

Cultivating Cumberland

November - 2013 VOL. 18, ISSUE 11



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Attachments:

- NJ Agribusiness Association Scholarship letter & application
- 2013 Agribusiness Strategic Marketing Conference and Registration form
- 2014 Women in Agriculture Regional Conference
- Dec. 12th Introduction to Food Safety & Third Party Audits Training

USDA-NRCS Extends Application Periods for Conservation Programs

State Conservationist Carrie Mosley has extended the application period for two conservation programs to November 15th. All applications received for Agricultural Management Assistance (AMA) and the Environmental Quality Incentives Program (EQIP) by November 15 will be ranked and funds allocated after the new deadline.

These voluntary conservation programs are offered by USDA's Natural Resources Conservation Service in New Jersey to support conservation on agricultural and forested land. NRCS professionals work with producers to develop a conservation plan for their operation, design conservation practices and provide guidance to help implement the plan.

The Agricultural Management Assistance is a voluntary conservation program that targets beginning and limited resource farmers, small farms, and producers who have had limited participation in other USDA financial assistance programs. AMA provides financial and technical assistance to agricultural producers to address issues such as water management, water quality and erosion control by incorporating conservation into their farming operations.

The Environmental Quality Incentive Program is a voluntary conservation program for persons who are engaged in livestock, forestry or agricultural production, including organic production. EQIP offers financial and technical assistance to implement conservation practices on eligible agricultural land, and provides payments for implementing conservation practices that have a positive environmental impact, while protecting long term agricultural production and sustainability.

Visit the local USDA-NRCS office at 1318 S. Main Road, Building 5, Suite A, Vineland, New Jersey (856-205-1225 x3) to apply for these and all programs offered by NRCS. Program application periods are provided on the New Jersey NRCS website: www.nj.nrcs.usda.gov

Food Safety Update

Wes Kline, RCE Cumberland County

November 15th is the closing date for comments on the Food Safety Modernization Act (FSMA). We have been talking about this for a year, but now is the end of the comment period. There isn't time to read both documents (Produce Safety Rule and the Preventive Controls Rule) since they add up to several hundred pages. However, as I mentioned in the last issue of Cultivating Cumberland there is a series of fact sheets which the Food and Drug Administration put together to help explain the rules. Read these then check the proposed rules for the ones that impact you directly. Do not assume since you have a third party audit that FSMA will not impact your operation. Some wholesale growers think since they have an audit they are covered. Some retail (roadside and farm marketers) think it does apply to them. Both are wrong!

There are three parts of the proposed Produce Safety rule that should be a concern for New Jersey. Agricultural water (Subpart E) is defined as water that has potential or intent to come in direct contact with produce including sprays. If you are using drip on tomatoes it would not be agricultural water and would not need to be tested. However, if the same water is overhead irrigated it is agricultural water. If you use overhead to frost protect blueberries that are in flower it is not agricultural water. However, if the same water is used to protect strawberries that have fruit then it is agricultural water. The testing provision is the biggest concern. With municipal water you just need a copy of their analysis and wells need to be tested at the beginning of the season and every three months when in production. Those are really no problem. Surface water is the issue where they propose testing pond and stream water at least every 7 days! Testing for genetic E. coli will cost between \$50-95 per sample in New Jersey. If you irrigate from Mid-March to Mid-October (30 weeks) it will cost between \$1,500 to \$2,850 per water source. From the time the sample is collected until you get the results is at least 4 days if you can get it by email and by US mail at least 7 days. Which means you would need to pull another sample the same day you get the results. Don't you think you should comment about this? If you treat your water you do not need to test, but verify that the system is controlling the E. coli.

The second part which may be an issue for some growers is the Biological soil Amendments of Animal Origin (Subpart F). Anyone who is using raw manure (chicken, horse, cow, etc.) must wait 9 months from application to harvest assuming the manure will contact the harvestable crop. Based on this manure could only be applied in the fall. When using compost, if the source cannot provide information on their system for control of pathogens, the compost cannot be applied later than 45 days to harvest. If this is an issue, comment!

There are exemptions to the proposed rules based on income, but FDA is not clear on how income will be calculated. If a farm's average monetary value of food sold (including animal feed, grains, animals, etc.) in previous 3 years is less than \$500,000 and 51% of those sales are retail (direct to consumer, restaurant, retail food establishment, etc.) and within 275 miles where grown the operation would be exempt from some provisions. You would still need to have the farm name and address on the master container or a sign at a farmers market with the name and address of the operation.

Under the preventive controls rule some farms will need to register with FDA as a facility and may need to comply with other provisions of the rule. When a farm holds, handles or purchases products from another farm and are not exempt because of income they will fall under the preventive controls rule. FDA is asking for comments on the definition for a small business as one employing fewer than 500 persons and a very small business three options – less than \$250,000, less than \$500,000 or less than \$1 million in total annual food sales.

Growers Can Comment at the following website, or in writing to the address below.

Standards for Growing, Harvesting, Packing, and Holding of Produce for Human Consumption
Docket No. FDA-2011-N-0921

<http://www.regulations.gov/#!submitComment;D=FDA-2011-N-0921-0199>

Current Good Manufacturing Practice and Hazard Analysis and Risk-Based Preventive Controls for Human Food

Docket No. FDA-2011-N-0920

<http://www.regulations.gov/#!submitComment;D=FDA-2011-N-0920-0188>

Written Submission

Division of Dockets Management (HFA-305)

Food and Drug Administration

5630 Fishers Lane, rm. 1061

Rockville, NMD 20852

Preventive Controls for Animal Food Rule (PCAR.3)

Who is covered by this rule?

This proposed rule would apply to animal facilities required to register under the FD&C Act that manufacture, process, pack, and hold ingredients and finished products that are intended to be fed to animals, including livestock, pets, and other animals. This includes renderers, pet food manufacturers, as well as bio-fuel manufacturers that supply distillers grain for animal food, and manufacturers of animal feed minerals and mineral mixes. **This proposed rule would not apply to farms. However, if the farm operates an animal food manufacturing, packing, or holding business (in addition to its traditional farm activities), that food manufacturing, packing, or holding business, with certain exceptions, would likely need to comply with this proposed rule.** The proposed rule would establish a series of exemptions (including modified requirements in some cases) from the requirements for hazard analysis and preventive controls for small, on-farm facilities with low risk activity/animal food combinations. For information, see Fact Sheet: CGMPs and Preventive Controls for Food for Animals: <http://www.fda.gov/Food/GuidanceRegulation/FSMA/ucm366510.htm#factsheet>

FDA also announced it will hold three public meetings on the Proposed Rule for Preventive Controls for Food for Animals. The first meeting will be held on Nov. 21st in College Park, MD, second meeting will be on Nov. 25th in Chicago, IL and the third meeting on Dec. 6th in Sacramento, CA. Visit the “meeting page” to view the agenda and get additional information: <http://www.fda.gov/fsma>

Center for Produce Safety Symposium

This is the last in a series that summarized findings from The Center for Produce Safety (CPS) fourth annual research symposium.. The full technical reports are available from the CPS website at cps.ucdavis.edu. The "10 key lessons" learned were summarized by Drs. Bob Whitaker and Jim Gorny representing the technical committee of CPS.

Pathogens can be transferred by wind. Growers have been encouraged to perform hazard assessments of production blocks prior to planting as part of their GAP programs. One of the key elements of the hazard analysis has been to evaluate the potential for contamination from concentrated animal feedlots should one be situated near the production block. Dr. Elaine Berry (USDA ARS) developed a study to examine the potential for wind-borne transference of *E. coli* O157:H7 from a herd of cattle known to be infected, to plots of leafy greens planted at varying distances from the cattle feedlot. The data demonstrate that *E. coli* O157:H7 can be transferred via bioaerosols and dust particles to crops at least out to 600 feet (the farthest distance tested). As distance increases away from the cattle feedlot, the frequency and level of contamination diminishes. However, bioaerosol and dust particle transference is not a simple matter of distance. The density of the cattle, wind intensity, moisture and activities within the feedlot; i.e. movement of cattle in or out, cleaning, etc., all impact formation of bioaerosols and dust particles containing pathogens. These factors must be considered in any hazard assessment and the development of management practices.

Animal intrusion: the road ahead? For the last several years, the produce industry has struggled to understand wildlife transmission of pathogens to crops and the role of riparian areas may play. Dr. Martin Wiedmann (Cornell University) is studying 24 produce field areas in New York State by examining landscape features, land use in adjacent areas, animal movement patterns and prevalence of genetic strains of *E. coli* in soil, animal and water samples to create models that might be used to forecast contamination events. While this work is still in the early stages, Dr. Wiedmann has shown that the prevalence of *E. coli* in environmental samples differs between landscapes and different cover types. It also appears that forests that border production fields might be acting as a source of *E. coli* that can be transmitted to the fields since a forest habitat harbors increased genetic diversity and can support higher levels of bacteria than the field environment. It's too soon to tell what this will all mean and how we can use this information to better understand the complex interactions between our production environments and food safety risk factors. However, this study marks an important departure in industry thinking relative to animal intrusion. Previous CPS-funded research has shown that there are no "risky" animal species, only animals that exist in environments where pathogens may be present and that they can be vectors for transferring those pathogens to crops. Dr. Wiedmann's work is one of the first real examples of how data might be used to build predictive models of how pathogens move through production environments. With this understanding, it may be possible to design crop production practices that find balance in environmental and food safety management.

USDA Fruit & Vegetable Industry Webinar Series

The Agricultural Marketing Service's Fruit and Vegetable Program invites you to take part in a series of free, interactive webinars on our many programs and services. At each webinar, you'll hear a presentation from a USDA expert on specific topics, be introduced to our staff, and take part in an interactive question and answer session.

These informative webinars are designed for fruit and vegetable growers, packers, shippers, processors, wholesalers and retailers of all sizes. Registration is required and space is limited. Log on today at: <http://tinyurl.com/dzgrh6n> to register - it's your first step to learning how we can work together to meet your unique business needs. If you miss a webinar, just visit the Webinar Archive to watch it online.

Take a look at the upcoming webinars. Follow the links below the webinar titles for full information on each session or to register:

USDA's GAP Audit Program and Produce GAPs Harmonization Standard

November 7, 2013

2:00 –3:00 p.m. Eastern time

<http://bit.ly/18PrpZE>

Interpreting USDA Fruit & Vegetable Inspections: Does the Shipment Make Good Delivery?

December 5, 2013

2:00-3:00 p.m. Eastern Time

<http://bit.ly/19M0or5>

Farm Resources

Links:

Ohio State's Tomato Grafting Guide and Resources

<http://hcs.osu.edu/vpslab/grafting-guide>

Agritourism Liability Considerations Fact Sheet

<http://pubs.ext.vt.edu/CV/CV-25/CV-25-PDF.pdf>

Marketing for Profit—Tools for Success Webinars—FREE

<http://www.nyfarmersmarket.com/work-shop-programs/webinars/program.html?massmail=122>

Begins November 19th—Registration is required!

Growing for Market Food Safety Modernization Act Posting

<http://www.growingformarket.com/articles/Food-safety-alert>



STATE OF NEW JERSEY
DEPARTMENT OF AGRICULTURE

RUTGERS
New Jersey Agricultural
Experiment Station

FOOD SAFETY WORKSHOPS DECEMBER 2013 - FEBRUARY 2014

LOCATIONS:

December 12 – Introduction to Food Safety & Third Party Audits for Beginners, Cumberland County Cooperative Extension, 291 Morton Ave., Rosenhayn, NJ; \$40 includes lunch; 9am–4pm. To register call 856-451-2800 x1.

January 22 – Food Safety for Retail Marketers (Non-audit based), Mercer County Cooperative Extension, 930 Spruce St., Trenton, NJ, \$40, 9am–4pm. To register call 609-989-6830

February 6 – Food Safety & Harmonized Audit Training (Audit based) and Food Safety for Retail Marketers (Non-audit based) (concurrent sessions), 2014 NJ Ag Conv. & Trade Show, Trump Taj Mahal, Atlantic City, NJ. Cost included in convention registration, 9:30 am-4:30 pm.

February 13 – Food Safety for Retail Marketers (Non-audit based), Atlantic County Cooperative Extension, 6260 Old Harding Highway, Mays Landing, NJ, \$40, 9am – 4pm. To register call 609-989-6830.

February 19 – Blueberry Food Safety Training, Marucci Center for Blueberry & Cranberry Research & Ext., 125A Lake Oswego Rd., Chatsworth, NJ, \$40 includes lunch; 9:30 am – 3 pm. To register call 609-726-1590

February 26 – Food Safety, GAP's & Harmonized Audit Training, Rutgers Cooperative Extension Cumberland County, 291 Morton Ave., Rosenhayn, NJ; \$40 includes lunch; 9 am – 4 pm. To register call 856-451-2800 x1

TOPICS:

- Third Party Audit Standards
- How to develop a food safety plan for your operation
- Produce sampling results from 2013
- Risk Assessment
- Writing Standard Operating Procedures

Join us to get all the up-to-date food safety information!

These sessions are supported in part by NJDA/USDA
2012 Specialty Crop Block Grant #12-25-B-1243

Essential FREE Resource for Farmers, Market Managers, and Local Producers

Marketing for Profit: Tools for Success Webinar Series

Registration Now Open!

The Farmers Market Federation of NY and the NY Farm Viability Institute have partnered with USDA Northeast SARE to present a series of webinars on marketing: *"Marketing for Profit: Tools for Success."* These webinars have been designed with the assistance of regional and national marketing experts to provide critical marketing insights for farmers and farm markets throughout the northeast. The webinars are free, approximately an hour and a half long, and easy to access with a basic internet connection. This winter, 6 webinars will be held and interested participants are encouraged to register TODAY for the webinars they want to attend.

This webinar series will give farmers the information and tools they need to excel at direct marketing their farm products. It will also provide curriculum, presentations and handouts to Cooperative Extension Educators and other farm service educators to help their farmers master key marketing concepts that will bring greater success and more profits to their farms than ever before.

Marketing encompasses a broad array of efforts all aimed at identifying your market and customers, satisfying your customers and maintaining your customers long term. It includes all marketing channel selections and business decisions, what to grow or produce and how it will be produced; i.e. conventional, organic, bio-dynamic or some amalgam of these; how you choose to make products available, how product is presented to the public, how you present your business, advertising and promotions, signage, pricing strategy, and so on. Marketing is complex and is often the most misunderstood and least successful part of many farm businesses.

The series includes coverage of 5 categories of marketing concepts spanning three years: Self-Assessment, Market Assessment, Customer Assessment, Communications Assessment and Business Assessment. Each Assessment encompasses a series of 3 webinars. The winter season of 2013-14 will focus on Communications and Business Assessment. In these sessions you will learn key concepts in effective communications with your customers and presenting your product for maximum profits. You will also learn to identify key customer characteristics and how to use the information to better present your products and your business. One session will prepare you to weather a crisis and come out stronger than ever. Finally, the last session will help you to track all the data you have gathered throughout the process of developing your business and marketing plans and use this information to help you make critical business decisions.

These are just a sample of the skills and knowledge to be gained through this season's Marketing for Profit: Tools for Success webinar series. Each webinar will be repeated twice to maximize opportunity to participate.

Communications Assessment:

How To Say What We Mean & Mean Something!

Dave Bellso, DesignWorks Advertising

November 19, 10:00 am – 11:30am

November 20, 6:30pm – 8:00pm

You Are What you Look Like! Preparing the Product

Marty Butts, Small Potatoes Marketing

December 3, 10:00am - 11:30am

December 4, 6:30pm - 8:00pm

You Are What They THINK You Are! Selling The Product

Dave Bellso, DesignWorks Advertising

December 17, 10:00am – 11:30pm

December 18, 6:30pm – 8:00pm

Long Term Assessment:**Keeping an Eye On Your Customers.**

Lindsay Ott Wilcox, Marketing Dir., Clear Channels Communication

January 8, 6:30pm – 8:00pm

January 9, 1:30pm – 3:00pm

Putting a Handle on the Tomato: Reinventing the Product

Bob Buccieri, former President of the Farmers Market Federation of NY

January 28, 10:00am – 11:30am

January 29, 6:30pm – 8:00pm

Drudgery That Pays Well! Maintaining Databases and Information

Laura Biasillo, Ag Economic Development Specialist, Cornell Cooperative Extension, Broome County

February 4, 11:00am – 12:30pm

February 6, 6:30pm – 8:00pm

Coming November 1: The Marketing for Profit: Tools for Success webinar series will be available online as a full marketing course for farmers and farm educators. The course will cover all 5 Assessment tools, the webinar presentations and includes all resources and links associated with each webinar. Those completing the full course of webinars will be fully prepared to complete a business and marketing plan and add profits to their farm business. In addition, they will receive a Certificate of Achievement and eligibility for Farm Service Agency (FSA) loan credits. To access the online course, register at <http://www.nyfarmersmarket.com/work-shop-programs/online-marketing-for-profit-course.html?massmail=122>.

For information and to register for the webinars and links to archived webinars, go to <http://www.nyfarmersmarket.com/work-shop-programs/webinars/program.html?massmail=122>.

For information and to register for the Online course for Marketing for Profit: Tools for Success, in cooperation with Cornell Cooperative Extension, Broome County, go to <http://www.nyfarmersmarket.com/work-shop-programs/online-marketing-for-profit-course.html>.

For more information contact Diane Eggert at deggert@nyfarmersmarket.com or David Grusenmeyer at dgrusenmeyer@nyfvi.org.

Calendar of Important Events

➤ Indicates the newly added event since last calendar

November 2013

November 7-8

Introduction to Plant Identification, Rutgers Continuing Education, 102 Ryders Lane, New Brunswick, 8 a.m.-2 p.m. (11/7) & 9 a.m.-3:30 p.m. (11/8); \$395 by 10/21; \$430 after. For more information call 732-932-9271, email: ocpe@njaes.rutgers.edu or visit: www.cpe.rutgers.edu

November 19-21

Better Process Control School, Rutgers Continuing Education, 102 Ryders Lane, New Brunswick, \$995 by 11/5; \$1,095. For more information call 732-932-9271; email: ocpe@njaes.rutgers.edu or visit: www.cpe.rutgers.edu

➤ **November 19-21**

Mid-Atlantic Crop Management School, Ocean City, MD. For more information or to register visit: <http://app.certain.com/profile/form/index.cfm?>

November 21

Basic Pesticide Training CORE Certification of Applicators & Operators (Bilingual), Rutgers Continuing Education, 102 Ryders Lane, New Brunswick; \$140. Pesticide credits: 6 Core. For more information call 732-932-9271, email: ocpe@njaes.rutgers.edu or visit: www.cpe.rutgers.edu

November 21-22

Large Tree Climbing & Rigging, Rutgers Continuing Education, 102 Ryders Lane, New Brunswick, \$395 by 11/7; \$430 after. For more information call 732-932-9271, email: ocpe@njaes.rutgers.edu or visit: www.cpe.rutgers.edu

December 2013

December 2 & 9

Soil & Plant Relationships, Rutgers Continuing Education, 102 Ryders Lane, New Brunswick, 9 a.m.-3:30 p.m., \$295 by 11/18; \$325 after. For more information call 732-932-9271, email: ocpe@njaes.rutgers.edu or visit: www.cpe.rutgers.edu

December 2-4

Washington State Horticulture Association Annual Meeting, Wenatchee, Washington. For more information call 509-665-9641 or visit: www.wahort.org

December 3-6

Joint NCSA/NASGA Conference, Sheraton Imperial Hotel, Durham, NC. For more information email: info@ncstrawberry.com or visit: www.ncstrawberry.com

December 4

Snow & Ice Removal, Rutgers Continuing Education, 102 Ryders Lane, New Brunswick, 8:30 a.m.-3:30 p.m.; \$195 by 11/20; \$210 after. For more information call 732-932-9271; email: ocpe@njaes.rutgers.edu or visit: www.cpe.rutgers.edu

December 5

Common Sense Business & Pricing Strategies, Rutgers Continuing Education, 102 Ryders Lane, New Brunswick, 9 a.m.-4 p.m.; \$195 by 11/21; \$210 after. For more information call 732-932-9271; email: ocpe@njaes.rutgers.edu or visit: www.cpe.rutgers.edu

December 5-6

Practical Food Microbiology, Rutgers Continuing Education, 102 Ryders Lane, New Brunswick, \$795 by 11/21; \$825 after. For more information call 732-932-9271; email: ocpe@njaes.rutgers.edu or visit: www.cpe.rutgers.edu

December 5-6

Washington Small Fruit Conference, Northwest Washington Fairgrounds, Lynden, Washington. For more information visit: whatcom.wsu.edu/ag/edu/sfc/

December 6

Haygrove Owners Conference, For more information call 717-492-4955 or visit: www.haygrove.com/tunnelbuzz

December 6

Hazardous Tree Identification (winter), Rutgers Continuing Education, 102 Ryders Lane, New Brunswick, 9 a.m.-3:30 p.m.; \$245 by 11/22; \$270 after. For more information call 732-932-9271; email: ocpe@njaes.rutgers.edu or visit: www.cpe.rutgers.edu

December 10-12

Great Lakes Fruit, Vegetable & Farm Market EXPO, DeVos Place Convention Center, Grand Rapids, Mich. For more information call 616-794-0492 or visit: www.glexpo.com

December 18

Basic Pesticide Training CORE Certification of Applicators & Operators, Rutgers Continuing Education, 102 Ryders Lane, New Brunswick; \$140. Pesticide credits: 6 Core. For more information call 732-932-9271, email: ocpe@njaes.rutgers.edu or visit: www.cpe.rutgers.edu

December 19

Basics of Turfgrass Management, Rutgers Continuing Education, 102 Ryders Lane, New Brunswick, 9 a.m.-3:30 p.m.; \$195 by 12/5; \$210 after. Pesticide credits: 2 Categories 13, 4 Categories Core, 1A, 5, 3B & PP2. For more information call 732-932-9271, email: ocpe@njaes.rutgers.edu or visit: www.cpe.rutgers.edu

December 20

Turfgrass Establishment, Rutgers Continuing Education, 102 Ryders Lane, New Brunswick, 9 a.m.-3:45 p.m.; \$195 by 12/6; \$210 after. Pesticide credits: 7 Categories 3B & PP2. For more information call 732-932-9271, email: ocpe@njaes.rutgers.edu or visit: www.cpe.rutgers.edu

January 2014

January 6

Pest Management of Ornamental Landscape Plants, Rutgers Continuing Education, 102 Ryders Lane, New Brunswick, 9 a.m.-3:30 p.m.; \$195 by 12/23; \$210 after. Pesticide credits: 2 CORE & PP2; 8 Categories 2, 3A, 6B & 8C. For more information call 732-932-9271, email: ocpe@njaes.rutgers.edu or visit: www.cpe.rutgers.edu

January 6-7

Kentucky Fruit & Vegetable Conference, Lexington, Ky. For more information contact John Strang 859-257-5685 or email: jstrang@uky.edu

January 8-10

Potato Expo 2014, Henry B. Gonzalez Convention Center, San Antonio, Texas. For more information call 202-682-9456, email: hollee@nationalpotatocouncil.org or visit: www.nationalpotatocouncil.org

January 8-12

Illinois Specialty Crops, Agritourism & Organic Conf., Springfield, Ill. For info contact Diane Handley 309-557-2107 or email: dhandley@ilfb.org

 **January 9-11**

Great Plains Growers Conf. & Trade Show, St. Joseph, Mo. For info contact Mary Beth Alpers 816-279-1691, email: alpersm@missouri.edu or visit: www.greatplainsgrowers.org

January 9-12

Southeast Regional Fruit & Vegetable Conference, Savannah International Trade & Convention Center, Savannah, Ga. For more information visit: www.seregionalconference.com

January 10-11

National Potato Council Annual Meeting, Henry B. Gonzalez Convention Center, San Antonio, Texas. For more information call 202-682-9456 or email: hollee@nationalpotatocouncil.org

January 10-11

Oklahoma/Arkansas Horticulture Industries Show & Conference, Tulsa, Okla. For more information call Donna Dollins 405-744-6460 or visit: www.hortla.okstate.edu

January 13-17

Mid-Atlantic Short Course, Marriott City Center, Newport News, VA. For more information visit: <http://www.mahsc.org>

January 13

Managing Diseases of Ornamental Landscape Plants, Rutgers Continuing Education, 102 Ryders Lane, New Brunswick, 9 a.m.-3:30 p.m.; \$195 by 12/13; \$210 after. Pesticide Recertification Credits: 10 Categories 2, 3A, 6B, 8C & PP2. For more information call 732-932-9271; email: ocpe@njaes.rutgers.edu or visit: www.cpe.rutgers.edu

📅 January 14-15

Northwest Michigan Orchard & Vineyard Show, Grand Traverse Resort, Acme, Mich. For more information call 231-946-1510 or email: nwmihort@msu.edu

January 14-16

Integrated Pest Management, Rutgers Continuing Education, 102 Ryders Lane, New Brunswick, 9 am-4 pm; \$395 by 12/31; \$430 after (1/14 only \$195); Pesticide credits: Day 1: 4 Categories 3A & 3B; 8 Categories 13, 2, 6B, 8C & CORE. Day 2: 3 Category 3A; 4 Categories 3B, CORE & 13; 6 Categories 6B, 8C & PP2. Day 3: 3 Categories 3A & 3B; 6 Categories 6B, 8C & PP2; 4 Categories 13 & CORE. For more information call 732-932-9271, email: ocpe@njaes.rutgers.edu or visit: www.cpe.rutgers.edu

📅 January 15-18

Practical Tools and Solutions for Sustaining Family Farms Conference, Mobile, Ala. Southern Sustainable Agriculture Working Group. For more information visit: www.ssawg.org

📅 January 19-21

Wisconsin Fresh Fruit & Vegetable Conference, Wisconsin Dells, Wis. For more information call 920-478-4277, email: office@waga.org or visit: www.waga.org

January 20-22

Ohio Produce Growers & Marketers Association Annual Congress, Kalahari Resort & Convention Center, Sandusky, Ohio. For more information visit: www.opgma.org

January 21-23

Empire State Fruit & Vegetable Expo, Oncenter Convention Center, Syracuse, NY. For more information email Jeanette Marvin at nysvga@twcny.rr.com

January 21-23

Indiana Horticultural Congress, Wyndham West, Indianapolis. For more information contact Tammy Goodale 765-494-1296; email: tgoodale@purdue.edu or visit: www.inhortcongress.org

📅 January 22-23

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

January 23-24

Iowa Fruit & Veg Growers Association Conference, Ankeny, Iowa. For more information contact Adam Hohl email: info@ifvga.org

January 28

Organic Turfgrass Management, Rutgers Continuing Education, 102 Ryders Lane, New Brunswick; 9 a.m.-4 p.m.; \$195 by 1/14; \$210 after. Pesticide Recertification Credits: 2 Category PP2; 8 Categories 3B and 9 Category 13. For more information call 732-932-9271; email: ocpe@njaes.rutgers.edu or visit: www.cpe.rutgers.edu

January 28-30

Mid-Atlantic Fruit and Vegetable Convention, Hershey, Pa. For more information contact William Troxell 717-694-3596, email: pvga@pvga.org or visit: www.mafvc.org

January 28-29

Ontario Processing Vegetable Industry Conference, Hilton Hotel, London, Ontario. For more information call 519-681-1875, email: opvg@opvg.org or visit: www.opvg.org

January 29

Pesticide Calibration (Session II), Rutgers Continuing Education, 102 Ryders Lane, New Brunswick; \$195 by 1/15/14 \$210 after. Pesticide recertification credits: 8 Core. For more information call 732-932-9271 or visit: www.cpe.rutgers.edu

January 30

Pest Management of Landscape Turf, Rutgers Continuing Education, 102 Ryders Lane, New Brunswick; 9 a.m. - 3:30 p.m., \$195 by 1/16; \$210 after. Pesticide recertification credits: 2 Category 13; 11 Categories 3B & PP2. For more information call 732-932-9271; email: ocpe@njaes.rutgers.edu or visit: www.cpe.rutgers.edu

January 30-February 1

Tennessee Horticultural Expo, Nashville Airport Marriott, Nashville, Tenn. For more information visit: www.tnthe.com

January 31-February 5

29th Annual NAFDMA Convention, Kansas City, Mo. For more information visit: www.nafdma.com

February 2014**February 4-6**

Midwest Grape & Wine Conference, St. Charles Convention Center., St. Charles, MO. For more information contact Jennifer Tiber 888-273-4533, email: jtiber@boothboss.com or visit: www.midwestgrapeandwineconference.com

February 4-6

National Council of Ag Employers Annual Meeting, Hotel Monaco, Washington, D.C. For more information visit: www.ncaeonline.org

February 4-6

Vegetable Growers Association of New Jersey Convention, Trump Taj Mahal, Atlantic City, NJ. For more information contact Rocco DiGerolamo, Jr. 856-797-1686 or visit: www.njveggies.org

February 20-22

Cold Climate Conference, Minnesota Grape Growers Association, Crowne Plaza St. Paul Riverfront, St. Paul, Minn. For more information visit: www.mngrapegrowers.com

📅 February 22-March 1

IFTA Annual Conference & Intensive Workshop, Kelowna, British Columbia, International Fruit Tree Assoc. For more information visit: www.ifruittree.org

February 24-27

National Potato Council Potato D.C. Fly-In, The Madison Hotel, Washington, D.C. For more information call 202-682-9456 or email: hollee@nationalpotatocouncil.org

📅 February 26-28

US Highbush Blueberry Council Spring Meeting, Westlake Village, Calif. For more information call 916-983-0111 or visit: www.blueberry.org

February 27

Hazardous Tree Identification (spring), Rutgers Continuing Education, 102 Ryders Lane, New Brunswick, NJ; 9 a.m. - 3:30 p.m.; \$245 by 2/13; \$270 after. For more information call 732-932-9271; email: ocpe@njaes.rutgers.edu or visit: www.cpe.rutgers.edu

📅 February 27-March 1

MOSES Organic Farming Conference, La Crosse, Wis. Midwest Organic & Sustainable Ed. Service. For more information call 715-778-5775 or visit: www.mosesorganic.org

March 2014**📅 March 4-5**

Mississippi Greenhouse Tomato Short Course, Eagle Ridge Conference Center, Raymond, Miss. For more information contact Rick Snyder 601-892-3731 or email: rick.snyder@msstate.edu

March 9-11

California Small Farm Conference, Rohnert Park, California. For more information call 888-712-4188, email: conference@californiafarmconference.com or visit: www.californiafarmconference.com

REGULARLY SCHEDULED MEETINGS

✓ Indicates meeting will be held at RCE of Cumberland County

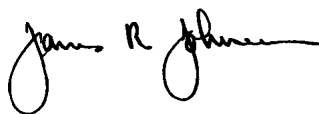
<p style="text-align: center;">✓</p> <p style="text-align: center;">Pesticide Certification Exam Schedule—Cumberland County 291 Morton Avenue Millville, NJ 08332 (Between Rosenhayn & Carmel)</p> <p style="text-align: center;"><u>2013</u> Nov 6 Dec 18</p> <p style="text-align: center;"><u>2014</u> Jan 9 Feb 6 Mar 6 Apr 24 May 8 Jun 26 Sep 4 Oct 23 Nov 6 Dec 18</p> <p>To Register call 609-984-6614 For directions call 856-451-2800 *****</p>	<p style="text-align: center;">✓</p> <p style="text-align: center;">Cumberland County Agriculture Development Board 291 Morton Avenue Millville, NJ 08332 (Between Rosenhayn & Carmel)</p> <p style="text-align: center;"><u>2013</u> Nov 13 Dec 11</p> <p style="text-align: center;"><u>2014</u> Jan 8 Feb 12 Mar 12 Apr 9 May 14 Jun 11 Jul 9 Aug 13 Sept 10 Oct 8 Nov 12 Dec 10</p> <p>Reg. Meetings start at 7 p.m. Call DeAnn at 856-453-2211 *****</p>	<p style="text-align: center;">✓</p> <p style="text-align: center;">Cumberland County Board Of Agriculture 291 Morton Avenue Millville, NJ 08332 (Between Rosenhayn & Carmel) 7 pm meetings</p> <p style="text-align: center;"><u>2013</u> Nov 21 Dec 19</p> <p style="text-align: center;"><u>2014</u> Jan 16 Feb 20 Mar 20 Apr 17 May 15 Sept 18 Oct 16 Nov 20 Dec 18</p> <p>For info call Shirley Kline, President 856-685-3784 *****</p>
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**Cumberland County Improvement Authority (CCIA)
Pesticide Container Recycling
9:00 a.m. to 12 Noon**

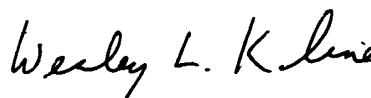
Cumberland County Solid Waste Complex
169 Jesse's Bridge Rd. (located off Route 55 Exit 29)
Deerfield Township, New Jersey
Questions? Call Karen Kritz, NJ Dept. of Ag 609-984-2506

Nov 15

Sincerely,



James R. Johnson
Agricultural Agent
Nursery Management Commercial
Internet: jjohnson@njaes.rutgers.edu



Wesley L. Kline, Ph.D.
Agricultural Agent
Vegetable & Herb Production
Internet: 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.

NONPROFIT ORGANIZATION
U.S. POSTAGE PAID
VINELAND, NJ
PERMIT NO. 186

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

RUTGERS
New Jersey Agricultural
Experiment Station

September 9, 2012

Greetings,

It is my pleasure to notify and update your institution about the Annual Edward A. Platz Memorial Scholarship offerings for 2013. The New Jersey Agribusiness Association will be awarding two \$1500 scholarships to qualified students who meet the eligibility requirements listed on the enclosed application. These scholarships will be awarded on December 5th to deserving students from the state of New Jersey. Selected students are encouraged to attend the NJAA annual meeting to receive their scholarship award; however, this is not a considering factor for the award.

To honor Mr. Edward A. Platz, the memorial scholarship is awarded to those students who excel in their agricultural subject major and intend to pursue a career in production agriculture. The New Jersey Agribusiness Association strongly encourages all eligible students to apply for the scholarship as soon as possible. The deadline for consideration will be November 15, 2013.

At your convenience, please distribute the application to eligible candidates within your student body. Additionally, please update any website listings regarding this scholarship to reflect the current application and related information. If you or any students have questions or concerns, please feel free to contact us.

We look forward to reviewing the submissions from your students and awarding the most qualified applicant. Thank you for your time and assistance.

Patrick Clark
Scholarship Chairman
New Jersey Agribusiness Association

Correspondence:
New Jersey Agribusiness Association
C/O Meredith Melendez
Rutgers NJAES Cooperative Extension
930 Spruce Street
Trenton, NJ 08648
secretary@njagribusiness.org

Enclosure

2 Awards of \$1500.00 each are to be awarded at the New Jersey Agribusiness Association Annual Meeting, to be held December 5th, 2013. Recipients are encouraged to receive award in person at the meeting to be held in Burlington County, however, this is not a considering factor for the award.

Procedures and Deadlines: The applicant must complete and submit the following:

- All of the information must be received by Friday, November 15, 2013. Letters of recommendation are to be sent by person writing the recommendation directly to the Scholarship Chairman. Do not send letters of recommendation with the application, transcripts, and essay.

Name: _____ Academic year (circle): Sophomore Junior Senior

Major:

Address: _____ Town: _____ State: _____ Zip: _____

Telephone (home): _____ (school): _____

High School Attended: _____ Town: _____ State: _____

Colleges Attended: _____

List of Extracurricular Activities/Clubs:

Anticipated Academic Expenses for Current Year:

Tuition :	Room/Board:	Books:	Other:
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Essay describing current goals for education and career (attach on separate piece of paper).

Have persons writing letters of recommendation send the letters directly to the above address. All information must be received by Friday, November 15, 2013 for the candidate to be eligible.



**February 20th
2014**

Dover Downs Hotel & Casino

Dover, DE

13th Annual Women In Agriculture Regional Conference

2014 will mark the 13th annual Women In Ag conference. The conference goals are to offer women who are involved with agriculture an opportunity to come together to learn about current issues and topics so they can make informed decisions concerning their agribusinesses and family lives. Sessions will cover topics in marketing, financial, production and health insurance.

The Conference is conveniently located in Dover, DE just 90 minutes from Philadelphia, PA and Salisbury, MD and less than 2 hours from Baltimore, MD. Hotel room discounts are available!

Cost of the conference is \$45. Registration deadline is February 5, 2014.



More Information can be found at: www.extension.umd.edu/womeninag &
www.facebook.com/MidAtlanticWomenInAgriculture

Please contact Victoria Corcoran, vgc@umd.edu or Shannon Dill sdill@umd.edu 410-822-1244 with questions, or if you require special assistance to attend the conference.

The University of Maryland Extension programs are open to any person and will not discriminate against anyone because of race, age, sex, color, sexual orientation, physical or mental disability, religion, ancestry, national origin, marital status, genetic information, political affiliation, and gender identity or expression.

\$5 off

Bring a Friend to WIA!

Organization Name

take \$5 off the registration fee

By entering "friend" in the Promotion code box

50% off

WIA Student Discount!

Organization Name

50% off the registration fee

By entering "student" in the Promotion code box



Cooperative Extension
COLLEGE OF AGRICULTURE &
NATURAL RESOURCES

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New Jersey Agricultural
Experiment Station
Cooperative Extension



UNIVERSITY OF
MARYLAND
EXTENSION
Solutions in your community



**Delaware State
University**
Making our mark on the world

2013 Agribusiness Strategic Marketing Conference

Collective Entrepreneurship: New and Emerging Models for Collaborative Marketing

November 12-13, 2013

The Genesee Grande Hotel

1060 East Genesee Street, Syracuse, NY

AGENDA

Tuesday, November 12th

- | | |
|--------------------------|---|
| 7:30am – 8:30am | Registration and Continental Breakfast |
| 8:30am – 9:00am | Conference Welcome and Introductions
Todd Schmit, Cornell University |
| 9:00am – 10:15am | Social Enterprises in Strengthening Local Food Value Chains: A View from Appalachia <ul style="list-style-type: none">• Appalachian Harvest (Kathlyn Terry, Appalachian Sustainable Development) |
| 10:15am – 10:45am | Networking and Refreshment Break |
| 10:45am – 12:15pm | Emerging Food Hub Models Addressing Collaborative Marketing, Panel 1
Moderator: Matt LeRoux, Cornell Cooperative Extension – Tompkins County <ul style="list-style-type: none">• Growing Upstate Food Hub (Nathan Forster, Cornell Cooperative Extension – Madison County)• Finger Lakes Fresh Food Hub (Steve Holzbaur, Finger Lakes Fresh)
<i>tentative</i> |
| 12:15pm – 1:15pm | Lunch sponsored by CoBank and Farm Credit East |
| 1:15pm – 3:30pm | Emerging Food Hub Models Addressing Collaborative Marketing, Panel 2
Moderator: Wes Cornell, Cornell University <ul style="list-style-type: none">• North Country Regional Food Hub (Renee Smith, Sugar Hill Farm)• Hudson Valley Food Hub (Todd Erling, Hudson Valley AgriBusiness Development Corporation)• Agriculture Enterprise Park Capital Project (Joel Panagakos, J. Kings Food Service) |
| 3:30pm – 4:00pm | Networking and Refreshment Break |
| 4:00pm – 5:00pm | Transportation Logistics for Consolidated Marketing Activities <ul style="list-style-type: none">• Black River Produce (Mark Curran, Co-owner) |
| 5:00pm – 6:00pm | Participant Announcements and Programming Updates |
| 7:00pm – 9:00pm | Optional Networking Dinner at Empire Brewing Company |

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2013 Cornell Agribusiness Strategic Marketing Conference

Collective Entrepreneurship: New and Emerging Models for Collaborative Marketing

November 12-13, 2013

The Genesee Grande Hotel
1060 East Genesee Street, Syracuse, NY 13210

REGISTRATION FORM

Please use one registration form per person.

Name:	
Title:	
Organization:	
Address:	
Phone:	
FAX:	
Email:	

REGISTRATION (online registration information below)

	Amount
Conference: \$90 if registering on or before 10/31/13; \$110 if registering after 10/31/13. Includes continental breakfast on Nov. 12 & Nov. 13, lunch on Nov. 12, & break refreshments both days. For farmers registering, please circle FARMER and include \$45 for conference registration charge. NOTE: Only ONE Farmer per Farm to register with the reduced registration. Reduced registration cost available only with this hard-copy form (do not register online).	\$
Optional: \$15 Evening Networking Dinner on Tuesday, November 12 at 7:00 pm at the Empire Brewing Company, 120 Walton Street, Armory Square, Syracuse, NY. A light fare dinner is included (salads, sandwiches, burgers, pizzas & fondues).	\$
Total registration fee	\$

PAYMENT (check one):

_____ Cornell / CCE Account Please specify account number: _____
_____ Check enclosed Make checks payable to **Cornell University**

Mail or FAX the completed registration form, along with payment, to: Carol Thomson, Charles H. Dyson School of Applied Economics and Management, 301 Warren Hall, Cornell University, Ithaca, NY 14853-7801, P: 607-255-5464, F: 607-255-9984, CMT8@CORNELL.EDU

For Online Registration (credit card purchases only), follow **Conference Registration** instructions at:

http://dyson.cornell.edu/outreach/strategic_marketing_conference.php

Why you should attend:

Topics of Interest:

- Third Party Audit Standards
- How to develop a food safety plan
- Risk assessment
- Writing standard operating procedures



Details

Date: Thursday, December 12, 2013

Place: Rutgers Cooperative Extension,
291 Morton Ave., Millville, NJ

Cost: \$40 per person

Includes lunch and materials

Pre-registration required by Dec.6, 2013.

Please make checks payable to:
Cumberland County Board of Ag Research
Account

Directions

856-431-2800

From the North:

1. Take the NJ Turnpike to Exit 7
2. Take 295 South to Exit 26 (Rt. 42 S)
3. Proceed South on Rt. 42 to Rt. 55 South
4. Proceed South on Rt. 55 for about 29 miles
5. Take Exit 29 to Rt. 552 West (left turn)
6. Go approximately 3 miles into Carmel
7. Turn right at the stop light onto Morton Ave.
8. Go 1 – 1 ½ miles North on Morton Ave.
9. The Extension Center is on the left (brownstone & cedar-shingled building).

From the Northeast:

1. Take Garden State Parkway South to Exit 44
2. Go South on Rt. 575 to Rt. 322
3. Turn right (North) onto Rt. 322 and proceed about ¼ mile to the Rt. 40 interchange at the shopping center (Hamilton Mall)
4. Proceed West on Rt. 40 approximately 7 miles to Rt. 552 (left turn)
5. Proceed West on Rt. 552. After about 12 miles, you must take a right turn onto Sherman Ave. which is still Rt. 552 West
6. You will go through a Vineland residential area, cross Rt. 47, and cross the overpass of Rt. 56
7. At the stop light (~3 miles from the overpass), turn right onto Morton Ave.
8. Go 1 – 1 ½ miles North on Morton Ave.
9. The Ext. Center is on the left (brownstone & cedar-shingled bldg.) There are 2 entrances and a sign on the road in front of the building

From the South:

1. Take Rt. 55 North to Exit 29
2. Turn left onto Rt. 552 West (Sherman Ave.)
3. Go about 3 miles into Carmel
4. Turn right at the stop light onto Morton Ave.
5. Go 1 – 1 ½ miles North on Morton Ave.
6. The Ext. Center is on the left (brownstone & cedar-shingled building).

RUTGERS

New Jersey Agricultural
Experiment Station

Introduction to Food Safety & Third Party Audits For Beginners

Thursday, December 12, 2013

9:00 a.m. – 4:00 p.m.

Rutgers Cooperative Extension of
Cumberland County
291 Morton Avenue
(County Rt. 634 between Rosenhayn & Carmel)
Millville, NJ 08332

The Beginning stages of Third Party Audits

To register, please fill out and mail
registration form in this brochure with
payment by December 6, 2013.



Program Schedule

9:00 am	Registration
9:30 am	Food Safety on the Farm: It's in your best interest.
10:00 am	What is a third party audit?
10:30 am	Risk Assessment: What is it and what does it have to do with my food safety plan?
11:00 am	What is an SOP and how to write them
12:00 pm	Where are your germs hiding?
12:30 am	Lunch
1:30 pm	Comparing GAP's and the Harmonized Audit
2:30 pm	Where growers are losing points on audits
3:00 pm	Starting your Plan

This session is supported in part by NJDA/USDA 2012 Specialty Crop Block Grant #12-25-B-1243

Registration Form

Please Send in with Payment

Name(s) _____

e-mail _____

Address _____

Telephone _____

Cost: \$40.00 per person

RETURn registration with payment by December 6th.
No confirmation notices will be sent.

Mail to:

Food Safety Certification Workshop
Rutgers Cooperative Extension-Cumberland Co.
291 Morton Avenue, Millville, NJ 08332

Makes checks payable to: **CC Board of Ag
Research Account**

Questions: Contact Dr. Wesley Kline 856-451-2800X1

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.