

The Vegetable & Small Fruit Gazette

November 2007

Volume 11, No. 11

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Pricing Power

[John Berry](#), Penn State Cooperative Extension Educator

Agricultural marketing activities account for over 17% of the nation's gross national product and seventy cents of every consumer food dollar goes to cover marketing expenses. Being involved in marketing helps producers decide what to produce and when. Clearly, performing some marketing chores is a possible source of increased revenue.

According to academics, there are nine functions of marketing. Buying, selling, storage, transportation, processing, grades and standards, financing, risk taking and market information. One aspect of marketing that generates many questions is the function of selling. "What should I be pricing my melons at?" is heard on many visits to local farm markets. Looking at the above list - of the nine functions of marketing, only *selling* generates cash. This tells me that price is a significant part of your overall marketing plan.

Cost of production is the academic basis of calculating price. However, pricing must be flexible enough to meet the competition and adjustable enough to changing market conditions. As an integral part of the marketing plan, price must be set to meet the sales and financial goals of the enterprise. Having a clear idea of your marketing objectives and the target market for your products makes selection of a "proper price" easier.

Cost Plus Method

Price mark-ups are an area of great confusion. Mark-up should be given as a percent of the selling price. Net profit is greatly affected by calculating your mark-up incorrectly. Cost plus mark-up equals selling price. Here's an example. Let's say my marketing plan calls for a gross profit goal of 20%. Let's say a watermelon costs me \$1.00. The proper selling price is \$1.25, not \$1.20. The cost of \$1.00 plus mark-up of \$0.25 equals selling price of \$1.25. This represents a 20% gross margin on the selling price. A common incorrect method of calculating margin would be to take the cost at \$1.00 add 20% and get a selling price of \$1.20. The trouble with this incorrect method is when the accounting is done I have received a 16% gross margin, not the 20% called for in my planning.

This cost plus method does not take into consideration the competition. Remember, pricing at the level of the competition reflects the costs and perceptions at other farm markets, not yours. Your price is a result of your costs and the perception of your products by your customers. I suggest to retailers the concept of *value* instead of the concept of price when promoting to customers. Value includes the product itself in all its freshness and nutrition, and adds customer service, convenience and your status as a food expert. At a market some time ago I over heard a conversation between the clerk and a customer. The customer was agitated over the price of cantaloupes and suggested a

neighboring market had prices much lower. The clerk never missed a beat with the reply – “Well, we know the value of our cantaloupes; I guess they know the value of theirs.”

The Point Is Profit

We are trying to maximize total profits, not the profit per unit. Are you willing to take a lower price if you could sell more units? The following table gives you a picture of this game. The first row states that if your margin is 10% and you reduce your price 5%, it will take an increased sales volume of 100% to meet your planned revenue goals.

<u>Current % Profit Margin</u>	<u>% Price Reduction</u>	<u>Required % Increase in Sales Volume</u>
10	5	100
15	5	50
15	10	200
20	5	33
20	10	100
25	5	25
25	10	67

An effective pricing strategy depends on four factors. 1) You must know your cost for each product. 2) Possible sales response to price change is vital. 3) What are the costs and prices of the competition? 4) What are the probable responses from the competition to what you do?

Summary

Proper pricing is essential to long run business success. Pricing is as much a marketing concern as an accounting one and good pricing is a measure of management effectiveness. Good pricing allows a retail farm market to more easily reach their marketing and financial goals.

Growing Hydroponic Cucumbers in a Plastic Trash Container

Bernie Kratky, University of Hawaii, Mike Orzolek and Bill Lamont, Penn State University, Horticulture

Cucumbers were grown in large plastic trash containers (32 gallons) by a simple hydroponic method that did not require a pump or electricity. All of the water and fertilizer were applied into plastic container prior to planting.

Two plastic trash containers (32 gallon) were placed in a high tunnel at The Rock Springs Horticultural Farm and filled to within an inch from the top with water plus 21 ounces each of stock solutions "A" (1 lb Chem-Gro 8-15-36 + 0.6 lb magnesium sulfate/gal water) and "B" (1 lb soluble grade calcium nitrate/gal water). A 1.5 inch diameter hole was made in the lid with a hole saw about 3 inches from the edge. The lid was then placed on the trash can. Eight holes (0.25 inch) were drilled in the bottom half of forestry tubes (1.5 inch diameter x 8 inches long). The forestry tubes were filled with peat-perlite growing medium and 1 tube was placed through the hole of the lid of each trash can. The lower portion of the forestry tubes was immersed in nutrient solution, and thus, automatically watered by capillary action. One tube was planted with 2 'Diva' cucumber seeds and the other was planted with 2 'Tasty Jade' seeds on July 11, 2007.

A 6 foot high trellis was built to support the plants. The nutrient solution receded as the plants grew. Roots extended into the nutrient solution and the moist air space between the lid and the nutrient solution. A massive root system developed and eventually extended all the way to the bottom of the trash container.

'Tasty Jade' fruits were harvested (37 fruits with a fresh weight of 13.4 lbs) from August 28 through Oct. 1 at which time the plants were wilted and only 10 liters of nutrient solution remained. When the nutrient solution was 2/3 depleted, 3 additional gallons of nutrient solution were slowly added over a period of 4 days in this container. Care must be taken when adding additional nutrient solution, because plants grow best with this method when the nutrient solution lowers as the plant grows. In fact, plants can actually be harmed by the addition of extra water or nutrient solution.

'Diva' fruits were harvested from Sept. 7 to Oct. 1; there were 31 fruits weighing 10.8 lbs. No additional water or nutrients were added after the initial application at planting time and only 1 liter of nutrient solution remained by the final harvest.

This system utilizes water and nutrients very efficiently. For example, only about 3 gallons of water were needed to produce a pound of cucumbers. Approximately 0.6 ounce of actual nitrogen and 0.75 ounce of actual potassium were needed to grow 10.8 lbs of 'Diva' cucumbers.

This hydroponic growing method is useful for educational plant growth demonstration projects at elementary through college levels because materials are inexpensive and readily available and teachers are not burdened with weekend watering. It is recommended that a coverable viewing window be cut into the lid to facilitate visual examination of the massive root system. Lifting the trash container lid to view the roots is discouraged because this often damages roots and subsequent plant growth suffers. Additional labor may be saved with this growing method by placing a plastic weed control barrier fabric under the trash containers and constructing a permanent trellis, because there is no need to dismantle the trellis between crops.

Additional information may be found at <http://www.ctahr.hawaii.edu/oc/freepubs/pdf/HG-44.pdf>
The Vegetable & Small Fruit Gazette, November 2007
The Pennsylvania State University

Using Plastic Mulch, Drip Irrigation and Fumigation for the Production of ‘Eva’ Potatoes

Bill Lamont, Penn State University Horticulture

I have previously discussed the use of plastic mulches of various colors and drip irrigation for the production of early potatoes for the roadside market. The system is the same one that is used by vegetable growers for the production of tomatoes, peppers, muskmelons, squash etc. The width of the raised plastic mulched bed is 30 inches. Two rows of potatoes are planted approximately 12 inches apart with the individual seed pieces placed approximately 4-5 inches deep and 12 inches apart in the row. If we get the Auto-Dibbler machine commercialized we can then bring the in-row spacing all the way down to 6-inches.

The reason that I chose ‘Eva’ is that it is a very beautiful, round white potato with a bright white skin and shallow eyes and can be stored at 41 degrees F well into late spring. It is a high quality potato. The one drawback is that ‘Eva’ has been susceptible to common scab. This ruins the appearance and can be quite severe at times.

We included fumigation this year at the time of applying the plastic mulch and drip tape to see if we could control the scab. We also found that the fumigant controlled other insects that damage the tubers such as wireworms and flea beetle larvae. We also saw a bump in yields.

In 2008 we plan on conducting another fumigation test on a large planting of ‘Eva’ to see if we get the same positive results.

Results are presented below.

Central Pennsylvania Location

Rock Springs, PA

Local Coordinator:

Dr. Bill Lamont

Penn State Univ.

University Park, PA 16802

Data Compilation

Bruce W. Dye

Penn State Univ.

University Park, PA 16802

Trial Data:

Planting Date: 22-May-07

Vine Kill Date: 24-Aug-07

Harvest Date: 04-Sep-07

Soil Temperature: 60°F

Soil Temperature: 75°F

	*Avg. High °F	*Avg. Low °F
May	77	53
June	83	64
July	85	65
August	84	67

*NOAA - State College, PA

Trial Procedure:

Soil Type: clay loam
 Fumigation /
 Mulch installation: May 9, 2007
 Previous crop: Clover
 Fertilizer: 10-10-10, 1,000 pounds
 Irrigation: Drip irrigation
 Herbicides: Sencor/Dual according to label
 Insecticides: Spintor® according to label
 Fungicides: Manzate®, Bravo® according to label
 Vine Kill: Reglone - according to label

Table 1. Effects of chloropicrin on "Eva" potato in a plastic mulch and drip system. Penn State University, Russell E Larson Research Farm, Rock Springs, PA

Pic+ on "Eva" potato. Yields in CWT/A

Entry #	Harvest Total	Saleable Total	#1	#2	#3	#4	#5	Pickouts	Scab Rating*	Rotten in field	
			1 1/2" to 1 7/8"	<6 oz. to 1_7/8" to 2_1/2"	<10 oz. to 2_1/2" to 3_1/4"	<16 oz. to 3_1/4" to 4"	16oz.+ 4">				
Eva w/Pic+	1	352.8	325.2	11.2	84.5	226.7	2.8	0.0	27.6	2.3	35.4
Eva w/o Pic+	2	239.2	209.7	7.3	69.8	130.3	2.3	0.0	29.4	4.3	23.1
Average		296.0	267.5	9.2	77.2	178.5	2.6	0.0	28.5	3.3	29.2
Lsd											
0.05		145.0	155.1							18.8	
CV %		11.4	13.5							2.6	

Scab Rating: 1 = no scab present, 5 = extreme presence and pitting of scab.

Regent 4 SC Receives Supplemental Label for Control of Wireworms in Potatoes

Bill Lamont, Penn State University Horticulture

BASF Corporation, Agricultural Division, has received a supplemental label for Regent 4 SC for in-furrow use on potatoes to control wireworms. The active ingredient is Fipronil, which we have been hearing about as a potential control of wireworms. The application method is to make one in-furrow application at the time of planting only. Banding must be done in-furrow as a 5-to 7-inch wide band. **Regent 4 SC insecticide** must be thoroughly incorporated and covered with soil immediately after application. **Do Not** use T-banding over the top of a closed furrow.

Also Dr. Tom Kuhar from Virginia Tech University will be speaking on control of wireworms in potatoes at the Potato Session at the Mid-Atlantic Fruit and Vegetable Conference on January 30, 2008. Plan on being in attendance to learn more about controlling this increasingly serious pest.

Sierra Magazine Ranks Penn State in Top 10 Eco-Friendly Schools

Contact: Julie Brink, jab81@psu.edu, <http://live.psu.edu/>, 814-865-7517

University Park, Pa. -- Sierra Magazine has named Penn State one of America's Top 10 "Coolest" Schools for its efforts to stop global warming. Penn State was ranked No. 8, just after Berea College in Kentucky and before Tufts University in Massachusetts. The magazine honored Penn State for "committing to a system wide goal of LEED certification for all new buildings, a \$10 million annual investment in retrofitting and efficiency, and a 17.5 percent decrease in greenhouse-gas emissions by 2012. LEED stands for Leadership in Energy and Environmental Design. LEED's Green Building Rating System provides a set of standards for environmentally sustainable construction.

The magazine made the "Coolest Schools" its cover story for November/December 2007 issue. It hit stands Thursday (Oct. 25). In making its selections, the magazine staff studied an array of data in determining which colleges and universities were showing the most initiative in taking on the challenges of global warming. They looked at everything from a college's clean energy purchases and green-building policies to their bike facilities and the food served in their dorms.

Sierra Magazine has a circulation of 1.2 million readers, and is the national magazine of the Sierra Club, the nation's oldest and largest grassroots environmental group.

Pennsylvania NRCS Environmental Quality Incentives Program (EQIP) for Specialty Crops in 2008

Contact: [Kristie Auman-Bauer](#), Public Relations & Outreach Coordinator, Pennsylvania IPM Program

The 2002 Farm Bill increased support for voluntary federal incentive programs like EQIP, improving options for financial assistance for implementing IPM and other environmentally sound practices. EQIP is a voluntary conservation program administered by the USDA Natural Resources Conservation Service (NRCS). It supports production agriculture and environmental quality as compatible goals. Through EQIP, growers may receive financial and technical assistance to implement structural and land management conservation practices on eligible agricultural land. State priorities are reviewed annually. A State Technical Committee comprised of representatives from commodity groups and conservation partners advise NRCS on the implementation of EQIP. EQIP activities are carried out according to a site specific conservation plan developed in conjunction with the producer. All conservation practices are installed according to NRCS technical standards.

Changes for the 2008

It is anticipated that the new Farm Bill will be passed within the next 6 months. Currently it has wording for significant funding for specialty crops for the first time. In anticipation of increased participation in conservation programs from specialty crops and in IPM, Pennsylvania NRCS has implemented a number of changes as it transitions IPM away from the Agricultural Management Assistance (AMA) program into EQIP. The following changes for 2008 are now in place:

1. Conservation program applications (Form NRCS-CPA-1200 available at the USDA-NRCS Pennsylvania web site at www.pa.nrcs.usda.gov/programs or at the PA IPM web site at (<http://paipm.cas.psu.edu/65.htm>). An additional earlier ranking cycle as been set, with the due date to have applications considered in that cycle of October 31, 2007. Additional signup dates are Nov. 30 and Feb. 1, 2008, if funds remain after earlier ranking cycles.
2. Ranking Sheets for pest management applications have been changed to give higher priority to ecologically based IPM options. Pesticide handling facilities are still available, but receive no points in the ranking. Growers that have not previously had a Pest Management contract are given preference over growers who have had a contract already. Growers that have cancelled previous contracts with NRCS or are currently not in compliance with their contracts will be assigned a low priority.
3. There is an annual total payment cap of \$15,000 for Pest Management incentive payments under new contracts. Practices with conservation codes other than 595 do not count towards this limit.
4. EQIP has a \$450,000 payment cap over the life of the 2002 Farm Bill.
5. The table below indicates the Practice Payment Rates for Pest Management/IPM (595) options and

for some of the other practices that might be of interest in 2008. A specialty crop grower (tree fruit) would be theoretically be limited to \$160/A if they implemented all possible IPM options.

595	Pest Management Basic IPM Field & Forage Crops - Scouting	\$10/A
595	Pest Management Basic IPM Specialty Crops - Scouting	\$20/A
595	Pest Management Precision Application (Smart Sprayers, Conversion from ARM to Complete Sprays) Biological Control - <i>T. pyri</i> , <i>Trichogramma</i> etc.	\$20/A
595	Pest Management Ecologically Based IPM - 1 method*	\$40/A
595	Pest Management Ecologically Based IPM - 2 methods*	\$80/A
595	Pest Management Ecologically Based IPM - 3 methods*	\$120/A

Some Other Agricultural Conservation Options

330	Contour Farming Contour Farming	\$20/A
330	Contour Farming Contour Orchard and other Fruit Area	\$20/A
332	Contour Buffer Strips Native	\$210//AA
332	Contour Buffer Strips Native + Forbs (additional wildflowers)	\$275/A
332	Contour Buffer Strips Non-native	\$165/A
340	Cover Crop Annual Cover	\$20/A
340	Cover Crop No-Till Planting	\$20/A
386	Field Border Cut Back Border	\$195/A
386	Field Border Native	\$210/A
386	Field Border Native + Forbs (additional wildflowers)	\$275/A
386	Field Border Non-Native	\$165/A
393	Filter Strip Seeding/Mulching, Earth moving	\$670A
393	Filter Strip Seeding/Mulching, seed bed prep	\$335/A
393	Filter Strip	

*Ecologically-Based IPM options are defined at the PA IPM website (<http://paipm.cas.psu.edu/65.htm>) and include 1 species mating disruption, 2 species mating disruption, reduced risk pesticide IPM, and advanced disease and insect monitoring (consultant level).

**Note that weather monitoring and pest prediction models are now a part of the scouting and consulting options and not separate specifications as they were before.

Know Your Enemy: Bindweed

Dave Johnson, Penn State University Crop and Soil Sciences

Field bindweed (*Convolvulus arvensis*) is considered one of the 10 worst weeds in the world, and with good reason. It is highly invasive in several habitats, including agricultural fields, roadsides, orchards, and riparian zones, and it is very difficult to control. This weed is native to Eurasia and was introduced into North America in grain and garden seeds during the colonial period. This plant has an attractive flower, and was even used for some ornamental purposes. A similar species, hedge bindweed (*Calystegia sepium*), also occurs commonly in this area.

Field bindweed is a perennial plant, and regrows from roots each year. It has an extensive root system that acts as a large storage organ for carbohydrates, allowing this weed to reemerge time and again after removal of the foliage by cultivation, hand pulling, or herbicides. The long, thin vines can grow to 6 feet or longer, and have numerous small, arrow-shaped leaves. These vines grow along the ground or wind their way up other plants, fence posts, etc, and can “strangle” other plants. The real action occurs underground, however, and its extensive root system can very effectively compete with desirable plants for moisture. These roots can grow to depths of 20 feet, but most roots occur near the surface. Root pieces can also form adventitious buds, which can produce new roots and foliage. A root piece as little as 2 inches long can produce new plants, so it is easy to spread this weed by tillage and cultivation.

This plant produces numerous, attractive, trumpet-shaped flowers that are usually white or have a pinkish tint. These flowers produce round seeds that are very tough. These seeds can survive methyl bromide fumigation, and have even been known to germinate after storage for 50 years. However, its main method of spread is by roots.

While I have no data to support this, I would think that tall-growing, thickly planted cover crops could be effective at smothering this weed. A thick stand of something like sorghum-sudangrass might be effective. Another might be buckwheat. Although buckwheat doesn't grow very tall, its thick growth might effectively shade out bindweed plants. This would probably have to be done for more than one year to be effective.

While tillage can spread this weed, it can also aid control by exposing roots to desiccation. Rototilling will only act to chop up the roots and rebury the pieces, creating new plants. There is a bindweed mite that will colonize the plants and suppress the growth, but these will not generally provide control. Bindweed foliage is actually a decent forage, and grazing sheep will also suppress growth.

Field bindweed control is very difficult in most crops. Glyphosate products have marginal activity at normal use rates, and most herbicides can not adequately kill root tissue, and so the plant can reemerge. Gramoxone, which only kills the foliage that the spray droplets touch, will not affect the root tissue. As mentioned above, tillage, while removing the top growth, often makes the problem worse by spreading root pieces. If allowed to grow too big, the vines can wrap around crop plants and cause damage as they are removed. This can be especially troublesome in vegetable crops.

The growth regulator herbicides that include the active ingredients 2,4-D and dicamba are probably the only herbicides really effective on bindweed. Products containing dicamba include Banvel, Clarity, Marksman, Distinct, Northstar, Yukon, and others, but none of these are labeled for most vegetable crops. 2,4-D (amine formulations) can be used in sweet corn, and I have achieved fair bindweed control with this product. These products can be used in field corn, though, and one alternative is to grow field corn for a few years and use these products to control bindweed.

As with most perennial weeds, probably the best time for chemical control is the fall. At this time, perennial weeds are saving up carbohydrates in the roots and crowns to help them survive the winter and provide energy for regrowth the next spring. The plant is busy translocating sugars from the leaves to the roots, and herbicides that translocate, such as glyphosate, can be carried into the root tissue where they can cause damage. This will weaken the plant for next year. At the research farm we commonly spray herbicides on bindweed patches (and other perennial weeds such as thistles) in the fall. This should be done prior to a hard frost.

I believe that the best recommendation for bindweed is not to grow vegetables in fields where it is established, and be very careful about transferring it to clean fields with your equipment. If you see any bindweed vines or roots hanging from your chisel plot or cultivator tines, stop and remove them before entering a new field. Once established, this weed is very difficult to control.

New Article to Help Organic Farmers Understand Laws Prohibiting Use of Genetically Modified Organisms

Contact: Jill Krueger 651-223-5400 or jkrueger@flaginc.org

ST. PAUL, MINN. Most organic farmers are aware that they may not plant genetically modified organisms (GMOs), or seeds developed through genetic engineering, if they wish to market their crops as organic. Yet they may have questions about their legal rights and responsibilities with respect to the unintended presence of GMOs. Organic farmers and farmers transitioning to organic production need information about the regulations governing organic certification. To try to meet the need for legal information, Farmers Legal Action Group, Inc. (FLAG) has written a new article, *If Your Farm Is Organic, Must It Be GMO Free? Organic Farmers, Genetically Modified Organisms, and the Law*.

This article examines requirements to avoid the use of genetic engineering that affect crop and livestock farmers who are certified organic, or who wish to become certified organic. It also briefly addresses handling requirements as they apply to organic farmers. The article concludes with a brief discussion of sales contracts and the ways in which they may impose responsibilities upon farmers that differ from the requirements for organic certification.

In 2004, FLAG published a *Farmers Guide to GMOs*. The new article is a companion piece to the book. Organic farmers have particular concerns, from maintaining their organic certification to meeting the requirements of their buyers, notes FLAG attorney Jill Krueger. Unfortunately, the regulations can be confusing, and answers to some legal questions that organic farmers have are still unclear. The article discusses the importance of addressing issues related to GMOs throughout the organic plan as a way to minimize the risk of violating National Organic Program requirements. The article also discusses the importance of carefully considering risks and negotiating the contract before

making promises related to genetically modified organisms to buyers.

Farmers may download a free copy of the 40-page article by visiting FLAGs website, www.flaginc.org. Printed copies can be obtained by calling FLAGs office at 651-223-5400. In Minnesota, the phone call is toll-free at 1-877-860-4349. Printed copies are available to financially distressed farmers in Minnesota at no charge, for all others, the cost is \$ 11.00, including postage.

FLAG is a nonprofit law center in St. Paul, Minnesota, dedicated to providing legal services to family farmers and their rural communities in order to help keep family farmers on the land.

American Society for Plasticulture Meeting-Plasticulture '08

[Bill Lamont](#), Penn State University Horticulture

I attended my first meeting of the National Agricultural Plastics Association (the forerunner of the American Society for Plasticulture) in Ohio in the early 1980's. It is a great meeting and a must for anyone working in any phase of the utilization of plastics in agriculture or the production of new plastic products for use in agriculture. Dr. Mike Orzolek, Jim Garthe from Ag and Bio Eng. and Dr. Tim Elkner, Regional Vegetable Specialist housed in Lancaster County and myself have all been involved in the organization. I have included information on the meeting below.

The 34th National Agricultural Plastics Congress

March 7 to March 10, 2008
Sheraton Tampa Riverwalk Hotel
Tampa, Florida

The American Society of Plasticulture sponsors this unique gathering featuring scholarly discussions, exchange of information, and innovative thought.

The Congress is a one-of-a-kind opportunity to meet and learn from world-renowned researchers and to gather feedback from extension professionals and crop consultants about the application of plastic technologies in production.

A tour of research facilities and operating farms is planned on March 11 so participants have the option of seeing plasticulture used in unique applications.

For more information, go to the American Society for Plasticulture website at www.plasticulture.org.

Upcoming Meetings

If you have a meeting you would like to announce, please send the meeting title, date, location and contact information to esanchez@psu.edu.

Local

Regional

- ✓ Nov 8-11, 2007. **Farm Education Symposium**. Shelburne Farms, Shelburne, VT. For more information visit www.farmbasededucation.org or call Brooke Redmond at (617) 306-0090.
- ✓ Nov 9-10, 2007. **Organic Beekeeping Fall Workshop**. Chestnut Ridge, NY. For more information contact the Pfeiffer Center at 845-352-5020 ext. 20 or info@pfeiffercenter.org or visit www.pfeiffercenter.org.
- ✓ Nov 12-14, 2007. **Albrecht Methods for Your Soil with Neil Kinsey**, Lancaster Farm and Home Center, Lancaster, PA. For more information contact PASA at 814-349-9856 ext. 7 or visit www.pasafarming.org.
- ✓ Jan 15-17, 2008. **NJ Annual Vegetable Meeting** at the Taj Mahal in Atlantic City. For more information contact Mel Henninger at henninger@aesop.rutgers.edu.
- ✓ Jan 29-31, 2008. **2008 Mid-Atlantic Fruit and Vegetable Convention**, Hershey Lodge and Convention Center, Hershey, PA. For more information contact William Troxell at 717-694-3596 or visit www.pvga.org.
- ✓ Feb 7-9, 2008. **Pennsylvania Association for Sustainable Agriculture (PASA) 17th Annual Farming for the Future Conference**. Penn Stater Conference Center, State College, PA. For more information visit www.pasafarming.org.

National

- ✓ Jan 23-26, 2008. **Ecological Farming Conference**. Asilomar Conference Grounds, Pacific Grove, CA. For more information visit www.eco-farm.org or call (813) 763-2111.

International

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The newsletter is also posted within three days on the Department of Horticulture Vegetable program website at: <http://hortweb.cas.psu.edu/extension/veg crops/newsletterlist.html>.

Where trade names appear, no discrimination is intended, and no endorsement by Penn State Cooperative Extension is implied.

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