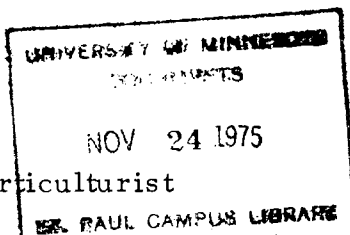


3 **FRUIT GROWERS' LETTER**

4/November 1975

By Leonard B. Hertz, extension horticulturist



PROGRAM ANNOUNCED FOR THE 1975 ANNUAL MEETING
OF MINNESOTA-WISCONSIN APPLE GROWERS

Emil Anderson, formerly with the University of Minnesota and currently at the Horticultural Research Institute of Ontario, Canada, will speak at the annual meeting of the Minnesota-Wisconsin Apple Growers. The meeting is scheduled for January 21, 22, and 23, in Rochester.

Anderson is Chief of Production and Breeding Research at the Canadian Fruit Station at Vineland. He will describe dwarfing rootstocks and orchard management and their use in Minnesota and Wisconsin.

Also featured will be Sister Thomas More, who has an extensive knowledge of the California farm labor situation. She will discuss points of view of the grower and the unaligned farm worker.

Panels of growers will tell their marketing experiences and describe their use of Ethrel and Alar to promote apple color and ripening. Charles Koval, extension entomologist from Wisconsin, will describe insect problems in apple production. Gordon Yates will discuss International Apple Institute, an organization for growers.

The meeting will be held at the Hotel Kahler. Commercial exhibit space is available at the meeting by contacting Henry Mahr, Secretary-Treasurer of Wisconsin Apple and Horticultural Council, 10820 S. 27th Street, Oak Creek, Wisconsin 53154.

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2, 4-D IS AGAIN AVAILABLE FOR USE ON STRAWBERRIES

The Environmental Protection Agency has recently approved a tolerance of 0.05 PPM for residues of 2, 4-D (alkanolamine salts) in or on strawberries. This approval includes products such as Dow's formula 40 and Amchem's WEEDAR 64. Permission resulted from a petition submitted by the IR-4, a federal committee for small acreage crops, supported by data collected by several states, including Michigan. The label will specify a use rate of 1 pound/acre on established beds, to be used either after harvesting or when plants are dormant. Applications of 1/2-3/4 pound/acre will also be approved for use at least 3 weeks after transplanting on newly planted fields. At the time of renovation, 2, 4-D is useful in controlling weeds tolerant to other herbicides. (From Weeds, Michigan State University)

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WINTER FRUIT MEETINGS

Minnesota-Wisconsin Apple School

March 3-4, 1976
Midway Motor Lodge
La Crosse, Wisc.

Minnesota Strawberry-Raspberry School

March 22-23, 1976
Student Center
University of Minnesota
St. Paul, Minn.

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APPLE UTILIZATION

Apple utilization in the United States has changed since 1960, although consumption has remained fairly stable. Civilian consumption of fresh apples dropped from 70.4 percent in 1960 to 57.2 percent in 1973, while processed apples increased from 29.6 percent to 42.8 percent. During this time, canned apples have remained between 18 and 19 percent (18.5 percent in 1960 vs. 18.8 percent in 1973), and dried apples were fairly stable at slightly over 3 percent. On the other hand, apple juice rapidly increased in popularity, beginning in the late 1950's and early 1960's--from 5.4 percent of total consumption in 1960 to 16.8 percent in 1973. Frozen apples have also increased from 2.7 percent to 4 percent of per capita consumption. (From Penn. State Horticultural Reviews)

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USDA PROPOSES UNIFORM GRADES FOR FRESH FRUITS AND VEGETABLES

The U. S. Department of Agriculture has proposed establishing uniform nomenclature for "U. S. Grades" of fresh fruits and vegetables.

The proposal, made by USDA's Agricultural Marketing Service, would establish U.S. Fancy, U.S. 1, U.S. 2, and U.S. 3 as grade names for all fresh fruits and vegetables. USDA will accept comments on the proposal until February 15.

The grade standards define quality levels by specifying the characteristics--such as shape, color, texture, and freedom from defects--for each grade of a commodity. The proposed nomenclature would represent these levels of quality:

- U.S. Fancy--Premium quality, covering only the top grade produced.
- U.S. 1--The chief trading grade, representing good, average quality practical to pack under commercial conditions; cover the bulk of the quality range produced.
- U.S. 2--Intermediate between U.S. 1 and U.S. 3, noticeably superior to U.S. 3.
- U.S. 3--The lowest merchantable quality practical to pack under normal conditions.

Officials say simplified terminology has become more important with the increased complexity of produce marketing as well as increased consumer interest in grades and standards.

When the USDA first developed grade standards, U.S. 1 and U.S. 2 were the only grades used. However for some commodities, two grades did not cover the quality range. So premium grades were added. However, the same grade names were not used for all products.

Comments should be sent in duplicate to the Hearing Clerk, Room 112-A, USDA, Washington, D. C. 20250.

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