

# Cultivating Cumberland

January -2012 VOL. 17, ISSUE 1



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## TIME TO RENEW CULTIVATING CUMBERLAND

If you wish to continue receiving "Cultivating Cumberland" and other educational mailings from our office, please be sure to update your information on the 2012 reactivation form. We need your updated cell phone number, office number/address and your email address.

If you are not already receiving the newsletter via e-mail, please consider doing so. With budget issues in the front of everyone's mind, receiving the newsletter via email will be a big help to our office. The newsletter comes with all of the same information and in full color. If you already receive the newsletter via email and wish to continue doing so, reply to this email with updated information.

Reactivation forms and/or email responses are due back to our office no later than February 20th, 2012. We will begin using the updated mailing list for the March issue.

You can reactivate in one of the following ways:

- Call Tammy at the Extension Office 856-451-2800 x1,
- Email: [tammyco@co.cumberland.nj.us](mailto:tammyco@co.cumberland.nj.us),
- Fax the form back 856-451-4206, or
- Return the form by mail.

Don't miss out on all the up-to-date information. Be sure to renew your subscription to "Cultivating Cumberland" by February 20th. If you have any questions, please feel free to contact Tammy at the Extension Office (856-451-2800 x1) for assistance.

## Center for Produce Safety a Resource for the New Jersey Fruit and Vegetable Industry

Wesley Kline, RCE Ag Agent, Cumberland County

The Center for Produce Safety has been funding research in food safety since 2008. They receive much of their funding from the private sector and this last year Wegmans Family Charitable Foundation gave \$250,000 to support research. The Center has funded projects across the United States and those results are directly applicable to New Jersey. If anyone would like to review final research reports and follow active projects go to [www.cps.ucdavis.edu](http://www.cps.ucdavis.edu). The abstract for one study titled *Survival of E. coli on soil amendments and irrigation water in leafy green field environments*

**Principal Investigators:** Steven Koike and Mike Cahn, Department: UC Cooperative Extension – Monterey County, University of California follows:

### FINAL REPORT

#### Abstract

This project seeks to confirm how both generic and attenuated, non-toxigenic O157:H7 strains of *E. coli* survive when introduced to soil, water, and spinach plants in a commercial production setting. In a replicated field trial soil was inoculated with both *E. coli* strains, a spinach crop was grown in this field, and *E. coli* survival monitored by sampling and testing soil, water runoff, and spinach plants. In another experiment, we inoculated mature spinach plants, incorporated such plants into the field by disking, and tested soil for *E. coli* survival. Overall results are consistent with previous experiments conducted under commercial Salinas Valley agricultural environments. Both generic *E. coli* and attenuated *E. coli* O157:H7, when applied to soil, survived for relatively short periods of time. In addition, both inoculum types failed to move significantly into irrigation water runoff or move in the soil. Bacterial inoculum was not recovered from spinach plants that were grown in inoculated plots. However, when mature spinach plants were inoculated (with generic *E. coli* or attenuated *E. coli* O157:H7) and disked back into the soil, both types of bacteria were recovered from soil for an extended period of time. Additional studies would be appropriate to examine factors that could enhance decline of such bacterial populations on crop residue and in soil.

We also examined how generic and non-toxigenic O157:H7 strains of *E. coli* survive when introduced into field settings via production inputs. We inoculated compost and liquid supplements as standard amendment material, then introduced the contaminated materials into the soil and tested soil for survival of the inoculated strains. Plants from the romaine lettuce crop grown in these plots were evaluated for any indications of contamination. Contaminated compost, liquid supplements, and solid supplements did not result in persistent survival in soil and did not result in contaminated romaine grown in the plots. We also collected additional evidence that when *E. coli* is introduced to the roots of spinach plants, the plants do not absorb these bacteria and that “internalization” does not occur under field conditions.

## Welcome Aboard

Please join us as we welcome Michael DuBois as the Director of the Rutgers Food Innovation Center in Bridge-ton. Michael is a globally respected leader in the food and food ingredients industries with over 25 years experience in building collaborative, committed organizations. A major focus of his career has been in the food ingredients category working for such companies as Firmenich, Sensient and ConAgra.

Michael holds a MS in food science and has served on the Board of Trustees of the Institute of Food Technologists Foundation and on the Board of Governors of the Flavor and Extract Manufacturers Association.

Michael will manage the Food Innovation Center operations, programs and facility, as well as providing vision and leadership to establish the Food Innovation Center as a nationally recognized center for value-added agriculture and food industry development. He will also serve as a liaison for the Center to state, regional and national food and agriculture communities, government agencies and related organization. Welcome to Rutgers, Michael!!

## Listening Sessions for Nursery and Greenhouse Growers on Water Concerns in 2012

Let a multi-state team of university researchers and extension personnel from across the country know your concerns about water supply, water quality, runoff, and water recycling issues.

**Be sure your concerns and those of the New Jersey are represented in future research.**

**Please contact Sal Mangiafico, Rutgers Extension Agent, if you are planning on attending, as some dates are still tentative.**

**856-769-0090**

**mangiafico@njaes.rutgers.edu**

This schedule and updates can be found at:

<http://njaes.rutgers.edu/nursery/events/2012-listening-sessions.pdf>

Tentative listening session dates and locations:

### Mid-Atlantic Nursery Trade Show

Baltimore, MD

January 10, 2012 (tentative; set-up day)

### California Grown

Long Beach, CA

June 12, 2012 (tentative)

### Southern Nursery Association at the Gulf States Horticultural Expo

Mobile, AL

January 18, 2012 morning (tentative; set-up day)

### Ohio Florists Association

Columbus, OH

July 14 or 15, 2012 (tentative)

### FarWest Show

Portland, OR

August 22, 2012 (tentative)

## Annie's Project New Jersey 2012

The Rutgers Cooperative Extension's "Annie's Project New Jersey 2012" provides a comprehensive educational program and support network for farm women to help them learn to understand and manage their farm business.

We are happy to offer this course in several counties starting in January 2012. The course runs Monday evenings from January 23, 2012 through March 12, 2012 from 6:00pm-9:00pm and the costs is \$85.00 for the seven weeks of classes, including meals and all supplies. For more information call Cape May County Rutgers Cooperative Extension at (609) 465-5115 and please take a look at the attached brochure.

## USDA Announces Ranking Dates for Four Major Conservation Initiatives

Agriculture Secretary, Tom Vilsack today announced the ranking dates for the On-Farm Energy, Organic, Seasonal High Tunnel and Air Quality conservation initiatives. All four initiatives offer technical and financial assistance through the Natural Resources Conservation Service's (NRCS) [Environmental Quality Incentives Program](#).

"Producers tell us they want to apply for these initiatives, but many want more time to make sure they choose the one that's right for their operation," Vilsack said. "Moving to multiple ranking dates for each initiative is going to make it easier for more producers to apply and help them get started with implementing the practices they need to benefit the natural resources on their operations."

NRCS accepts applications for financial assistance on a continuous basis throughout the year. There will be three ranking periods for the Organic, On-Farm Energy and Seasonal High Tunnel initiatives, all ending on February 3, March 30 and June 1, 2012. Ranking periods for the Air Quality Initiative end February 3 and March 30, 2012. At the end of a ranking period, NRCS ranks all submitted proposals for funding consideration. NRCS will notify all applicants of the results of the rankings and begin developing contracts with selected applicants.

The On-Farm Energy, Organic and Seasonal High Tunnel initiatives are available in all 50 states, the Caribbean Area and the Pacific Basin. The Air Quality Initiative is available in Arizona, California, Colorado, Illinois, Montana, New York, Ohio, Pennsylvania and Texas. Air Quality funding is limited to counties within these nine States that have serious air quality resource concerns related to non-attainment for Ozone and Particulate Matter.

### Initiative Overviews

**On-Farm Energy Initiative:** NRCS and producers develop Agricultural Energy Management Plans (AgEMP) or farm energy audits that assess energy consumption on an operation. NRCS then uses audit data to develop energy conservation recommendations. Each AgEMP has a landscape component that assesses equipment and farming processes and a farm headquarters component that assesses power usage and efficiencies in livestock buildings, grain handling operations, and similar facilities to support the farm operation.

**Organic Initiative:** NRCS helps certified organic growers and producers working to achieve organic certification install conservation practices for organic production. New for fiscal year 2012, applicants will be evaluated continuously during the ranking periods. Applications meeting or exceeding a threshold score may be approved for an EQIP contract before the end of the ranking period. Applications rating below the threshold score will be deferred to the next period. A new threshold score will be established at the beginning of each ranking period. This new scoring process allows organic producers to implement conservation practices in a timelier manner.

**Seasonal High Tunnel Pilot Initiative:** NRCS helps producers plan and implement high tunnels, steel-framed, polyethylene-covered structures that extend growing seasons in an environmentally safe manner. High tunnel benefits include better plant and soil quality, fewer nutrients and pesticides in the environment, and better air quality due to fewer vehicles being needed to transport crops. More than 4,000 high tunnels have been planned and implemented nationwide through this initiative over the past two years.

**Air Quality Initiative:** NRCS helps producers address air quality concerns on their operations. Assistance includes establishing cover crops, planting windbreaks, implementing nutrient management practices and applying other conservation measures that mitigate and prevent air quality problems.

Conservation practices installed through this initiative reduce airborne particulate matter and greenhouse gases and conserve energy.

Visit the [NRCS National Web site](#) for more information on how to apply for these initiatives and connect with an NRCS office near you.

## 2012 Food Trends to Watch

PHIL LEMPERT

2011 brought us higher food prices at unprecedented levels, crops and livestock destroyed by global weather catastrophes, nations at war over the lack of food supplies, and more food recalls from unique points of origin. Americans love their foods – in supermarkets, on television, at restaurants and now even on their mobile phones – we are a nation obsessed with food trucks, molecular gastronomy and struggling to eat as local as we can. All of which has built a foundation for what may be one of the most exciting – and game-changing years in the food world: Welcome to Food 2012.

**Trend #1: Food Prices** - There is little doubt that in the coming years, we will continue to see food prices rise based on environmental conditions as well as higher production costs. The costs of fuel, feed, packaging, food safety coupled with a higher demand for export all will factor into the retail price on the shelf. Many of the savings tactics most shoppers deployed in 2007 as the recession began are still being used each time they shop for groceries – using coupons, frequent shopper cards, shopping lists, shopping at non-traditional foods stores and even trading down their choices to less expensive brands are part of the regular routine. Look for consumers to shave costs by augmenting their recipes by decreasing the amount of the more expensive meats and seafood and adding more non-meat proteins that are filling and less expensive, including whole-wheat pasta, tofu, lentils, brown rice and vegetables to recipe.

Look for supermarkets to offer "lay-away" plans for larger purchases including holiday dinners that are tied into frequent shopper plans and offer bonus discounts (put \$200 in your lay-away fund and store adds 10% bonus) and resurrect the bargain bins from the bygone department store era for deeply discounted opportunistic buys to compete with the dollar stores and outlets. Expect shoppers to use their mobile devices to calculate a price per portion cost rather than the unit price of individual products listed on the shelves. Just as the younger generation uses social networking as part of their everyday lives, expect this generation to be the "forever frugal consumer" using more coupons (higher than any other demographic) and searching for deals on line (63% spend 3 hours or more each week - double that of any other group). Besides saving money, perhaps this will even force Americans to finally slim down.

**Trend #2: Never Shop or Eat Alone Again** - The rise of food blogs has set a foundation for group food experiences. Food trucks tweet their locations and flash food raves assemble underground at midnight. And it is not about the food. It is about connection, conversation and a sense of community. It is estimated that 30% of today's U.S. workforce is made up of independents – as a result they have a greater desire to be in a shared food experience — "let's meet and eat" if you will.

Apps like Foursquare, GoWalla, Living Social and Yelp have shown how "group" is better than "self." Expect to see super food apps that bring previously unknown people together with common likes; to eat, prepare and shop together. Organic and coordinated through these apps, these communities will emerge based on specific channels of food interest (e.g., Greek foods, raw foods, beef, vegetarian, gluten-free) versus the communities of old built around similar demographics or socio-economic traits.

One key to success will be embracing LoSoPhoMo — mobile marketing enhanced by the location, social and camera features of mobile devices. Expect the next app updates to include "social rewards" for these groups who shop together — much like the original concept of warehouse clubs – offering steep discounts for its members.

**Trend #3: The Baby Boomers keep right on truckin'** - The generation of 76 million who started turning 65 years old last year will control 52% of the total \$706 billion spend on groceries by 2015 – making them the largest food influencers and purchasers. The Baby Boom generation (which comprises shoppers aged 48 to 65) is expected to have a longer average lifespan — 74.1 years for men and 79.5 years for women — and as a result are becoming more interested in those foods and beverages that offer them health and wellness benefits. Nostalgia plays a key role with this generation, and expect to see more icons such as Cheech & Chong (now hawking Fiber One), Pan Am and all 60s music tracks leading this generation to new and old brands and into the supermarket. Boomers are much more brand and store loyal. Expect supermarkets to cater to the Boomers, not only by offering the foods, beverages and services to satisfy their growing interest (and need) for health — but to take a good look at the physical shopping experience, to make sure that the aisles are wide, to lower the shelves and most importantly to make them feel welcome and respected.

**Trend #4: Increased Emphasis on the 'Farm to Fork' Journey** - Shoppers have become increasingly interested in knowing where their food is from, which is why 2012 will bring an added emphasis to a different kind of food celebrity — the farmer. Last year we saw sales flourish among grocery retailers who jumped on the movement among consumers to "buy local." In this age of transparency, interest in the farm-to-fork journey has grown considerably, inspired in part by food-safety scares and more importantly a desire to know how the food we are serving our families is being produced.

This year, we're seeing more farmers get in on the action. A growing number of farmers are leading the conversation by using blogs and social media sites to bring the story of the American farmer to consumers. According to the American Farm Bureau's 2010 Young Farmers and Ranchers Survey, nearly 99% of farmers and ranchers aged 18 to 35 have access to and use the Internet and nearly three quarters of those surveyed have a Facebook page. Additionally, 10% use Twitter and 12% post YouTube videos. In fact, 77% of those surveyed view this type of communication as an important part of their jobs as farmers and ranchers. In September of this year, the U.S. Farmers and Ranchers Alliance (USFRA) launched an annual \$11 million program designed to open the dialogue with consumers. Expect to see more advertising and television programs starring these real food experts (vs. actors pretending to know their food).

**Trend #5: The end of the checkout lane** - Many shoppers are learning to appreciate the tech-savvy nature of self-checkouts — the ability to compare prices at nearby retailers, cell phone scanners, in-store interactive media devices, QR codes, RFID and mobile coupons — and state-of-the-art retailers increasingly deliver on the promise of independent, efficient and information-rich store visits. Supermarket retailers are faced with a problem — the GS1 DataBar standards are impending and barcode scanners need to be updated, which is a huge investment. At the same time chains including Wal-Mart and Macy's are pushing suppliers to add RFID chips to individual items. And then there is Google Wallet and other mobile device apps that will allow shoppers not only the opportunity to find out nutritional, allergy and country of origin information on individual products, but also allow them to receive special offers, electronic coupons, flash sales and to checkout themselves.

For many shoppers high-tech adds to personalization with suggested purchases and targeted offers based on their histories in the store, which is typically delivered in a functional way. A change is about to happen where high-tech meets high-touch in a warm and friendly way that reinforces the central community nature and feel of the local supermarket. If you are hesitant to believe, just think back to the last time you saw a phone booth.

**Trend #6: The ethnic food revolution** - Food trucks are replacing gourmet and specialty stores as the channel to experiment and discover new food experiences — especially when it comes to ethnic foods. More often than not, these ethnic food trucks are actually manned by descendants of the actual cuisines and cultures being offered; with the ability and knowledge to share the heritage and romance of the food — a benefit many shoppers have come to enjoy and expect from shopping at Farmers' Markets for produce. They've opened access to these foods they feel passionate about, and they have removed intimidation and expense from the experience of consumer trial, paving the way for food companies and retailers to bring to market authentic ethnic cuisines, recipes and ingredients in a more convenient and affordable way. Look for pupusas — which some claim is the most authentic and traditional food from El Salvador - grilled corn masa patties hand shaped and stuffed with cheese and various fillings to lead the charge as the winning dish from this year's Vendy Awards.

**Trend #7: The new role of the male shopper** - This time it is not about the metrosexual — it is all about "dad" and family. After surveying 1,000 professional fathers from Fortune 500 companies in four different industries, Boston College Center for Work and Family learned that, "Today's dads associate being a good father just as much with the role of effective caregiver as the traditional role of breadwinner. These men want to be engaged parents and successful professionals, yet find conflicts as they try to achieve both objectives." Because of the economy, more men are at home. The good news for them is that studies suggest a link between husbands who help out at home and happier relationships. According to a report in the Wall Street Journal, "for husbands and wives alike, the more housework you do, the more often you are likely to have sex with your spouse," and that's when they are not burning calories while cooking — according to the Bureau of Labor Statistics 41% of men are now doing the food preparation as compared to just about half that amount in 2003.

**Trend #8: Eating at home — Xtreme Home Cooking** - Someone is going to eat all those home cooked foods that these men are preparing, so get ready for yet another slowdown at foodservice establishments. With continued pressure on the economy more men and women will be choosing to eat at home to save money, which has happened before - but this time around expect a twist. Think of it as Xtreme Home Cooking where, following the lead of Extreme Couponers, these everyday cooks pride themselves on making the most for the least. Campaigns like Slow Food USA's \$5 meal challenge paved the way for a new series of recipes that put the focus on price and taste over convenience. Look for food groups to form that cook together, crowd sourcing in the kitchen if you will, with the same primary focus on cost — shopping, cooking, eating and storing leftovers in bulk. A new definition for the "value meal" which could extend to



quantity discounts at fast food establishments and other restaurants that offer a sizable discount based on the number of diners. Instead of senior discounts, think party of 5 discounts.

#### **Trend #9: How sweet it isn't**

Earlier this year, the latest update on the Dietary Guidelines for Americans was released, and one recommendation surprised many — reducing the amount of added sugars of all kinds (especially in soft drinks.) Sugar has been an ingredient that has been the center of a lot of debates. Whether it's a proposed soda tax, changing the name of high-fructose corn syrup, or even one of the main culprits in the latest research into food addiction, it is hot. According to the American Heart Association, adult consumption of added sugars has been on the rise since the '80s; up a whopping 51% in both women and men. Look for reduced-sugar products to be the biggest health claim in the coming year along with a revised Nutrition Facts Panel. Nutrition Facts currently lists the amount of total sugars per serving but does not indicate whether the sugars are added, occur naturally, or are a combination of the two.

Sugar is sugar (i.e., sugar, corn syrup, HFCS or honey) once it enters the body in terms of caloric significance. But whether they are naturally occurring or added is the actual game-changer. The effect of consuming foods with naturally occurring sugars like fruit, vegetables, milk and grain products, is very different than added sugars, because sugars occurring in their natural state come packaged with the added benefits of the vitamins, minerals, fiber, antioxidants and phytochemicals that whole foods provide. Too often added sugars are empty calories and have no benefit to our health. The new label will finally bring clarity and change.

#### **Trend #10: The sound of food**

Consumers took to their keyboards to cry foul when one snack food changed their package to albeit a more sustainable, but noisier bag. People judge the readiness of foods like microwave popcorn or burgers on the grill by the sounds that these foods make. They judge the freshness of carbonated beverages based on the sound of the gas escaping the container as it opens, and the duration of the sound of the bubbles as they pour. Multisensory perception will be one of the new "food sciences" in 2012 as psychologists and food scientists join forces to design, create and influence the sounds of our foods to convey freshness, taste and even health attributes. Research is now underway at the Crossmodal Research Laboratory at Oxford University to understand how our brains process the information from each of our different senses (smell, taste, sight, hearing and touch) to form our food experiences — which no doubt will add yet another dimension to shoppers' decision-making process as to which foods to choose.

Read more: [http://supermarketnews.com/Grocery\\_Center\\_Store\\_Brands/2012\\_food\\_trends\\_1205/index1.html](http://supermarketnews.com/Grocery_Center_Store_Brands/2012_food_trends_1205/index1.html)

### **USDA Revises National Nutrient Management Standard to Achieve Maximum Agricultural, Environmental Benefits**

Ag Secretary Tom Vilsack announced that the U.S. Department of Agriculture has revised its national conservation practice standard on nutrient management to help producers better manage the application of nutrients on agricultural land. Proper application of nitrogen and phosphorus offers tremendous benefits to producers and the public, including cost savings to the producer and the protection or improvement of ground and surface water, air quality, soil quality and agricultural sustainability.

"Protecting America's supply of clean and abundant water is an important objective for USDA. This precious resource is the foundation for healthy ecosystems and sustainable agricultural production. USDA provides voluntary technical and financial assistance to help producers manage their nutrients to ensure a clean and abundant water supply while maintaining viable farm and ranch operations.

The nutrient management conservation practice is an important tool in the USDA Natural Resources Conservation Service (NRCS) conservation toolbox. The agency's staff uses this conservation practice to help farmers and ranchers apply their nutrients more efficiently. Proper management of nitrogen and phosphorus, including the use of organic sources of nitrogen such as animal manure, legumes and cover crops, can save producers money. The nutrient management standard provides a roadmap for NRCS's staff and others to help producers apply available nutrient sources in the right amount, from the right source, in the right place, at the right time for maximum agricultural and environmental benefits.

NRCS's nutrient management experts worked with universities, non-government organizations, industry and others to revise the standard to ensure it is scientifically sound. Key changes in the standard include expanding the use of technology to streamline the nutrient management process and allowing states more flexibility in providing site-specific nutrient management planning using local information when working with producers. NRCS staff offices will have until Jan. 1, 2013 to comply with erosion, nitrogen and phosphorus criteria for their state nutrient management standard.

The revised national standard is being released at a time when the agency is working with various partners to address nutrient management concerns identified in three recently released Conservation Effects Assessment Project (CEAP) cropland studies. These CEAP studies assessed the effectiveness of conservation practices in the Upper Mississippi Basin, the Chesapeake Bay Watershed and the Great Lakes Basin. One significant resource concern identified in all three studies is the loss of nitrogen and phosphorus from cropland. Most nitrogen losses are attributed to nitrate leaching through the soil to groundwater. Most phosphorus is lost due to erosion because phosphorus attaches itself to displaced soil particles that are transported by runoff to nearby waterways. Improved nutrient management and effective erosion control work together to reduce the loss of nutrients from agricultural land, resulting in improved water quality in downstream rural and urban communities. The revised standard will provide tools and strategies to help producers address the natural resource concerns relating to excess nutrients on agricultural land.

NRCS offers voluntary technical and financial assistance to producers nationwide for planning and implementing on-farm nutrient management plans. Producers can use the assistance to meet federal, state, tribal and local environmental regulations.

For more information about how nutrient management fits into NRCS's conservation work, visit <http://www.nrcs.usda.gov/wps/portal/nrcs/main/national/landuse/crops/npm>.

### **A New Control of Phytophthora and Downy Mildew in Turf and Ornamental Crops**

During November, Micora fungicide was registered by the EPA. Micora (mandipropamid) was studied by IR-4 since 2005 for the management of water molds and related pathogens. It is labeled for the management of Phytophthora and downy mildew in ornamentals. According to Syngeta, Mandipropamid (MPD) is a mandelamide and belongs to the chemical family of the carboxylic acid amides (CAA's) or more specifically the mandelic acid amides. The mode of action of CAA compounds (including Mandipropamid) has not yet been fully elucidated. There are proposals for inhibition of phospholipids biosynthesis and for interference with cell wall deposition.

## **Opportunities for New Jersey Farmers Through Conservation Stewardship Program**

Barbara Phillips, USDA Public Affairs

Donald J. Pettit, State Conservationist for USDA's Natural Resources Conservation Service (NRCS), reminds New Jersey farmers that Jan. 13, 2012, is the application cut-off date for the [Conservation Stewardship Program \(CSP\)](#). Producers have until that date to submit an application in order to be considered for funding during the first ranking period of 2012.

"I encourage all farmers who practice conservation on their operations to contact their [local NRCS office](#) to learn how this program may benefit them," said Pettit. "Producers do not need to make a commitment to participate in the program when they apply for CSP. Working through the application questionnaire with NRCS field personnel will help establish the producer's eligibility, ranking, and payment level for the program, to help them decide whether or not to proceed with the program."

Farmers qualify for CSP based on their current level of land stewardship, along with their willingness to implement additional conservation measures in the future. The program provides many conservation benefits including improvement of water and soil quality, wildlife habitat enhancements and adoption of conservation activities that address the effects of climate change. Eligible lands for CSP include cropland, pastureland, nonindustrial private forest land and agricultural land under the jurisdiction of an Indian tribe.

New Jersey farmers currently participating in the CSP program are receiving payments averaging from \$40 and \$50 per acre per year, but actual payments are dependent on the type and number of enhancements the farmer has implemented and those they agree to do. CSP participants can choose from a long list of enhancements for their operation that address water quality, water quantity, soil erosion, soil quality, energy, plants and animals.



## Beekeeping For Beginners – Virtual Webinar Series

Penn State University Extension

The webinar course is designed to create a foundation of beekeeping knowledge in order to confidently help beginners manage honeybees.

Penn State Cooperative Extension is conducting a virtual Beginner Beekeeping Class starting in March 2012. The webinar course is designed to create a foundation of beekeeping knowledge in order to confidently help beginners manage honeybees.

Webinars are web-based seminars which delivers training through the Internet directly to your computer. You are able to view the presentation via your home/office computer and listen to the audio portion of the presentation through your computer's speakers. These are interactive and will allow the participants to ask questions and communicate with the presenters. If you can't join the session or would like to review a certain topic, sessions will be recorded and available to participants until the end of the year

The Beekeeping for Beginners is a two month course that will include the following:

1. An eight part live webinar series (all sessions will be recorded and available until December 31, 2012)
2. Virtual Beekeeping Field Day
3. Accessibility to instructors through:
  - o Virtual office hours
  - o Discussion forums

Registration and agenda information can be found at: <http://agsci.psu.edu/beekeeping-for-beginners>

## **Calendar of Important Events**

📅 Indicates the newly added event since last calendar

### **January 2012**

#### **January 10**

**Landscaping Design**, RCE of Cumberland County, 291 Morton Ave., Rosenhayn, NJ. \$20; 9am-noon. For more info or to register call 856-451-2800 x1.

#### **January 10-11**

**Wisconsin Cranberry Growers School**, Holiday Inn Hotel & Convention Center, Stevens Point, WI. For more info call 715-423-2070.

#### **January 10-12**

**Minnesota Apple Growers Winter Conference**, La Crosse, Wis. For more info call Ralph Yates 507-895-2388, email: [info@minnesotaapple.org](mailto:info@minnesotaapple.org) or visit: [www.minnesotaapple.org](http://www.minnesotaapple.org)

#### **January 11-13**

**Illinois Specialty Crops, Agritourism and Organic Conference**, Crowne Plaza Hotel, Springfield, Ill. For more info contact Diane Handley at 309-557-2107 or email: [dhandley@ilfb.org](mailto:dhandley@ilfb.org)

#### **January 15-17**

**Wisconsin Fresh Fruit & Vegetable Conference**, Wisconsin Dells, Wis. For more info call 920-478-3852, email: [info@wisconsinfreshproduce.org](mailto:info@wisconsinfreshproduce.org) or visit: [www.wisconsinfreshproduce.org](http://www.wisconsinfreshproduce.org)

#### **January 16-18**

**North American Raspberry & Blackberry Conference**, Sandusky, Ohio. For more info call 919-542-4037, email: [info@raspberryblackberry.com](mailto:info@raspberryblackberry.com) or visit: [www.raspberryblackberry.com](http://www.raspberryblackberry.com)

#### **January 16-18**

**Ohio Produce Growers & Marketers Association Congress**, Sandusky, Ohio. For more info call 614-487-1117, email: [opgma@ofa.org](mailto:opgma@ofa.org) or visit: [www.opgma.org](http://www.opgma.org)

#### **January 17**

**Indoor Plants**, Viola Carson, RCE Cumberland County, 291 Morton Ave., Rosenhayn; \$20; pesticide credits: 6 each for Cat. 13; 3C and PP2; 9am-noon. For more info or to register call 856-451-2800 x1.

#### **January 17-18**

**Atlantic Coast Agricultural Convention & Trade Show**, Trump Taj Mahal, Atlantic City, NJ. For more info visit: [www.njveggies.org](http://www.njveggies.org) or contact Rocco DiGerolamo, Jr. at 857-797-1686.

#### **January 17-19**

**Indiana Horticultural Congress**, Wyndham West, Indianapolis. For more info contact Tammy Goodale at 765-494-1296, by email: [tgoodale@purdue.edu](mailto:tgoodale@purdue.edu) or visit: [www.inhortcongress.org](http://www.inhortcongress.org)

**January 18-19**

**New Jersey Ag Convention**, Trump Taj Mahal, Atlantic City, NJ. For more information contact the New Jersey Ag Association 609-292-8896.

**January 18-21**

**Southern Sustainable Agriculture Working Group 21st Annual Conference**, The Peabody Hotel, Little Rock, Ark. For more info email: [info@ssawg.org](mailto:info@ssawg.org) or visit: [www.ssawg.org](http://www.ssawg.org)

**January 19-20**

**Upper Midwest Regional Fruit & Vegetable Growers Conference**, St. Cloud, Minn. For more info call 763-434-0400 or email: [info@mfvga.org](mailto:info@mfvga.org)

**January 24**

**Managing Insect & Disease Problems Starts with a Good Diagnosis**, James Johnson, Ag. Agent, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ; pesticide credits: 6 each for Cat. 13, 1A, 3A and PP2; \$20; 9am-noon. For more info or to register call 856-451-2800 x1.

**January 24-25**

**Northwest Michigan Orchard & Vineyard Show**, Grand Traverse Resort, Acme, Mich. For more info call 231-946-1510 or email: [nwmihort@msu.edu](mailto:nwmihort@msu.edu)

**January 24-25**

**Ontario Processing Vegetable Industry Conference**, London, Ontario. For more info call 519-681-1875, email: [opvg@opvg.org](mailto:opvg@opvg.org) or visit: [www.opvg.org](http://www.opvg.org)

**January 24-26**

**Empire State Fruit & Vegetable Expo**, Oncenter Convention Center, Syracuse, NY. For more info contact Jeanette Marvin by email: [nysvga@twcny.rr.com](mailto:nysvga@twcny.rr.com)

**January 25-28**

**Tennessee Horticulture Expo**, Nashville, Tenn. For more info contact Jim Elam by email: [jim\\_elam@siegers.com](mailto:jim_elam@siegers.com) or visit: [www.tnthe.com](http://www.tnthe.com)

**January 27-28**

**Iowa Fruit & Vegetable Growers & Marketers Conference**, Ankeny, Iowa. For more info contact Christa Hartsook at 515-294-4430 or by email: [hartc@iastate.edu](mailto:hartc@iastate.edu)

**January 28-29**

**22nd Annual NOFA-NJ Winter Conference 2012**, Princeton University, Princeton, NJ. For more info contact NOFA at 908-371-111, email: [nofainfo@nofanj.org](mailto:nofainfo@nofanj.org) or visit: [www.nofanj.org](http://www.nofanj.org)

**January 31**

**Native Plants and Butterflies**, Kim Conner, Master Gardener, RCE of Cumberland County, 291 Morton Ave., Rosenhayn, NJ; \$20; 9am-noon. For more info or to register call 856-451-2800 x1.

**January 31-February 2**

**Mid-Atlantic Fruit and Vegetable Convention**, Hersey, PA. For more info contact William Troxell at 717-694-3596, by email: [pvga@pvga.org](mailto:pvga@pvga.org) or visit: [www.mafvc.org](http://www.mafvc.org)

**February 2012****February 6-8**

**North American Strawberry Growers Association Annual Conference**, Las Vegas. For more info contact Kevin Schooley at 613-258-4587, by email: [info@nasga.org](mailto:info@nasga.org) or visit: [www.nasga.org](http://www.nasga.org)

**February 6**

**Basic Pesticide Applicator Training for Core Certification**, Extension Center Gloucester County, 1200 N. Delsea Dr., Clayton, NJ; 9 am—noon, \$50; 6 core recertification credits. For info call 856-307-6450 x1 or email: [cummings@njaes.rutgers.edu](mailto:cummings@njaes.rutgers.edu).

**February 6-7**

**2012 New Mexico Chile Conference**, Hotel Encanto de Las Cruces, Las Cruces, New Mexico. Pre-registration due by Jan 30th. For more info visit: [www.chilepepperinstitute.org](http://www.chilepepperinstitute.org) or call 575-646-3028.

**February 7**

**Category 3A-Ornamental Pest Control Training for DEP Exams**, Extension Center Gloucester County, 1200 N. Delsea Dr., Clayton, NJ; 9 am-3 pm, \$100; 12 recertification credits. For info call 856-307-6450 x1 or email: [cummings@njaes.rutgers.edu](mailto:cummings@njaes.rutgers.edu).

**February 7**

**Soil & Fertilizer**, Bill Bamka, Ag Agent Burlington County, RCE of Cumberland County, 291 Morton Ave., Rosenhayn, NJ; \$20; 9am-noon. For more info or to register call 856-451-2800 x1.

**February 9**

**Category 3B-Turf Pest Control Training for DEP Exams**, Extension Center Gloucester County, 1200 N. Delsea Dr., Clayton, NJ; 9 am-3 pm; \$100, 12 recertification credits. For info call 856-307-6450 x1 or email: [cummings@njaes.rutgers.edu](mailto:cummings@njaes.rutgers.edu).

**February 9-12**

**Midwest Grape & Wine Conference**, St. Charles, Mo. For more info contact Rozanna Benz 573-236-4629, email: [rbenz@vwm-online.com](mailto:rbenz@vwm-online.com) or visit: [www.midwestgrapeandwineconference.com](http://www.midwestgrapeandwineconference.com)

**February 10-17**

**27th Annual NAFDMA Convention**, Williamsburg, Va. For more info contact the North American Farmers' Direct Marketing Association at 413-529-0386 or visit: [www.nafdma.com](http://www.nafdma.com)

**February 14**

**Tree Fruit & Grapes**, Jerry Frecon, Ag. Agent Gloucester County, RCE of Cumberland County, 291 Morton Ave., Rosenhayn, NJ; \$20; pesticide credits: 6 each for 13, 1A and PP2; 9am-noon. For more info or to register call 856-451-2800 x1.

**February 21**

**Basic Entomology**, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ; \$20; pesticide credits: 6 Cat. 13 and 3 each for 7A and 7B; 9am-noon. For more info or to register call 856-451-2800 x1.

**February 23-25**

**MOSES Organic Farming Conference**, La Crosse, Wis. For more info contact the Midwest Organic and Sustainable Education Service at 715-778-5775 or visit: [www.mosesorganic.org](http://www.mosesorganic.org)

**February 23-25**

**Minnesota Grape Growers Association Annual Grape & Wine Conference**, St. Paul Crowne Plaza, St. Paul, Minn. For more info visit: [www.mngrapegrowers.com](http://www.mngrapegrowers.com)

**February 28**

**Home Vegetable Gardening & Weed Management**, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ; \$20; pesticide credits: 6 each for Cat. 13, 3A and PP2; 9am-noon. For more info or to register call 856-451-2800 x1.

**March 2012****March 4-6**

**California Small Farm Conference**, Hyatt Regency, Valencia, Calif. For more info call 831-659-0436, email: [smallfarmconference@gmail.com](mailto:smallfarmconference@gmail.com) or visit: [www.californiafarmconference.com](http://www.californiafarmconference.com)

**March 6**

**Turf Culture**, RCE of Cumberland County, 291 Morton Ave., Rosenhayn, NJ; \$20; 9am-noon. For more info or to register call 856-451-2800 x1.

**March 13**

**Turf Pest Problems**, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ; \$20; pesticide credits: 6 each for Cat. 13, 3B and PP2; 9am-noon. For more info or to register call 856-451-2800 x1.

**March 20**

**Garden Animals: Friend & Foes**, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ; \$20; 9am-noon. For more info or to register call 856-451-2800 x1.

**March 27**

**Pruning**, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ; \$20 9am-noon. For more info or to register call 856-451-2800 x1.

**📅 March 28**

**4 Hour Basic Pesticide Review**, Wayne Knerr, Helena Chemical, RCE of Cumberland County, 291 Morton Avenue, Millville, NJ; pesticide credits anticipated. 8:30 a.m.—12:30 p.m. For more info or to register call 856-451-2800 x1.

**April 2012****📅 April 24-25**

**PA Nutrition Education Network's Annual Conference 2012**, Sheraton Harrisburg-Hershey Hotel, Harrisburg, PA. For more info call 717-233-1791, email: [pa\\_nen@phmc.org](mailto:pa_nen@phmc.org) or visit: [www.panen.org/annualmeeting](http://www.panen.org/annualmeeting)

## REGULARLY SCHEDULED MEETINGS

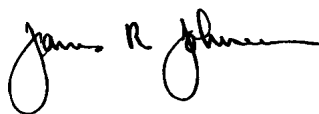
✓ Indicates meeting will be held at RCE of Cumberland County

<p style="text-align: center;">✓</p> <p style="text-align: center;"><b>Pesticide Certification Exam Schedule—Cumberland County</b> <b>291 Morton Avenue</b> <b>Millville, NJ 08332</b> <b>(Between Rosenhayn &amp; Carmel)</b></p> <p style="text-align: center;"><u><b>2012</b></u></p> <p style="text-align: center;">Jan 4   Feb 8   Mar 28 Apr 4   May 2   Jun 6 Sep 26   Oct 24   Nov 7 Dec 19</p> <p style="text-align: center;"><b>To Register call 609-984-6614</b> <b>For directions call 856-451-2800</b></p> <p>*****</p>	<p style="text-align: center;">✓</p> <p style="text-align: center;"><b>Cumberland County Agriculture Development Board</b> <b>291 Morton Avenue</b> <b>Millville, NJ 08332</b> <b>(Between Rosenhayn &amp; Carmel)</b></p> <p style="text-align: center;"><u><b>2012</b></u></p> <p style="text-align: center;">*Jan 11   *Feb 8   Mar 14 Apr 11   May 9   Jun 13 Jul 11   Aug 8   Sep 5 Oct 10   Nov 14   Dec 12</p> <p style="text-align: center;"><b>*Meetings start at 10 a.m.</b> <b>Reg. Meetings start at 7 p.m.</b> <b>Call DeAnn at 856-453-2211</b></p> <p>*****</p>	<p style="text-align: center;">✓</p> <p style="text-align: center;"><b>Cumberland County Board Of Agriculture</b> <b>291 Morton Avenue</b> <b>Millville, NJ 08332</b> <b>(Between Rosenhayn &amp; Carmel)</b> <b>7 pm meetings</b></p> <p style="text-align: center;"><u><b>2012</b></u></p> <p style="text-align: center;">Jan 19   Feb 16   Mar 15 Apr 19   May 17   Sep 20 Oct 18   Nov 15   Dec 20</p> <p style="text-align: center;"><b>For info call Shirley Kline,</b> <b>President 856-685-3784</b></p> <p>*****</p>
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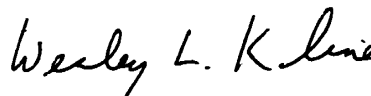
**Cumberland County Improvement Authority (CCIA)**  
**Pesticide Container Recycling**  
**9:00 a.m. to 12 Noon**  
Cumberland County Solid Waste Complex  
169 Jesse's Bridge Rd. (located off Route 55 Exit 29)  
Deerfield Township, New Jersey

Dates for 2012 coming soon

Sincerely,



James R. Johnson  
Agricultural Agent  
Nursery Management Commercial  
Internet: [jjohnson@njaes.rutgers.edu](mailto:jjohnson@njaes.rutgers.edu)



Wesley L. Kline, Ph.D.  
Agricultural Agent  
Vegetable & Herb Production  
Internet: [wkline@njaes.rutgers.edu](mailto:wkline@njaes.rutgers.edu)

**Pesticide User Responsibility:** Use pesticides safely and follow instructions on labels. The user is responsible for the proper use of pesticides, residues on crops, storage and disposal, as well as damages caused by drift.

**Use of Trade Names:** Trade names are used in this publication with the understanding that no discrimination is intended and no endorsement is implied. In some instances the compound may be sold under different trade names, which may vary as to label.



Have you visited the Cumberland County website for the  
Present and/or past issues of “Cultivating Cumberland”? It’s a great  
resource for information and dates.....

<http://Cumberland.njaes.rutgers.edu/>

#### Public Notification and Non-discrimination Statement

Rutgers New Jersey Agricultural Experiment Station Cooperative Extension educational programs are offered to all without regard to race, religion, color, national origin, ancestry, age, sex, sexual orientation, gender identity and expression, disability, atypical hereditary cellular or blood trait, marital status, civil union status, domestic partnership status, military service, veteran status, and any other category protected by law. Rutgers Cooperative Extension encourages individuals with disabilities to participate in its programs and activities. If you need special accommodations, have questions about physical access, or require alternate means for program information, please contact your local Extension Office. Contact the State Extension Director's Office if you have concerns related to discrimination, 732-932-5000, ext. 584.

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Cooperative Extension of Cumberland County  
Extension Education Center  
291 Morton Avenue  
Millville, NJ 08332-9791

**RUTGERS**  
New Jersey Agricultural  
Experiment Station

## Why Choose

### Annie's Project?

Annie was a woman just like you- she spent her lifetime learning how to be an involved business partner with her farm husband. Together they did great things, but it wasn't easy. This is Annie's Project – to take her experiences and share it with farm women living and working in a complex business.

You, along with your classmates will learn in-depth knowledge on:

- Marketing and Pricing
- Production Risk
- Financial Management
- Human & Personal Risk
- Legal Risk

Annie's Project NJ is sponsored by the following agencies...



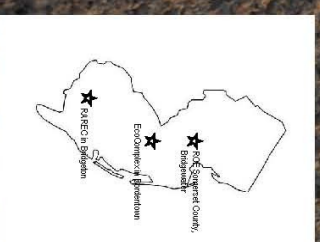
→ Farm Business Management Course For Women

## Annie's Project

### 2012

*Educating and Empowering Women Farmers*

Own a farm or thinking about running a farm business? This is the program for you!



Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Please select the location:

☐ **Bordentown, NJ**, Rutgers EcoComplex

☐ **Bridgewater, NJ** Rutgers Cooperative Extension of Somerset County

☐ **Bridgeton, NJ** Rutgers Ag. Research and Extension Center

*Jenny S. Carleo*  
Jenny S. Carleo, Agricultural Agent

Registration is \$85.00 per person. (Includes materials, dinner and instructors.)

~ Checks payable to: "Annie's Project NJ" ~

Mail registration and payment to:

Jenny Carleo-RCE, 4 Moore Rd. DN-703, Cape May Court House, NJ 08210

For more information: (609) 465-5115

Please send in this form by January 16, 2012

### Course Topics

The course will be held in 7 sessions.  
The topics included are:

- Management Styles
- Developing a Mission/Vision Statement
- Basic Marketing – Marketing Plan
- Social Media – Websites, Blogs, Facebook, Twitter, YouTube.
- Free Advertising
- Writing a Business plan
- Promoting Local Support
- Product pricing
- Crop Insurance
- Farm Loans, NAP & other FSA programs
- Production Record Keeping
- Livestock/Food Industry, Food Safety
- Farm Transfer and Estate Planning
- Business Planning
- Understanding Farm Insurance Policies
- Women and Money – Family Finances, Credit Report, Household Budget - How does your Money Flow?
- Financial Documents
- Labor Management Basics
- How to get and keep good employees
- Role Playing on Labor Issues
- Life, Health, Disability, & Farm Insurance
- Part-time Employee Risk Management/...
- And more!

### Important Details

Classes (7) will be held at the following locations, starting Monday night January 23, 2012 through March 12, 2012. No class will be held February 20, 2012.

**Cumberland County**  
Rutgers Agricultural Research and Extension Center  
121 Northville Rd.  
Bridgeton, NJ 08302-5919  
Contact: Jenny Carleo  
(609) 465-5115, x607

**Somerset County**  
Rutgers Cooperative Extension of Somerset County, 310 Milltown Road, Bridgewater, NJ 08807  
Contact: Nicholas Polanin  
(908) 526-6293

**Burlington County**  
Rutgers EcoComplex  
Environmental Research and Extension Center  
1200 Florence-Columbus Rd.  
Bordentown, NJ 08505-4200  
Contact: Meredith Melendez  
(609) 989-6830

Space is limited!  
Please register by January 16, 2012

For more information please visit:  
<http://aesop.rutgers.edu/~farmanqmt/anniesproject.html>  
or join us on facebook <http://www.facebook.com/pages/Annies-Project-NJ/147083285347913>

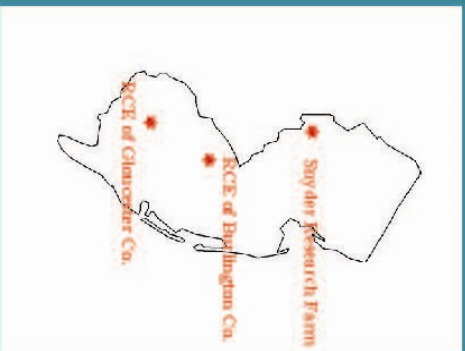
Cooperating Agencies: Rutgers, The State University of New Jersey, U.S. Department of Agriculture, and County Boards of Chosen Freeholders. Rutgers Cooperative Extension, a unit of the Rutgers New Jersey Agricultural Experiment Station, is an equal opportunity program provider and employer.





## Registration Form

<http://events.rutgers.edu/njaes>



We are pleased to present this conference on three dates, in three locations, in close to you! Register for any day/location you wish to choose. Charge is \$10 and includes morning coffee, lunch and educational materials.

### \$10 per person fee—Checks payable to NJFB

Mail Registrations and payment to:

NJ Farm Bureau  
168 West State St., Trenton, NJ 08608

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

**Circle Location:** North Jan. 24 Central Jan. 25 South Jan. 26

## Agritourism Conference Schedule

### Morning Theme: Potential of Agritourism

- 9:00 Registration
- 9:15 Opening Remarks
- 9:30 **Brian Schilling** – “Agritourism in NJ, Where Are We Now and What is the Potential?”
- 10:00 **Stephen Komar** – “Is Agritourism Right for You?”
- 10:20 **Dr. Samantha Rozier Rich**, Assistant Professor and Tourism Ext. Specialist, NCSU and **Sue Colucci**, Area Specialized Agent, Agriculture, North Carolina Coop. Ext.
- 11:00 **Jenny Carleo** – “Creating the Customer Experience”
- 11:40 **Luanne Hughes** – “Using Health and Nutrition to Market Fresh Produce”
- 12:00 Lunch

### Afternoon Theme: Realities of Agritourism

- 1:00 **Jenny Carleo** – “Getting Started with a Business Plan”
- 1:30 **Bill Banka** – “Farm Safety From a Bird’s-Eye View”
- 2:00 Speaker TBA – “Risk Management/Insurance Realities of Agritourism”
- 2:30 **Michelle Casella** – “Trials and Tribulations of Creating a Statewide AMP for On-Farm Direct Marketing”
- 3:00 Discussions with Q & A
- 3:30 Adjourn



### Three Location Choices and Three dates in New Jersey!

January 24—North Jersey – Snyder Research and Extension Farm, 140 Locust Grove Rd, Pitstown, NJ  
January 25—Central Jersey – Rutgers Coop. Ext., Burlington County, 2 Academy Dr, Westampton, NJ  
January 26—South Jersey – Rutgers Coop. Ext., Gloucester County, 1200 N. Delsea Drive, Clayton, NJ



## Agritourism in New Jersey

As a farmer, agritourism may allow you to generate additional income from farm assets that are underutilized; can help to diversify product lines and markets; allows direct feedback from consumers about preferences for products and services; and creates a “culture of understanding” for what it takes to be a commercial farmer – thus, reducing conflicts over farm practices and strengthening public support for the existence of farms.

Agritourism activities may include, but are not restricted to:

- \* U-pick, U-cut Christmas trees, on-farm direct markets, Community Supported Agriculture (CSA)
- \* Educational tourism (school or group tours, wine tastings, farm work experience)
- \* Hay rides, corn mazes, petting zoos, haunted barns
- \* Farm accommodations (Birthday parties, group events, weddings, picnicking, bed & breakfasts)
- \* Outdoor recreation (horseback riding, hunting, fishing, bird watching)



**A**gritourism: “Touring agricultural areas to see farms and often to participate in farm activities.”



United States  
Department of  
Agriculture

National Institute  
of Food and  
Agriculture



State of New Jersey  
DEPARTMENT OF AGRICULTURE



**RUTGERS**  
New Jersey Agricultural  
Experiment Station

### For information contact:

Michelle Infante-Casella, Agricultural Agent

Rutgers NJ Agricultural Experiment Station

Cooperative Extension of Gloucester Co.

County Government Services Building

1200 N. Delsea Dr.

Clayton, NJ 08312-1095

Phone: 856-307-6450 ext.-1

Fax: 856-307-6476

Email: [minifante@njaes.rutgers.edu](mailto:minifante@njaes.rutgers.edu)

Registration forms can be downloaded at

<http://events.rutgers.edu/njaes>

(or use this brochure)

*Michelle Casella*

Cooperating Agencies: Rutgers, The State University of New Jersey, U.S. Department of Agriculture, and County Boards of Chosen Freeholders. Rutgers Cooperative Extension, a unit of the Rutgers New Jersey Agricultural Experiment Station, is an equal opportunity program provider and employer.

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