

# VegNet *The Vegetable and Fruit Crops Teams Newsletter*

<http://vegnet.osu.edu>

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## Ohio Fruit Industry Loses a Good Friend

The Ohio tree fruit industry has lost a great friend. Dr. Fred O. Hartman, age 99, of Worthington, died peacefully May 21, 2015. He was Professor Emeritus of horticulture at The Ohio State University, and retired from the Department of Horticulture in 1983. Dr. Hartman was a 1937 graduate of The University of Toledo earning a BS degree, and receiving his MS degree in horticulture and PhD in horticulture and specializing in Pomology from The Ohio State University from where he retired in 1983 after 42 years of teaching and research. He was a member of Worthington Presbyterian Church; life member of the Ohio Fruit Growers Society; a member of the American Society for Horticultural Science; tropical Region of the American Horticultural Society; an honorary member of Sigma Xi and Gamma Sigma Delta; OSU Faculty Photographic Society; life member of the OSU Alumni Assoc., and the OSU Faculty Club. Contributions may be made to: The Fred O. & Joan G. Hartman Excellence in Fruit Production Endowment Fund, The Ohio State University Foundation, 1480 West Lane Ave., Columbus, OH 43221. For further information visit: <http://www.rutherfordfuneralhomes.com/obituaries/Fred-Hartman/#!/Obituary>.



**Dr. Fred O. Hartman**

# 2015 Upcoming Events

**June 5** First Friday Hops Tour at Piketon, Ohio. To register contact Charissa McGlothlin at mcglothlin.4@osu.edu

**June 24** OPGMA Summer Tour (see page 7 for details)

***To list your upcoming events in future additions of the VegNet newsletter, please send***

## Wayne County IPM Scouting Program

*from Rory Lewandowski, Extension Educator, Wayne County*

### Vegetables:

Most vegetable plantings look good and some growers were being encouraged to keep up with watering, especially new transplants. The rain received on the nights of May 26 and 27 was needed and appreciated. The range of vegetables being scouted includes: asparagus, onions, garlic, radishes, beets, peas, potatoes, lettuce, cabbage, cauliflower, broccoli, tomatoes, squash, pumpkins, zucchini, melons, sweet corn peppers, eggplant, green snap beans, and some Asian greens.

At this point, field tomatoes look good and no insect or disease problems have been detected. In high tunnel tomatoes, however, scouts have found in some tunnels botrytis gray mold, leaf mold, and just this week the first symptoms of early blight. Some high tunnel tomato fruit is showing zippering and catfacing. Thrips are being found below economic treatment thresholds on some onions and garlic. Flea beetles are currently feeding on and being detected on a number of vegetable crops including radishes, cole crops, eggplant, and potatoes. Levels have been light, below economic treatment thresholds. Colorado potato beetle (CPB) is being found in potatoes with increasing frequency and in increasing numbers. Scouts are finding adults and egg masses. A few fields were approaching threshold treatment levels. Scouts found some early instar caterpillars on cabbage this week and expect that those numbers will increase in coming weeks. One of the scouts found leaf damage by leaf miners in beets. See attached photo by IPM scout Chris Smedley.

Squash, zucchini and cucumbers in some fields were reported to be in bloom and fruit set was beginning. For the most part these crops are pest free at this point but scouts did find some angular leaf spot, a bacterial disease, in one planting and cucumber beetles are beginning to show up more frequently. Numbers of cucumber beetles are still very low, below economic treatment thresholds. Scouts found leaf defoliation damage by bean leaf beetles on some green snap bean plantings this week. Defoliation ranged from slight up to 30% damage. Slugs were also noted as causing some light leaf feeding injury.

# Wayne County IPM Scouting Program

## Continued...

Sweet corn is progressing well and growers continue to plant so there is a range of staggered planting dates. Corn maturity ranges from just planted to emerging and up to the V-6 stage of growth. Some slug damage has been noted with 2-9% leaf feeding damage, black cutworms are present at low levels and only causing leaf feeding damage with some fields exhibiting 3-5% leaf feeding. No cut plants have been observed to this point. Scouts did find a couple of early instar armyworm larvae in one sweet corn field and will be watching for any increases and possible damage in coming weeks.

### Fruit:

Based on trap catches, we have two different biofix dates for codling moth in apples and oriental fruit moth in peaches. The southern end of Wayne County and orchards in northern Holmes County have a 7-10 day earlier biofix date depending upon the species as compared to orchards in northern Wayne and southern Medina County. Growers are currently applying protective insecticide treatment sprays for those insects based on growing degree day (GDD) accumulated since biofix.

In small fruit, many strawberries are turning color and we could see some ripe strawberries the week of June 1. Scouts are noting some light slug feeding damage, some spittle bugs and some leaf spot in some strawberry plantings. Grapes at this point look good and growers are being encouraged to keep up with an early season spray schedule. All growers have been provided with excellent information written by Mike Ellis, (emeritus OSU Extension fruit disease specialist) about early season disease control. Raspberries and blackberries are at bloom and fruit development stage of growth. Orange rust is showing up in some plantings. Blueberries look good and are at bloom and fruit development. There are some light levels of phomopsis twig blight being noted in some plantings.



Leafminer damage on beet leaf

**Photos by Chris Smedley**



# Hardin County Report

*from Mark A. Badertscher, Agriculture and Natural Resources Educator, OSU Extension Hardin County*

The warmer growing temperatures have increased outside planting activity for fruit and vegetable growers in Hardin County. Growers are busy planting outside tomatoes and peppers in plasticulture. Tomatoes in high tunnels have begun fruit set, although there are still reports of growth regulator herbicide damage in these structures. So far, harvest has been limited to mainly rhubarb, asparagus, leaf lettuce, and a few strawberries from the growers. Early crops are now doing well with the risk of frost being less of a concern. The first specimen of disease was brought to the Extension office, black raspberries with orange rust. *(Article continued on the next page)*



- A. Early onion plants progressing well
- B. Peppers are being set in plasticulture

**Photos by Mark A. Badertscher**



# Hardin County Report Continued...



- A. Possible growth regulator herbicide damage in high tunnel tomatoes
- B. Orange rust on black raspberries
- C. Cabbage and other outside plants benefitting from warmer temperatures

**Photos by Mark A. Badertscher**

# Win Heart? Or Mind?

*from Stan Ernst, Business & Marketing Specialist/Ag Economist, Specialty Crops Business Program Manager*

If you've heard me speak or consulted with me in past, you've heard me say that food is likely the most emotional purchase decision consumers make. Consumer psychology research supports that. But, more importantly, the behavior you see in your customers supports it... their facial responses to your produce as they handle it in the store, farmers' market, or packing shed; what they say when they taste it; whether or not they come back and buy more. There's lots of emotion tied up in those responses...but don't forget there's an intellectual battle there too.

So a logical question is: Hearts or Minds? Which battle do we need to win? Depending on which hat I'm wearing at the moment – marketing researcher or practitioner – I might say “both” or I might say “it depends.”

The idea of “winning hearts and minds” goes back at least as far as the era of British colonialism and resurfaces in times of war or global conflict to describe tactics using emotional or intellectual appeals to sway support. It's often a derisive description of countries' foreign policy approaches but one to be used by marketers at any time. Sure, we always want our customers to love and desire our product on a Heart (emotional) level. But we also hope their decision to buy makes intellectual sense (Mind) to them. The reality is that you're going to appeal to both their heart and mind in most marketing situations. The trick is knowing which to target first.

The persuasion literature gives some ideas that might apply to your marketing environment. Winning the Heart is most appropriate where emotion is likely to be the biggest product driver... a new health study makes your product more or less appealing; you're dealing with fear factors related to diet and nutrition that can be positive or negative drivers of the market. Your key to winning Heart is highlighting what's in it for the consumer on a personal level if they eat your produce...health, flavor and fun always appeal. How can you build trust in your product or appeal to desires for safety? Logic and scientific support are important in winning Heart, but not as important as truly understanding the motivations, perspectives and fears of your consumers.

In today's climate of too much information all the time and agenda-driven analysis of science by both sides of any topic, there's lots of noise in your Heart appeals. That's why you have to be open and authentic as you share your vegetables' benefits to consumers, your business, and the broader environment and economy. I can't emphasize enough the importance of transparency in messages about your product and how it's produced; nor the maintenance of open, two-way communication between producers and consumers. If you want to win Heart, make it matter on a personal level.

But don't forget to have your marketing messages make sense too...that's where winning Minds comes in. It's also where those of us in the food business can get in trouble. We expect our logical, science-based positioning of product to carry the day. We expect consumers to be as logical as we are and understand the micro and macro worlds we live in. And it doesn't usually work that way. *(Article continued on the next page)*

## Win Heart? Or Mind? Continued...

Take the “winning Minds” approach when you’re first to describe the product or an advantage or problem with that product. Use it when the discussion is highly technical... but don’t expect food consumers to find much appeal in that. The logical, win Minds, approach is also more effective when you want consumers to change directions... maybe when generating interest in vegetables that we’ve just discovered have extra nutritional or disease fighting advantages that are an option to pills or future medical procedures. Or maybe when a new variety of an old crop has unique flavor traits or environment-protecting attributes like requiring less water to produce. To win Minds, you need to convince your consumer that the issue you’re focused on is important to them and not just you as a producer (we do that too much). Look for common ground. Use research data, expert analysis, and other Mind-based concepts, but make sure to discuss benefits in ways that are tangible and important to consumers.

However, I think it’s key to remember that rarely in the food market will intellectual (Mind) arguments suppress emotional (Heart) arguments. You’re always going to have to appeal to emotional discussions of taste, healthy wellbeing, and affordability. Too often I hear from food producers who are upset that consumers “don’t care about the facts” or “can’t see the obvious science.” In reality, those producers have forgotten that the food decision isn’t just an intellectual one. That sounds like a discussion for a future column.



# SUMMER TOUR & Field Day

## Mark Your Calendars!

June 24, 2015

Ramseyer Farms - Wooster, Ohio • Rittman Orchards - Doylestown, Ohio

REGISTRATION IS NOW OPEN!

[WWW.OPGMA.ORG](http://WWW.OPGMA.ORG)

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# Southern Ohio Vegetable and Fruit Update

*from Brad Bergefurd, Ohio State University Extension Educator, Ohio State University Extension Scioto County and OSU South Centers*

Irrigation has been the important task for fruit and vegetable growers the past two weeks, because only an inch or less of rain was received in some areas during this time. Due to the extremely dry field conditions, the crops of largest concern are sweet corn in full tassel and pollinating, strawberries that are sizing up and are at peak harvest, zucchini and yellow squash that are being harvested, and hops that are beginning to burr up. These extended dry field conditions that have prevailed over much of the southern Ohio growing area have allowed for very timely field planting and maintenance, with many growers having some free time to work on equipment in the shop. Some isolated areas received heavy downpours and flash flooding with a tornado touchdown reported last week in the Dayton area.

High-tunnel tomato harvest continues in full swing since it began April 18, with great quality, fruit size, taste and market demand still being reported. Reports of growth regulator herbicide drift injury symptoms on small fruit, field vegetables and tunnel crops continue to be reported.

Crops being harvested include high tunnel tomatoes, lettuce, potatoes and cucumbers. Field harvest includes radishes, leafy greens, zucchini, yellow squash, cucumbers, strawberries and, rhubarb.

Row covers and low tunnels have been removed from all field plantings. Watermelon, cucumber and cantaloupe are in full bloom and vine training is being done weekly to keep plants out of the row middles.

Pumpkin planting began over Memorial Day weekend with great stands and emergence being reported. Pumpkin planting will continue for another two weeks.

Planting and transplanting of all vegetable and melon crops continues. Tight fungicide spray schedules are being applied on tree fruit, small fruit, hops and grapes. Burn down and pre emerge herbicides continue to be applied. Scouting and trapping for insects continue with only slight flea beetle being reported on tomato and leafy greens.

Sidedress applications of nitrogen continue. Regular cultivation for weed control continues. Weekly Nitrogen fertigation of hops is about complete for the season with some varieties beginning to burr up we like to see all nitrogen applied by this growth stage. Nitrogen fertigation continues to be applied weekly on plasticulture and matted row strawberries as well as field vegetables. Nutrient deficiencies continue to be reported on hops and strawberry where no or not enough Nitrogen has been being applied.

**(photos for articles are on the next two pages)**



Hops are beginning to burr up throughout Ohio  
**Photo by Ohio Valley Hops**



## Southern Ohio Vegetable and Fruit Update Continued...



- A. Strawberry harvest began on May 8 and is in full swing
  - B. Mustard crops are looking good as biofumigant crops
  - C. Summer Squash is in full bloom and being harvested near Hillsboro
  - D. A Robotic Strawberry picker was demonstrated at the Strawberry field night at Piketon
- Photos by Welch Farms,, Rhoads Farms, Can Du Farms, & Brad Bergefurd

*(photos for article continued on the next pages)*



## Southern Ohio Vegetable and Fruit Update Continued...



- A. Squash is being harvested in Clermont County
- B. Hops have reached the top wire on many farms
- C. Sweet corn in full tassel is being irrigated in Highland County
- D. Strawberry harvest began on May 8 and is in full swing

Photos by Can Du Farms, Ohio Valley Hops, Thom Harker, & Welch Farms

## VegNet Newsletter

COLLEGE OF FOOD, AGRICULTURAL, AND  
ENVIRONMENTAL SCIENCES

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### Submit Articles:

To submit an article to the VegNet newsletter please send the article and any photos to **Brad Bergefurd** at [bergefurd.1@osu.edu](mailto:bergefurd.1@osu.edu) or for questions regarding the newsletter call 740.289.2071 ext.132.

## About the editor

### Brad Bergefurd

Bergefurd is an Extension Educator, Agriculture and Horticulture Specialist with Ohio State University Extension, with statewide responsibilities for outreach and research to the agriculture and commercial fruit and vegetable industries. Brad has offices at the OSU Piketon Research & Extension Center in Piketon and at OSU Extension Scioto County in Portsmouth.



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