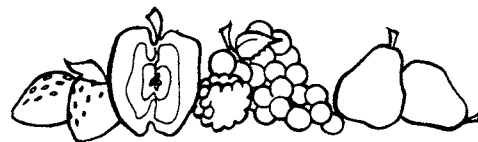


## AGRICULTURAL EXTENSION SERVICE • UNIVERSITY OF MINNESOTA

## FRUIT GROWERS' LETTER



February 1981

MINNESOTA BERRY GROWERS SCHOOL SET FOR MARCH 15-16, 1981

A meeting of interest to both commercial strawberry and raspberry growers will be held March 15 and 16, 1981. The March 15 program is scheduled for the Holiday Inn, Roseville, and the March 16 program will be at the Earle Brown Center on the St. Paul Campus of the University of Minnesota. Speakers will include an outstanding Wisconsin commercial strawberry grower (Sunday evening) and the faculty and extension specialists from the Universities of Minnesota, Indiana, and Wisconsin.

PROGRAM

SUNDAY - March 15 - HOLIDAY INN, Roseville

Evening: LEONARD B. HERTZ, presiding

6:00 p.m. - Dinner (on your own, off the menu)

7:30 - How I Grow Strawberries - Charles Thompson

MONDAY - March 16 - Earle Brown Continuing Center, St. Paul Campus,  
UNIVERSITY OF MINNESOTA.

Morning: WES GRAY, presiding

8:00 a.m. - Registration and coffee

9:30 - Why Mulch Strawberries? - M.N. Dana

10:15 - What About Eating and Using Berries? - Shirley Munson

10:45 - The Minnesota PYO Directory - B. Hum

11:15 - Growing and Selling Berries (Ideas That Work) Panel  
Moderator - LEONARD B. HERTZ  
Panel composed of Minnesota Berry Growers

NOON - Minnesota Berry Association - M. Jespersen

12:30 p.m. - LUNCH (on your own)

Afternoon: JANE MCKINNON, presiding

1:30 p.m. - Techniques for Growing Strawberries - Richard Hayden

2:15 - Weed Control - It Is Important - M.N. Dana

3:00 - New Varieties for 1981 - D.W. Wildung

-over-

This archival publication may not reflect current scientific knowledge or recommendations.  
Current information available from University of Minnesota Extension: <http://www.extension.umn.edu>.

PROGRAM - continued

Afternoon:

- 3:30 p.m. - Coffee
- 3:45 - Pest Control:  
INSECT - L.B. Hertz  
DISEASE - W. Stienstra
- 4:15 - ADJOURN

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REDUCE APPLE LOSS AT THE ORCHARD MARKET OR FROM STORAGE

Apples do not improve with age while being held in cold storage. Their quality, as measured by color, crispness, and flavor, is highest at harvest. When held on the shelf or in cold storage, they lose moisture and will eventually wrinkle and shrink. Apple fruits are alive. Sugars are consumed by respiration within the fruit, and eventually flavor declines. What can we do to reduce fruit loss?

1. Sell or use quickly, particularly if there is a lack of refrigeration.
2. Use correct temperatures for longer storage or shelf life. Temperatures of 32-34<sup>o</sup>F are ideal for storage of most apple varieties. Higher temperatures mean shortened storage life.
3. Keep the relative humidity high, 85 to 95%. Unless the humidity is regulated in storage, fruit will lose moisture and shrivel.
4. Select a cool, shaded site for a market. This will mean longer shelf life of the apple fruit.

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CONSUMPTION OF FRESH FRUITS, POTATOES AND VEGETABLES UP

The per capita consumption of fresh fruits increased in 1979, the most recent year for which accurate figures are available.

According to statistics, fresh fruit increased from 83.3 to 84.6 pounds between 1978 and 1979. This was due entirely to an increase in noncitrus consumption.

Despite higher prices, consumption of bananas--the leading fresh fruit--increased from 20.6 pounds in 1978 to 21.4 in 1979. Consumption of fresh apples--the second-leading fruit--rose even more, from 16.1 pounds in 1978 to 17.3 in 1979.

These two fruits increased their share of the overall fresh fruit market, accounting for almost 46 percent of fresh fruit consumption. In 1978, they held 44 percent of the consumption.

Per capita fresh citrus consumption declined from 25.2 pounds in 1978 to 24.8 pounds in 1979. The reduction was due primarily to reduced availability because of freezes in California and Texas.

Analysts are predicting that in 1980, fresh fruit consumption will climb again, this time to 85.4 pounds per person.

(From the Great Lakes Fruit Growers News)

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APPLE CIDER? APPLE JUICE?

Apple cider, apple juice--which term is correct, or is each a name that refers to a distinct product? Apparently there are many who believe that there is a distinct difference between apple cider and apple juice, and rightly so.

Apple cider has been defined as "the natural liquid that is pressed from finely chopped or ground fruit." The term cider, however, is given to this liquid from its sweet state on through the normal stages of fermentation that naturally follow, based on the temperature at which the cider is stored.

Apple juice is made from clear sweet cider by pasteurizing and bottling it to be sold as a nonalcoholic drink. And it is emphasized by some that even though the product is sometimes labeled as apple cider, apple juice is simply not cider.

(From the Great Lakes Fruit Growers News)

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MINNESOTA-WISCONSIN APPLE SCHOOL TO BE HELD IN LACROSSE, WISCONSIN

The Minnesota-Wisconsin apple growers will meet at the Apple School March 12 and 13, 1981, at the Hoffman House, Midway Motor Lodge, LaCrosse, Wisconsin. This meeting will cover a full two days and will include speakers from Wisconsin, Minnesota, Oregon, and Missouri. There will be in-depth discussions on apple pests, weed control, pruning and training apple trees, RPAR, new apple varieties, and apple marketing.

Registration will begin on Thursday morning (March 12) along with coffee and rolls. (Contact Leonard B. Hertz, Department of Horticulture, University of Minnesota, St. Paul, MN 55108, if additional information is needed.)

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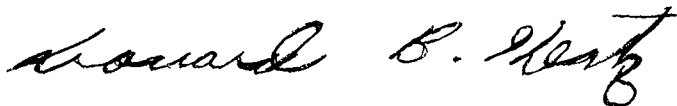
WINTER FRUIT MEETINGS

Horticulture Industries Conference, March 3-5, 1981. Fruit Session is scheduled for Thursday, March 5 (p.m.), Earle Brown Center, St. Paul Campus.

Apple School, March 12 and 13, 1981, Midway Motor Lodge, LaCrosse, Wisconsin.

Berry School, March 15 and 16, 1981, Holiday Inn, Roseville (March 15) at 7:30 p.m. and Earle Brown Center, St. Paul Campus, March 16 (all day).

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Leonard B. Hertz  
Extension Horticulturist

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