

FRUIT GROWERS' LETTER



By Leonard B. Hertz, Extension Horticulturist

January 1973

AN INVITATION IS EXTENDED
 TO ATTEND THE
 ANNUAL MEETING
 OF
 THE WISCONSIN APPLE AND HORTICULTURAL COUNCIL
 AND
 MINNESOTA FRUIT GROWERS ASSOCIATION

January 23-25, 1973
 Sheraton Hotel
 Madison, Wisconsin

GENERAL PROGRAM
 TUESDAY EVENING, JANUARY 23, 1973

- 5:00 - 7:00 Advance Registration
- 7:00 - 8:00 General Session--Commercialmen's Appreciation Hour--
Howard Moll, Chairman
- 8:00 - 9:00 Sharing Experiences--Rap Sessions
A--Roadside Marketers
B--Commercial Apple Growers

WEDNESDAY A. M. SESSION
 JANUARY 24, 1973
 Chairman Roy Dingle

- 8:00 - 9:45 Registration
- 9:45 Call to Order
Welcome--Roy Dingle, WAHC and Charles Nieman, WRMA

Announcements

- 10:00 - 10:45 "Legislative Developments"
Wisconsin--William Kasakaitas
- 10:45 - 11:45 Annual Meetings
WAHC --presiding--Roy Dingle
MFGA--presiding--Tom Aamodt
- 11:45 - 1:25 Lunch Period and visit commercial exhibits
(Lunch--on your own)

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Current information available from University of Minnesota Extension: <http://www.extension.umn.edu>.

P. M. SESSION
JANUARY 24, 1973
Chairman Professor Warren Gabelman

1:30 - 2:15 "John Appleseed vs. Ralph Nader"--Dean Glenn Pound
2:00 - 4:15 Split Session

APPLE PRODUCERS

Chairman George Klingbeil
Clonal rootstock information--R. Carlson
Observations on apple rootstock problem
--J. Mitchell
Mouse control information--G. Klingbeil

ROADSIDE MARKETERS

Chairman Alton Rosenkranz
Market potential with
cheese--Bill Reese and
Peter Jacobs
--Varieties
--Sources of supply
--Packaging
--Merchandising

4:15 - 5:15 Ladies social hour
5:15 - 6:15 Attitude adjustment hour--(cash bar)
6:30 Banquet and program
Emcee: Albert TenEyck
Speaker: Ed Wessling
Remarks: Alice in Dairyland

WOMEN'S PROGRAM
Chairman Mrs. Roy Dingle
JANUARY 24, 1973

12:00 Luncheon at noon with style show
2:00 - 3:20 Forest Products Laboratory Tour
(Transportation by hired bus)
4:15 - 5:15 Social Hour at Hotel Sheraton

THURSDAY A. M. SESSION
JANUARY 25, 1973
Chairman John Louis

9:00 - 9:30 "Promotion As A Marketing Tool"--Peter L. Henderson
9:30 - 10:00 "The New I. A. I."--Fred Corey
10:00 - 10:30 Coffee Break
10:30 - 11:45 "Assessing Deer Problems"--Moderator, Sam Ferguson
Panel: Malcolm Dana Frank Haberland
Henry Curan Roy Dingle
12:00 - 1:15 Luncheon and Program--Chairman Tom Aamodt
Speaker--Senator Jerome Martin
1:15 - 1:45 "USDA Apple Marketing Task Force Study Results"--Fred Corey

PICK-YOUR-OWN CAN BE A GOOD RETAIL OUTLET

The pick-your-own method of merchandising fruit crops has been gaining in popularity. It is particularly ideal for roadside market operators with production units nearby. The customer can then either shop at the market or pick his own in the field.

As the popularity of the average pick-your-own operation increases, however, so do certain problems. Two of these include techniques for getting customers in and out of the picking areas in an orderly fashion and supervision of the picking operation.

Weekends are usually the busiest harvesting periods. If good harvesting weather is not available during one or more weekends, a big rush to pick and buy fruit will take place during a very limited number of days. Under these circumstances, automobile traffic to and from the picking areas must be kept under control.

Perhaps the extreme to this situation occurred in Illinois this year, as told in an article in The Goodfruit Grower by Bill Luce. "Three patrolmen failed to keep the traffic to and from the orchard under control when it was estimated that 10,000 people tried to get to the orchard on the 2nd weekend in September. Cars were lined up for 2-3 miles." Can you afford a "big rush" of this magnitude?

Supervision of the picking operation should also be given a high priority in any pick-your-own operation. The average customer, and particularly those who are picking for the first time, will be confused unless given ample directions and supervision. They must be told about pricing and picking rules; they must be directed to the parking area; they must be supervised when picking. The average picker, because of inexperience, will be rough on both trees and fruit. Some provision, perhaps cider making, should be made to salvage fruit that falls to the ground or is thrown away by pickers.

In summary--those pick-your-own operations that are properly managed and well organized will be successful and be back for another year of fruit production.

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IAI MIDWEST WORKSHOP SET

A full day, full scale workshop will be held January 17, 1973 at the Ramada Inn, Benton Harbor, Michigan. Starting at 10:00 a.m., Executive Vice President Ellsworth and Director of Marketing Services Burrows will cover the storage situation, current and future market prospects, legislation and IAI programs and services. After a no-host luncheon, those present will divide into discussion groups to converse about: IAI programs and services, apple marketing, apple quality improvement, cost of doing business, the processor and grower, or apple supply and farm labor. Final hour will be for reports from discussion groups and a question and answer period. Program will end at 4:30 p.m. The workshop is open to everyone involved in any way with apples.

We figure to cover Minnesota, Wisconsin, Michigan, Illinois, Indiana, and Ohio, but Californians are welcome if they want to come. If you're in the area, attend and urge others to do so! No registration fee, but we must have a meal count. Contact Mr. Fred G. Hasler, Michigan Apple Committee, 2726 East Michigan Avenue, Lansing, Michigan 48912 (phone: 517-371-0102) and let him know you'll be present. For overnight accommodations if desired: Ramada Inn, 798 Ferguson Drive, Benton Harbor, Michigan 49022 (phone: 616-927-2211) intersection of I-94 and Michigan 139.

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APPLE PICKING COSTS

Some Cost Figures On Picking Apples--In a study in the state of Washington, each foot of the ladder represented a reduction in picking rate of 0.4 of a box per hour. Pickers in dwarf tree orchards averaged 18.1 boxes per hour vs. 11.7 boxes on standard trees. This also affected their hourly earnings. On dwarf trees at 25¢ per box, pickers would have earned \$4.52 per hour, and on standard trees, \$2.92 per hour. The study also showed differences in picker efficiency. Experienced men pickers outpicked inexperienced men by 20 percent and experienced women by more than a third. However, in dwarf orchards, all pickers harvested at about the same rate.

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APPLE DEMAND

The Demand For Fresh Apples Increased during the late 1960's from the level experienced earlier in the decade, according to a recently completed USDA study. Demand and consumption are commonly confused. Demand refers to the relationship between prices and quantities purchased. A short crop brings a higher price than a large crop, but this doesn't mean there has been a shift in demand. Rather, an increase in demand indicates that consumers will buy a greater quantity than previously purchased without a price reduction, or they will pay a higher price for the same quantity. Population growth affects quantity purchased, and inflation affects price. The USDA study showed that, after adjusting for these two factors, demand increased during this period. To quote the study: "By 1968-69, a given level of per capita consumption was maintained at a price about 3¢ a pound higher than in 1963-64." The price referred to is the retail price after adjusting for inflation. This is an encouraging sign for the fresh apple industry.

From Penn State Horticultural Reviews, October 1972

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FUTURE FRUIT MEETINGS

Wisconsin-Minnesota Apple Workshop, Holiday Inn, LaCrosse, Wisconsin, January 30-31, 1973 (THIS WAS INCORRECTLY STATED IN THE LAST ISSUE OF FRUIT GROWERS NEWSLETTER.)

Wisconsin Strawberry Conference, Holiday Inn, Stevens Point, Wisconsin, February 28-March 1, 1973

Dwarf Fruit Tree Association Annual Conference, Pantlind Hotel, Grand Rapids, Michigan, March 21-23, 1973

Minnesota Strawberry Short Course, St. Paul Campus, University of Minnesota, March 26, 1973

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