation systems on new plantings
- Growers who are forward looking and adaptable to change

See what's been newly planted in the 'Virtual Orchard', <http://orchard.uvm.edu>

Jon Clements, aka 'Mr Liberty'
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Fruit IPM

Week Ending - 8/16/96

Dean Polk, IPM Agent - Fruit

◆ Apple and Peach

Tufted apple budmoth (TABM): Eggs from the second adult flight are over 50% hatched. Growers with TABM problems should maintain 7-day alternate middle sprays with Lannate as the core material. The new material "Confirm" is the best TABM insecticide, and may be used alone if there is no pressure from STLM or Maggot (AM) (apples). At this stage, only one application of Confirm may be needed. If used it should be applied in a full cover (both sides) spray. If pest pressure from STLM or AM is present, a standard insecticide will have to be combined with Confirm. Confirm is *not* labeled for stone fruit. Lannate or pyrethroids may be used for TABM control in peaches.

Fruit rot: Last week I mentioned the use of Botran and Allisan for Rhizopus rot control. What follows is a clarification on Botran 75WP and Allisan 75WP use. Botran is labeled only for pre-harvest use. Allisan is the same percent active ingredient also in a 75WP formulation. The old New Jersey recommendation for post-harvest Botran use was 0.33 - 0.5 lb/100 gal. of solution. The new Allisan label calls for 1.0 lb/100 gal. for peaches or 2.66 lb/100 gal. for nectarines. Both applications may be applied on the packing line. However, the label states that use of the higher nectarine rate for peaches will produce residues exceeding established tolerances for DCNA on peaches. An older formulation of Decco Salt No. 35 may also be available that contains both Botran and Roval (1.5 lb/100 gal).

◆ Insect Trap Captures

Week Ending 8/9

Tree Fruit - Southern Counties		Tree Fruit - Northern Counties	
RBLR	21.65	RBLR	1.4
STLM	959.16	STLM	1,302
TABM-A	21.25	TABM-A	1.6
CM	2.08	CM	9.3
AM	0.13	AM	0.1
OFM	2.97	OFM	7.2
TABM-P	19.99	TABM-P	0.2
LPTB	18.10	LPTB	8.0
PTB	7.43	PTB	7.0

Yellow Fleshed Peaches

Jerome L. Frecon, Gloucester County Agricultural Agent

With the unseasonably cool weather from early July to early August, the color on most commercial peach varieties has been outstanding. It has been difficult to rate red overcolor, with the best varieties having 70 - 90% red color, and an attractive orange red to orange to orange yellow undercolor.

With the frequent rainfall, cloudy weather, and ample soil moisture, fruit size has been very good but flavor has been somewhat flat and watery. Fruit flavor is acceptable,

SEE PEACHES ON PAGE 3

but not outstanding like this period in 1995. Fruit firmness is good.

Most diseases are under control except for bacterial spot, which is well distributed in experimental variety blocks.

The following varieties were picked from plot replications at Larchmont Farms with trees of equivalent ages to compare primarily fruit size. All have good to excellent color and firmness, and good tolerance or resistance to bacterial spot. Most trees were on Lovell seedling, but a few were on Bailey.

Variety	First Ripening Date	Tree (1) Rating	% 2 1/4- 2 1/2*	% 2 1/2- 2 3/4* Up	% 2 3/4 & Up
Starfire (FA) 11	July 28	9	74%	26%	0
Flamin Fury 12A	July 29	9	46%	42%	2%
Redhaven	July 30	9	38%	58%	4%
Fruit Acres 13	July 30	9	72%	28%	0
Paul Friday 15	Aug. 3	8	31%	69%	0
Fruit Acres 50A	Aug. 4	8	44%	54%	2%
Jon Boy	Aug. 6	8	0	70%	30%
Flamin Fury 17	Aug. 8	9	27%	73%	0
Harrow Beauty	Aug. 8	9	16%	60%	24%
Bounty	Aug. 9	9	0	28%	74%
Loring	Aug. 9	8	0	18%	82%

(1) An eight tree rating is a thinned tree fruit 6-8 inches apart. A nine rating is closer spacing but with tree so heavy they are breaking apart.

* Fruit was ring sized not caliper sized.

Other nice yellow fleshed varieties with bacterial spot tolerance were: General on July 27, Gala on July 25, Carogem on August 12, Paul Friday 33 on August 1, Flamin Fury 15A on August 3. These trees were younger so size could not be compared.

Jerseyload on July 23, Newhaven on July 31, Stark Early Loring on August 1, Redhaven Special and Late Sunhaven on August 3, Jim Dandee on August 4, Bellaire on August 4, Salem on August 5, Ernies Choice on August 6, Jayhaven on August 6 and all varieties recommended and planted by New Jersey growers that have tolerance to bacterial spot. □

Rutgers Cooperative Extension Client Consultation Cards

Jerome L. Frecon, Gloucester County Agricultural Agent

In an effort to improve accountability and gain more constituent/farmer input, RCE's Department of Agriculture and Resource Management Agents (ARMA) has instituted a Consultation Evaluation Card system. After field, office and phone consultations, County Agricultural Agents will be asking constituents to fill out a yellow postage paid card and mail it back to Bruce Barbour, Chair of the ARMA Department.

Each card will ask if the client learned something new and whether the visit had any value. If possible the farmer or client will be asked the potential value of the visit in terms of money saved, improved skills, conservation, resources or for other reasons. In order to determine if agents are helping you, a card should be mailed after each consultation. □

Weekly Weather Summary for Week Ending 8/12/96

Keith Arnesen, Agricultural Meteorologist

Temperatures averaged near normal. Extremes were 92 degrees at Freehold on the 9th and 51 degrees at Newton on the 11th. Weekly rainfall averaged 0.19 inches North, 0.13 inches Central, and 0.20 inches South. The heaviest 24 hour total was 0.69 inches at Freehold on the 6th to 7th. Estimated soil moisture, in percent of field capacity, this past week averaged 74 percent North, 59 percent Central and 51 percent South. Four inch soil temperatures averaged 71 degrees North, 73 degrees Central and 73 degrees South.

WEATHER STATIONS	RAINFALL		TEMPERATURE				GDD BASE50		MON %FC	
	WEEK	TOTAL	DEP	MX	MN	AVG	DEP	TOT		DEP
BELVIDERE BRIDGE	.07	24.63	3.19	86	53	71.	0	1707	-117	63
CANOE BROOK	.18	26.16	3.61	91	55	74.	2	2027	201	65
CHARLOTTEBURG	.20	30.80	8.05	89	52	71.	2	1743	303	76
FLEMINGTON	.32	29.89	8.10	87	56	72.	-1	1886	12	74
LONG VALLEY	.25	26.38	2.94	84	56	70.	0	1711	91	69
NEWTON	.13	26.27	5.33	87	51	70.	0	1707	44	64
FREEHOLD	.69	23.75	2.57	92	56	75.	2	2034	33	78
LONG BRANCH	.00	19.89	-1.35	84	60	72.	-1	1908	-14	49
NEW BRUNSWICK	.49	28.79	7.53	89	55	74.	1	1990	-95	77
PEMBERTON	.04	28.56	7.10	90	58	75.	1	2251	208	40
TOMS RIVER	.00	23.54	1.71	89	56	74.	2	1916	2	38
TRENTON	.12	33.37	13.09	88	53	73.	-2	2002	-177	49
CAPE MAY COURT HOUSE	.14	24.00	5.18	85	60	73.	-2	2051	-2	36
DOWNTOWN	.08	22.11	2.21	89	58	74.	-1	2161	-29	50
GLASSBORO	.05	26.40	5.53	87	62	75.	0	2246	83	49
HAMMONTON	.54	21.19	.28	90	58	75.	0	2189	24	60
POMONA	.33	21.10	2.04	87	56	73.	0	2049	29	45
SEABROOK	.03	24.55	5.40	89	58	74.	-1	2199	2	47
ATLANTIC CITY MARINA	.25	19.06	.79	86	55	72.	-2	1939	2	37
WOODSTOWN	.05	23.69	2.81	90	55	74	NA	2306	NA	NA

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