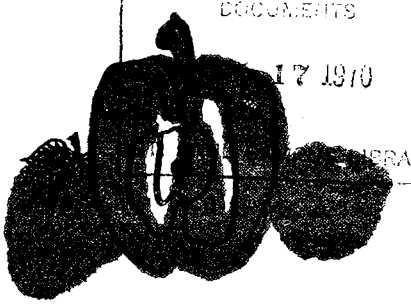
AGRICULTURAL EXTENSION SERVICE UNIVERSITY OF MINNESOTA

FRUIT GROWERS' LETTER



By Leonard B. Hertz, Extension Horticulturist September 1970

GROWER "GUSSTIMATE" OF MINNESOTA APPLE CROP

The 1970 Minnesota apple crop is expected to be 865,000 bushels according to the annual growers' "guesstimate" conducted at the National Apple Institute's 1970 meeting. (All figures are given in 42-pound bushel units.) This projected production is up from last year's 524,000 bushels. Wisconsin is expected to produce 1,470,000 bushels which is down slightly from 1,548,000 of last year.

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FEWER APPLES 1970-71 IN U. S.

1970 U. S. apple crop indicates 10 percent less than last year's crop according to the growers' annual "Guesstimate" conducted at the recent National Apple Institute's annual meeting in Niagara Falls, Canada. Individual state estimates indicate a total crop of 145,395,000 bushels for the country.

Every major apple growing state predicted fewer apples than in 1969 except Michigan and the New York-New England area where growers anticipate the same size crop as a year ago.

Washington state expects to have 10 million fewer bushels; the four-state Appalachian area 7 million fewer; California one million fewer; and the other 15 states expect decreases but in lesser amounts.

Grower reports indicate that the decrease occurs in all major varieties including Delicious, the principal U. S. variety.

Industry spokesmen point out that because of the even distribution of the national apple crop in commercial growing areas, there will be adequate storage and handling facilities. This will assure an excellent harvest and sales capability for the 1970-71 season. (From the National Apple Institute Newsletter)

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PERRY R. ELLSWORTH TO HEAD INTERNATIONAL APPLE INSTITUTE

Perry R. Ellsworth, a native of Ohio and an agricultural graduate of the Ohio State University, has been selected to head International Apple Institute as executive vice president.

IAI President Clifford Toenniessen of Lockport, New York, made the announcement at the annual industry preharvest marketing conference in Chicago August 19.

Ellsworth begins work as the chief executive officer of the newly consolidated IAI in mid-September.

In introducing Ellsworth, President Toenniessen also announced that Fred W. Burrows and Fred P. Cory, executive directors of the two predecessor associations to International Apple Institute. IAA and NAI respectively, will head two major service departments of the newly consolidated organization. Burrows will direct statistical and industry relations work and Cory will head up education and public relations activities.

Ellsworth brings to IAI a background of nearly 20 years in agriculture and trade association management. He also served 7 years as an extension specialist for the College of Agriculture of the Ohio State University.

He is 51 years of age, married, has two sons and a daughter...ages 19 to 21... and makes his home in Bethesda, Maryland.

"As a result of the recent merger and with the addition of Ellsworth to the staff," said IAI President Toenniessen, "we are on the threshold of great opportunity for the apple industry. I am very optimistic about the future and the contributions which our new consolidated organization can make."

In early September the IAI will occupy new offices at 2430 Pennsylvania Avenue, N. W., Washington, D. C. 20037.

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STORING STRAWBERRY PLANTS

Storage failures reported by experienced commercial nurserymen with unhardened, fall-dug strawberry plants may be related to improper storage temperature.

Ordinarily, strawberry plants left in the field, particularly if unmulched, are subject to winter injury or death from low temperatures and alternate freezing and thawing. With precise cold storage temperature controls, commercial growers may be able to avoid these problems while still maintaining strawberry plant quality.

ARS horticulturists J. T. Worthington and D. H. Scott conducted 5-year studies in Maryland on fall-digging and cold storage of commercial strawberry plants. After being dug, the plants were cleaned (runners, debris, dead leaves, and soil removed), and then bundled and packed in polyethylene bags which were closed during storage by simply overlapping the opening.

The results of the tests for three or four commercial varieties indicate that most fall-dug plants can be stored successfully for 5 months at precise temperatures from 30 degrees to 32 degrees F., depending upon the variety. Temperature variations of no more than 1.5 degrees, F. should be allowed. Removing all the leaves before storage seems to have no detrimental effects on the plants.

Worthington and Scott caution, however, that in locations other than Maryland, tests with a few fall-dug strawberry plants should precede any large-scale commercial trials. (From Agricultural Research, USDA, March 1970)

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NEWS BRIEFS FROM HORTICULTURE DEPARTMENT

Repeated applications of preemergence herbicide on strawberries were evaluated. The Dunlap strawberry variety was planted May 1, 1968, in a clay loam soil at the Horticulture Research Center, Excelsior, Minnesota. Broadcast preemergence applications of herbicides were made on May 10, 1968, and repeated on August 14, 1968 and April 29, 1969. The experimental plots consisted of one 25-foot long row replicated 4 times. The herbicides were applied in 40 gallons per acre of water. Rainfall 7 days following treatment in the spring of 1968 totaled 1.84 inches; .24 inch in the fall of 1968; and .85 inch in the spring of 1969. Weed control ratings were made approximately 60 days after the herbicides were applied. Dominant spring weed species included rough pigweed (Amaranthus retroflexus), lambsquarter (Chenopodium album), foxtail (Setaria sp.), and barnyard grass (Echinochloa crusgalli). Fall weed species included shepherd's purse (Capsella bursa-pastoris) and common chickweed (Stellaria media).

No strawberry injury was observed from any of the herbicide treatments. DCPA (Dacthal) and diphenamid gave commercial control of grassy weeds, but failed to control adequately the spring germinating broadleaf weeds or the winter annual, shepherd's purse. Chloroxuron (Tenoran) failed to give commercial (6.5 or higher weed control rating) control of grassy weeds. The herbicide mixture, diphenamid plus chloroxuron (Tenoran) gave excellent weed control throughout the entire study. (Leonard B. Hertz, Department of Horticulture, University of Minnesota, St. Paul, Minnesota.)

Herbicide	Rate lb/A (active ingredient)	Weed control evaluation a/			
		Spring (1968)	Fall (1968)	Spring 1969	
				Grass	Broadleaf
DCPA (Dacthal)	9	6.8	4.5	7.8	3.5
Diphenamid	6	5.2	4.0	7.2	4.2
Chloroxuron (Tenoran)	4	6.0	8.5	5.0	7.8
Sesone	3	5.0	7.5	6.2	6.0
Diphenamid + chloroxuron	6 + 4	8.8	8.5	8.8	8.5
Untreated	-	1.8	1.0	5.2	1.2

a/ Weed control ratings; 1 = no control, 9 = eradication.

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EDITOR'S NOTE

It appears that the modern fruit producer can no longer be concerned only about such things as new techniques for pruning or current fertilizer recommendations. In addition to these, and other production problems, he also must be concerned about proposed legislative changes which affect fruit production. Often such legislation is proposed by persons who know little about the fruit industry.

Pollution has become a national password and its use in the news media usually secures public attention. In particular, the public appears to be overly concerned about the use of pesticides by the modern apple producer. Consequently, we can no longer be apathetic to the problem of public concern. It is here and it can't be swept under the table to be forgotten.

Unbiased facts are needed which will either refute or confirm the statements made by people seeking editorial space in the news media. Many of these people are long on "talk," but short on facts.

I think that the following paragraph from a paper presented at a meeting of department heads of the Institute of Agriculture, January 19, 1970, titled "What is Water Pollution," by Lloyd L. Smith, has some "food for thought."

> "We must recognize that 'they' are not the offenders,
> it is 'we' who are the offenders."

All too often people object to pollution only if they are not directly involved.

As apple producers, we must be concerned about environmental pollution. However, we must also be willing to stand behind and defend the Minnesota apple industry.

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