



## The Ohio State University Extension Vegetable Crops

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### **Can Customers Find You?** - *Eric Barrett & Tracy Turner, OSU Extension*

Our farm market customers continue to change, but at a much faster pace. More and more of them are moving to mobile devices to find you – from smartphones to iPads and they are still using GPS units.

OSU Extension can help you remain connected to current customers and help you engage new ones through the use of mobile technology. We will help you ensure that operation has a strong, income-building presence in the mobile media arena can learn tips and techniques from food marketing experts from during a workshop Aug. 15.

Our “Maps and Apps” workshop will teach participants how to make the most of mobile media marketing as a way their businesses can benefit from free listings on Internet maps, GPS systems and mobile apps.

Growers wanting to increase their markets, grow their customer base, improve profitability and increase their visibility can learn strategies on how to leverage the Internet, GPS, mobile applications and social media to increase business opportunities.

Statistics show that 91 percent of U.S. citizens who own mobile devices have them within their reach 24 hours a day, seven days a week. And research shows that consumers do more than 3 billion local searches each month for nearby products and services.

Topics to be addressed include:

- How farmers and other food businesses benefit from free listings on Internet maps, GPS and apps.
- How to tap into mobile media marketing resources that make sense for your business and your customers.
- How to integrate maps, apps and mobile media marketing into your marketing plan and practices.

Participants should bring their own devices for hands-on sessions. The workshop will be held at the Mill Creek MetroParks Farm, 7574 Columbiana-Canfield Road in Canfield, Ohio.

The workshop runs from 10 a.m. to 3:30 p.m. The cost is \$40 per person and \$10 for each additional person from the same business. Registration includes materials and lunch.

For more information on the workshop, contact me at [barrett.90@osu.edu](mailto:barrett.90@osu.edu). For a flyer and to register, goto: <http://go.osu.edu/mapsapps1>.

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**Air Assist Sprayer Field Day – August 8<sup>th</sup>** – *Jim Jasinski, OSU Extension IPM Program, Erdal Ozkan, Dept. of Food, Agricultural, and Biological Engineering*

This is the final reminder of air assist sprayer field day from 5-7 PM on August 8<sup>th</sup> at the Western Agricultural Research Station in South Charleston. The field day will highlight research on using an air assisted sprayer to increase efficacy of pesticides applied to large canopy crops, such as pumpkin. The use of air assisted technology helps spray droplets penetrate deeper into the canopy and increase deposition on the lower leaf surface, which greatly improves efficacy against diseases like powdery mildew, especially for contact materials. This technology can also be useful in increasing efficacy when applying insecticides.

The field day will cover the following topics:

- Review 2012 air assist sprayer results on pumpkin
- Have the custom designed air assist Jacto sprayer conduct several demonstrations in the field using different nozzle types (flat fan, twin fan, hollow cone, and air induction) with and without air assist. Water sensitive cards attached to poles in crop canopy will be used to show spray penetration into the canopy. Target crop is pumpkin but concept may apply to other crops with large complex canopy.
- Following air assist discussion and demonstration, a clinic will be held reviewing the proper techniques to perform sprayer calibration.
- Jacto Sprayer company representatives will be on hand for growers to interact with during the field day.
- *Refreshment will be served and a 3 gallon Jactor backpack sprayer will be given away as a door prize.*

Directions to the Western Ag Research Station, 7721 S. Charleston Pike, South Charleston, can be found here on the right hand side of the page (<http://oardc.osu.edu/branches/branchinfo.asp?id=9>).

There is no cost to attend, but please pre-register by calling 937-484-1526 and ask to be put on the air assisted sprayer field day list. For more details, contact Jim Jasinski at [Jasinski.4@osu.edu](mailto:Jasinski.4@osu.edu) or 937-462-8016.

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**Pumpkin Plot Tour** – *Jim Jasinski, OSU Extension IPM Program; Celeste Welty, Entomology*

Novice and experienced growers are invited to stop by the Western Ag Research Station in South Charleston on August 26<sup>th</sup> from 5-7 PM to hear about current topics in pumpkin insect and disease management. Similar to previous field days, this year's field tour will include a review of 12 powdery mildew control programs, a 16 hybrid variety trial, and a brief demonstration of the custom designed air assist Jacto sprayer.

There is no charge for admission, and no pesticide credits are available for this field day. Please contact Jim Jasinski at [jasiniski.4@osu.edu](mailto:jasiniski.4@osu.edu) or 937-462-8016 to pre-register for this event.

Directions to the Western Ag Research Station, 7721 S. Charleston Pike, South

Charleston, can be found here on the right hand side of the page (<http://oardc.osu.edu/branches/branchinfo.asp?id=9>).

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**Southern Ohio Veg Net Report** - *Brad Bergefurd, OSU Extension & South Centers at Piketon*

Market demand for all produce crops is high for many eastern US production areas are experiencing heavy crop losses with the rains of the past month. Field tomato harvest is beginning to peak with good quality and price. High tunnel plantings of tomato are being made for a fall crop. Sweet corn harvest continues with some harvest gaps being experienced last week and this week due to rainy conditions at planting, growers are reporting good yields and quality and high demand. Harvest of beans continues with very high demand especially for half runner beans which are running around \$60 dollars a bushel wholesale at area produce auctions. Harvest of sweet onions, potatoes, summer squash, basil, cucumbers, pickles, zucchini and cabbage continues. Cantaloupe harvest is in full swing with good size and yields. Blackberry harvest is in full swing with good quality being reported. Blackberry harvest on Rotatable trellis systems continues.

Vegetable planting of most all crops is winding down except for direct seeding of pickles, summer squash, cucumbers and transplanting of cauliflower, broccoli and cabbage continuing. Direct seeding of fall greens continues. With the recent rains weed control has been a top priority as well as fungicide applications. Cultivation and side dressing of Nitrogen continues on late planted crops.

Production issues have included: herbicide drift injury continues from neighboring grain farms, deer and bird damage is causing extensive economic losses to many vegetable growers especially on sweet corn and cabbage.

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**Insect News** – *Celeste Welty, Dept. of Entomology*

**European corn borer:** The main vegetable crops at risk of infestation by this European corn borer at this time of the season are peppers and sweet corn. We have been watching for the start of the second generation of borer. The trend is that this pest has been much later than usual this year. In north

central Ohio, trap catches of the adults were zero through most of July but the first corn borer moths were trapped on 29 July, and we saw more sustained emergence on 6 August. In general, the pressure from this pest has been lower in the past decade than it was previously, due to the widespread use of B.t. field corn. We do not yet know if the population this year will be high or low, but the trend in the first generation this year was fairly low at most sites where we have trap cooperators.

Peppers should be on a spray schedule during the period that eggs are hatching which is usually for about 4 weeks after detection of the moths emerging. When pest pressure is high, sprays every 7 days are needed, but when pest pressure is low, a 10-day schedule is adequate. Orthene (acephate) provides excellent control but is allowed only twice. Remaining sprays are best by pyrethroids such as Mustang Max, Pounce, Warrior, and Baythroid. An alternative in the past few years is use of Coragen through drip irrigation. For organic production, Entrust or a B.t. product such as Dipel or Javelin can be used on a 5- to 7-day schedule. More information about management of this pest in peppers is in a fact sheet which can be found online at this link: <http://ohioline.osu.edu/cv-fact/1002.html>

Sweet corn that is beginning to silk should be treated with insecticide on a 5-day schedule until harvest during the time that the borer moths are active. The schedule should be intensified if corn earworm is detected, but our traps for corn earworm has been zero or negligible for the past week at all Ohio locations.

**Corn earworm:** The number of earworm moths found in pheromone traps for the past week were 0 and 0 in Meigs County, 0 in Clark County, 0 and 1 in Wayne County, 0 in Medina County, 0 in Stark County, 0 and 0 in Sandusky County, and 0 in Ottawa County. These low numbers mean that sweet corn that is silking does not need to be sprayed for earworm, although growers should be paying attention to European corn borer. At this time of year, we could see a sharp increase in the number of moths if populations blow up from the southern USA on weather fronts. We will send an alert as soon as we detect any increase in earworm activity. Trap counts can be found online at this link: <http://mytraps.com/share/?key=6199532529016863756>

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## Ask Us ??

Do you have a pest management or production issue that you would like addressed in future VegNet issues? If so let us know. Email your suggestion to Jim Jasinski, [jasinski.4@osu.edu](mailto:jasinski.4@osu.edu).

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