

MINNESOTA FRUIT & VEGETABLE GROWERS ASSOCIATION

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December, 2002 Volume 16, No. 5

A Note From The Board

Dan Whitcomb, J.Q. Fruit Farm
Princeton, MN

Another growing cycle is coming to a rapid end. The long, cool spring, excessive moisture and early, cold fall made it a challenging growing and harvesting season for most of us. Overall, for J.Q. Fruit Farm it was an average year of production. U-pickers had to pick fast for the short strawberry harvest of nine days – just two weekends to get to the farm.

Blueberry pickers had a better than average harvest and an unusual two-month picking period. They were happy customers. Apple customers found lots of apples, but a lot with very low quality. The cool spring inhibited blossom production on some varieties like Haralson, Hazen and Haral Reds, while other apple varieties like Sweet Sixteen, State Fair, Connel Red and Beacon experienced above average production. Excessive moisture created good conditions for brown spot and fungus with little opportunity to take corrective measures between rain conditions and hail, leading to poor apple conditions for fresh pick, but a good opportunity to create cider. Overall, the farm came out with a small profit.

Lessons learned this season:

1. Crop diversity is the best solution to weather adversity.
2. Weeds love wet conditions. (Some I never saw before.)
3. Water drowns out gophers in your orchard. (That's a plus.)
4. You can never over prune apple trees in wet years. (Air flow, air flow!!!)
5. U-pickers do not like mosquitoes, (West Nile virus) and rain. Sometimes you have to find other markets for your produce.
6. Bio-terrorism threats bring more customers to local farm markets and out to the farm.

I invite you to take advantage of the upcoming MFVGA Conference in St. Cloud, MN in February. It's your opportunity to network and share experiences with other farmers and growers. It's also your opportunity to learn how to minimize your investment risks, especially with non-insurable crops. I am sure we will all have a good story to tell this year. See you there.

Season's Greetings

Nationally Acclaimed Marketing Guru to Speak at 2003 Conference



William J. "Bill" McCurry is the Chairman of McCurry Companies headquartered in Princeton, New Jersey. Bill's grandfather founded the firm in California in 1908. Bill has experienced and learned firsthand the joys and tribulations of growing a family business.

Bill started in the business as a teenager, literally cleaning the toilets and washing the

floors. He became its CEO in 1982. Through the firm's long history it has been involved in many industries including all aspects of photographic processing, retailing and wholesaling of photographic equipment and supplies, business machines, audio visual technologies, janitorial supplies, social expression retailing and business advisory services.

Bill McCurry earned his undergraduate degree in Business Administration from California State University, Sacramento and his MBA (Finance) from Golden Gate University. He has additional post graduate work in Real Estate and Marketing. He has been on the Graduate faculty of Golden Gate University as an adjunct professor since 1981, teaching classes in Finance, Marketing and Small Business Management. He has also led graduate seminars in Entrepreneurship.

Included in his long list of national appearances are presentations at the Produce Marketing Association (PMA) Fresh Summit, keynote speaker for the Garden Writers' Association and featured speaker at the Ohio Florist's Association's (OFA) International Short Course.

Mr. McCurry was in Minnesota earlier this fall to visit several garden centers, apple orchards, pumpkin patches and farmers' markets to conduct background research for his presentations in February. Bill McCurry's presentation is sponsored by the Minnesota Nursery and Landscape Association and the Minnesota Fruit and Vegetable Growers Association.

These are marketing presentations you will not want to miss.

More Food Safety Stuff

You may have heard my “toilet talk” this summer, or you may be planning to come hear it in St. Cloud this winter. For right now, though, here’s some information about how the quality of water you use in your operation can affect the safety of the food you sell. If you have questions about food safety, please feel free to contact me!

Jill MacKenzie
Assistant Extension Horticulturist—Fruit
612-624-3478 : : macke020@umn.edu

Water Safety Issues on the Farm

Craig Hollingsworth, UMass Extension

On your farm, you may use water for irrigation, applying pesticides and fertilizers, cooling, and/or frost control. In packing operations, water is used to cool and wash produce, to clean and sanitize your plant, and to wash your hands. If the water you use is contaminated with pathogens, you run the risk of contaminating the food you grow and sell.

Water can be the source of a variety of pathogens including *E. coli* O157:H7, *Salmonella* spp., *Shigella* spp., *Cryptosporidium parvum*, *Giardia lamblia*, *Cyclospora cayetanensis*, and the Norwalk and hepatitis A viruses. Contaminated water used for irrigation and washing produce has been linked to outbreaks of *Salmonella*, *Giardia* and *Cyclospora*.

Municipal or public water systems are the best source of water for any on-farm use and present the lowest risk of contamination. Public water supplies are monitored and treated for contaminants. Private wells that are tested annually and found to be safe are also unlikely to contaminate produce. Ground water is less likely to have microbial contaminants than surface water. Surface water (ponds and streams) is most likely to be affected by watershed activities and seasons and, therefore, presents the greatest risk of contamination from harmful pathogens.

What can you do?

Recognize the risks associated with your water source.

The risk for contamination of your produce with water depends on a number of variables including:

- What you are growing: whether your crops are grown near the ground or up on bushes, canes, or trees.
- Your source of irrigation water.
- The condition of your water supply system.

Take a look at the source of your water; consider possible sources of contamination, including animal pastures, manure storage facilities, feed lots, faulty septic systems and high concentrations of wildlife. Was your land always used for agriculture? What potential sources of contamination are in the watershed area--sewage treatment plants, chemical plants, livestock operations?

Test your water

Water testing can be a useful tool, providing you with information about the quality and safety of your water supply. Contact your local or state health department for the names of laboratories licensed to test water.

Standard/conventional water tests will tell you if your water supply contains "fecal coliforms" or "generic" *E. coli*, but will not tell you about the presence of pathogens (bacteria, viruses or parasites that can make you sick) like *E. coli* O157:H7. If you are concerned about possible contamination by specific bacteria or other pathogens, you should request that your water sample be tested for these.

If you use municipal water:

Request records regarding their testing programs for your files, annually.

If you use well water:

Test the well water 1-2 times per year.

If you use well water to process your produce, you will need to test it at least once per year to comply with processing regulations. Note any changes in your water quality, such as cloudiness after a storm, which may indicate that surface water is contaminating your well. Check your well construction and pump. Divert any surface water that pools away from the well head. Test the water again soon after a storm.

If using surface water for irrigation:

Testing can be a useful tool in determining your risk for contamination. Test surface water three times per year—at planting, at peak use and at or near harvest. A single test may not indicate the potential for water to be contaminated. If pathogens are present in low numbers, they may not show up in your test.

Keep records for all water tests

Record test results, review them regularly and note changes in water quality over time. In addition to water analysis test results, you should keep records of well construction details and dates, and maintenance records for the well and pump.

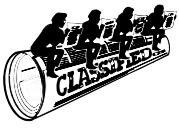
Adapted from the New England Extension Food Safety Consortium, published in Massachusetts Berry Notes, June 13, 2002, Vol. 14, No. 9

Getting Us All on the Same Team Saturday Marketing Session – February 8

Do your team members understand what you want them to do? Do your customers respond to your message? Bill McCurry will reveal techniques used by successful Minnesota businesses to insure accurate communication has been achieved. This lively session will help with face to face as well as telephone communication. Bill McCurry guarantees you will increase your personal effectiveness as well as your company’s accuracy. Come to this Saturday morning marketing session and you will reduce your communication frustrations, you hear?

The MFVGA Newsletter is published five times a year (February, April, July, October and December) in cooperation with the University of Minnesota Extension Service and funded in part by the Minnesota Department of Agriculture. Editorial office: MFVGA, c/o Marilyn Nysetvold Johnson, Exec. Coordinator, 15125 W. Vermillion Cir. NE, Ham Lake, MN 55304. Phone: 763-434-0400 Fax: 763-413-9585. Please address all correspondence, advertising and membership inquiries to MFVGA at the above address. Deadlines for future issues: The first day of the month preceding publication (For example: Jan. 1st for the February issue).

The information in this MFVGA Newsletter is for educational purposes only. Reference to commercial products or trade names is made with the understanding that no discrimination is intended and no endorsement by the Minnesota Fruit and Vegetable Growers Association is implied.



Classified Want Ads. Rate: \$.50 per word. Type or print clearly. Payment must accompany ad. Make check payable to MFVGA, 15125 W. Vermillion Cir. NE, Ham Lake, MN 55304. Ads must be received by the first of the month preceding publication.

WANTED:

Water Pump – Portable or Stationary – Gas or Diesel
Small Walk-in or Sliding Door Cooler
651-257-5577

Weeds, Weeds, Weeds...

Dr. Bernard Zandstra offers tips to take control

Dr. Bernard Zandstra from Michigan State University will lead a Weed Management Roundtable on Thursday morning, February 6, 2003 during the Upper Midwest Regional Fruit and Vegetable Growers Conference. Bring your questions, share your problems and pick up some tips for handling weed problems in vegetable crops. Dr. Zandstra will also address weed management in pumpkins and cucurbits on Thursday afternoon, Feb. 6th.

Dr. Zandstra's research relates to vegetable production and weed control. He is responsible for weed control extension in all vegetable crops, and annually publishes the North Central Weed Control Guide for Vegetable Crops, which is used in several North Central States. In addition to weed control, Dr. Zandstra has statewide extension responsibility for all vegetable crop production. He has had experience with all major vegetable crops grown in Michigan. He received his advanced degrees from the University of Hawaii, where he worked with weed control in tropical vegetables and fruit. Dr. Zandstra is currently doing field weed control research to reduce herbicide rates through use of adjuvants and to maximize weed control through a combination of chemical and cultural practices.

Mike Ellis to Speak on Disease Problems in Strawberries, Brambles and Apples

Dr. Michael Ellis, Professor in the Department of Plant Pathology at Ohio State University, will join us at the Upper Midwest Regional Fruit and Vegetable Growers Conference to share information on how to manage disease problems in berries and apples.

Much of his research is directed toward developing various components of integrated disease management programs for Ohio fruit crops. Most of the research involves studies on the epidemiology, etiology and ecology of the major fungal pathogens on strawberries, grapes and apples. His strawberry research has focused on epidemiology and control of the major fruit rot diseases (gray mold, anthracnose and leather rot).

In addition to his research and teaching responsibilities, Dr. Ellis is a State Extension Specialist with the Ohio State University Extension. It is his duty to provide the most reliable and current information available on diagnosis and control of fruit crop diseases to Ohio fruit growers and other interested clientele.

Dr. Ellis will discuss disease problems in strawberries, raspberries and apples during the Berry Production and Tree Fruit sessions during the Upper Midwest Regional Fruit and Vegetable Growers Conference on February 6th and 7th. The complete schedule for the educational program can be found on pages 6 through 8.

**C. Willi Myles
Featured Entertainment
at Minnesota Grown Banquet**

C. Willi Myles grew up in Mobile, Alabama in a family that consisted of nine girls and two boys in a three-bedroom house with one bathroom.

After graduating from high school in Alabama, Willi moved to Minnesota to attend college at St. Cloud State University on a football scholarship. After college and a brief professional career, Willi became an assistant basketball and football coach at St. Cloud State. During his five-year coaching career the Huskies won three basketball championships and another in football.

C. Willi Myles got the comedy bug while coaching and traveling around the country scouting talent and meeting interesting people. A group of friends thought Willi was naturally funny and mentioned that a comedy club was opening soon and that he should host the shows. Within a short period of time he was spotted by the owner of a record label and was signed to a two-year deal to open up concerts throughout the Midwest.

Join us for the "Minnesota Grown" banquet on Thursday night, February 6, 2003 and laugh with us as C. Willi Myles shares stories about his family and his shocking initiation to winter in Minnesota. Tickets are required for the banquet. The registration form can be found on page 9.

Conference Scholarships Available

The Minnesota Fruit and Vegetable Growers Association recently received grant dollars to establish a scholarship fund for the 2003 Upper Midwest Regional Fruit and Vegetable Growers Conference. A limited number of scholarships to help defray registration fees will be available to commercial growers and students attending the Thursday and Friday educational sessions. Scholarships are not available for the Saturday marketing sessions.

Scholarship dollars will be used to pay a portion of the registration fee. Scholarships will be available to commercial fruit and vegetable growers who have not attended the conference in the last five years. A limited number of scholarships are also available to high school and college students currently studying horticulture.

Completed scholarship applications must be received in the MFVGA office and approved before January 24, 2003. Scholarship applications will not be accepted with at-the-door registrations. Scholarships will be awarded to qualified applicants on a first-come, first-served basis.

For additional information and an application form, contact the MFVGA office at 763-434-0400 or e-mail your request to mfvga@worldnet.att.net.

UPPER MIDWEST REGIONAL FRUIT & VEGETABLE GROWERS CONFERENCE

February 6, 7 & 8, 2003

St. Cloud Civic Center, St. Cloud, MN

Sponsored by the
Minnesota Fruit and Vegetable Growers Association

in cooperation with the
University of Minnesota Extension Service
Minnesota Department of Agriculture
North Dakota State University Extension Service
USDA – Risk Management Agency

THURSDAY MORNING, FEBRUARY 6, 2003

- 7:00 a.m.** **Registration begins**
- 8:15 – 9:45 a.m.** **INTRODUCTORY SESSION**
- 8:15 – 8:30 Welcome / Announcements
- 8:30 – 9:00 Current Status of Crop Production and Pest Management Needs for Minnesota Vegetables, Apples and Strawberries: Results of a Fresh-Market Grower Survey – *Jeanne Ciborowski*, MDA IPM Coordinator
- 9:00 – 9:45 Grower Showcase – *Tom Halat*, Tom's Farm Market & Greenhouses, Inc., Huntley, IL
- 10:15 – 12:00 noon** **SESSION I: BERRY PRODUCTION**
- 10:15 – 11:00 Year in Review – Grower participation
- 11:00 – 11:45 Grower Profile – *Susan Butler* – Butler Orchards, Germantown, MD
- 11:45 – 12:00 Update on Strawberry Insect Research – *Suzanne Wold*, Univ. of Minn.
- 10:15 – 12:00 noon** **SESSION II: SOIL HEALTH AND COMPOSTING**
- 10:15 – 10:50 Soil: What You Can't See Might Help You – *Jodi DeJong-Hughes*, West Central Research & Outreach Center, Morris, MN
- 10:50 – 11:25 Soil is for Growing Healthy Roots – *Peter Bierman*, Univ. of Minn., Dept. of Soil, Water & Climate
- 11:25 – 12:00 Making Your Own Compost to Build Healthy Soil – *Dr. Tom Halbach*, Univ. of Minn., Dept. of Soil, Water and Climate
- 10:15 – 12:00 noon** **SESSION III: INFORMATION FOR BEGINNING GROWERS**
- Panel led by *Rudy Radke*, *Jerry Wright* and *Larry Zilliox*
Topics include marketing, crop selection, general transportation and variety selection
- 10:15 – 12:00 noon** **SESSION IV: WEED MANAGEMENT ROUNDTABLE**
- Led by *Dr. Bernard Zandstra*, Michigan State University

THURSDAY AFTERNOON, FEBRUARY 6, 2003

- 1:15 – 4:30 p.m.** **SESSION I: BERRY PRODUCTION**
- 1:15 – 2:00 Strawberry Diseases – *Dr. Mike Ellis*, Ohio State University
- 2:00 – 2:30 Irrigation Water Management Tools – *Jerry Wright*, Extension Engineer, Morris, MN
- 2:30 – 3:00 Marketing Session – *Susan Butler*, Butler Orchards
- 3:00 – 3:30 Break to the Trade Show
- 3:30 – 4:15 Variety Update (Strawberries & Blueberries) – *Dr. David Wildung*, North Central Research and Outreach Center, Grand Rapids, MN
- 4:15 – 4:30 Which Strawberry Varieties are Getting Planted in Minnesota? – *Thaddeus McCamant*, Northland Community Technical College
- 1:15 – 4:30 p.m.** **SESSION II: PUMPKINS & CUCURBITS**
- 1:15 – 2:15 Weed Management – *Dr. Bernard Zandstra*, Michigan State University
- 2:15 – 3:00 Break to the Trade Show
- 3:00 – 3:30 Varieties – *Terry Nennich*, Extension Educator, Clearwater County
- 3:30 – 4:00 Pollination Tips for Vine Crops
- 4:00 – 4:30 Black Rot – *Dr. James Percich*, Univ. of Minn., Dept. of Plant Pathology
- 1:15 – 2:15 p.m.** **SESSION III: FOOD SAFETY**
- 1:15 – 1:45 Outbreaks of foodborne illness in produce – what are the pathogens, who are the affected populations, how the media deals with food poisonings and what can happen to sales if even one grower is suspected of selling contaminated produce. – *Jill MacKenzie*, Univ. of Minn.
- 1:45 – 2:15 Practices growers should implement to reduce the risk of contamination of their crops – main topics are irrigation water and toilet use/handwashing. – *Jill MacKenzie*, Univ. of Minn.
- 2:45 – 4:15 p.m.** **SESSION IV: UPDATE ON HIGH TUNNELS**
- Panel discussion – question / answer session.
- 1:15 – 4:15 p.m.** **SESSION V: CROP INSURANCE / NEW FARM BILL**
- 1:15 – 1:45 Gov't Sponsored Crop Ins. Programs – Small Fruit
- 1:45 – 2:15 Gov't Sponsored Crop Ins. Programs – Vegetables
- 2:15 – 2:45 Private Crop Insurance Programs
- 2:45 – 3:30 Break to the Trade Show
- 3:30 – 4:15 Farm Bill – Green Payments – *Loni Kemp*, Senior Policy Fellow at the Minnesota Project
- 10:15 – 4:15** **SCOUT SCHOOL - Learn to identify insects and weeds**
- 4:45 p.m.** **MFVGA Annual Business Meeting**
- 5:15 p.m.** **Social Hour in the Trade Show Area**
- 6:30 p.m.** **"Minnesota Grown" Banquet Entertainment - C. Willi Myles**

FRIDAY MORNING, FEBRUARY 7, 2003

8:00 – 12:00 noon **SESSION I: BERRY PRODUCTION & MARKETING**

8:00 – 8:30 Strawberry Plasticulture Trial – *Thaddeus McCamant*, Northland Community Technical College

8:30 – 9:15 Bramble Diseases – *Dr. Mike Ellis*, Ohio State University

9:15 – 9:30 Minnesota Grown Promotions for Berry Growers – *Paul Hugunin*, MDA

9:30 – 9:45 Canola & Wool Mulch Research Update – *Steve Poppe*, WCROC, Morris, MN

9:45 – 10:30 Break to the Trade Show

10:30 – 11:15 New Minnesota Strawberry IPM Standards – *Kevin Edberg* and *Bill Jacobson*

11:15 – 11:45 Blueberry Organic Research – *Dr. David Wildung*, North Central Research & Outreach Center, Grand Rapids, MN

11:45 – 12:00 Small Fruit Variety Trial (Brambles) – *Dr. Brian Smith*, Univ. of Wisconsin-River Falls

8:00 – 12:05 **SESSION II: TREE FRUIT – APPLES, PLUMS & TART CHERRIES**

8:00 – 8:30 Critter Control – *Nick Reindl*, Minnesota DNR

8:30 – 9:00 Weed Control – Grower Panel

9:00 – 9:30 Pruning & Rejuvenating Old Trees – *David Bedford*, Horticulture Research Center

9:30 – 10:15 Break to the Trade Show

10:15 – 10:45 Apple Diseases – *Dr. Mike Ellis*, Ohio State University

10:45 – 11:25 Prunus – *Dr. Brian Smith*, Univ. of Wisconsin-River Falls

11:25 – 12:05 Expand Your Fruit Sales with Summer Apple Varieties and Other Miscellaneous Tree Fruit – *Harry Hoch*, Hoch Orchard and Gardens, LaCrescent, MN

8:00 – 12:00 noon **SESSION III: CALIBRATING APPLICATION EQUIPMENT WORKSHOP**

8:00 – 8:30 Why It's Important to Calibrate Equipment Properly – *Dr. Bernard Zandstra*, Michigan State University

8:30 – 9:00 Calibrating Boom Sprayers – *Steve Poppe*, West Central Research and Outreach Center, Morris, MN

9:00 – 9:30 Calibrating Backpack Sprayers – *Krishona Martinson*, Regional Extension Educator, Buffalo, MN

9:30 – 10:00 Calibrating Equipment for Granular Products – *Dan Martens*, Regional Extension Educator, Foley, MN

10:00 – 11:00 Break to the Trade Show

11:00 – 12:00 Chemigation and Irrigation Equipment – *Jerry Wright*, Extension Engineer, Morris, MN

FRIDAY AFTERNOON, FEBRUARY 7, 2003

1:15 – 4:30 p.m. **SESSION I: DIRECT MARKETING**

1:15 – 1:30 Minnesota Grown Opportunities for Direct Marketers – *Paul Hugunin*

1:30 – 3:30 Selling More, Spending Less, Having More Fun – *Bill McCurry*, McCurry Companies

3:30 – 3:45 Break

3:45 – 4:30 Merchandising – *Tim Peterson*, H. Brooks & Company

1:15 – 2:45 p.m. **SESSION II: SWEET CORN**

1:15 – 2:00 Sweet Corn Ideas from the Northeast US: Video & discussion led by *Dr. Bill Hutchison*

2:00 – 2:45 Weed Management – *Dr. Roger Becker*, Univ. of Minn.

1:15 – 3:15 p.m. **SESSION III: SPECIALTY CROPS**

1:15 – 1:45 Peas – *Dr. Vince Fritz*, Southern Research & Outreach Center, Waseca, MN

1:45 – 2:15 Green Beans – *Terry Nennich*, Extension Educator, Clearwater County

2:15 – 2:45 Potatoes – *Dr. Carl Rosen*, Univ. of Minn.

2:45 – 3:15 Garlic – *Dr. Carl Rosen*, Univ. of Minn.

1:15 – 4:30 p.m. **SESSION IV: BUSINESS MANAGEMENT**

1:15 – 1:45 Value-Added Processing – *Michael Sparby*, AURI

1:45 – 2:45 Overview of Liability Issues for Direct Farm Marketers

2:45 – 3:30 Financing Options – *AgStar Financial Services*

3:30 – 3:45 Break

3:45 – 4:30 Accepting Credit Cards at Your Stand or Market – *Approval Payment Solutions*

More information on the speakers at the Upper Midwest Regional Fruit and Vegetable Growers Conference will be included in the February 2003 issue of the MFVGA Newsletter.

Note: As far as we know, this educational program will be presented as printed. However, there may be some changes. If you have any questions, call the MFVGA office at 763-434-0400. Program updates can also be found on the MFVGA website at www.mfvga.org.

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TRADE SHOW HOURS:

Thursday 8:00 a.m. - 6:30 p.m.

Friday 8:00 a.m. - 1:30 p.m.

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SATURDAY, FEBRUARY 8, 2003

Advance registration for the marketing conference is available for \$30 per person and includes lunch. Individuals who register for the Thursday and Friday sessions of the Upper Midwest Regional Fruit and Vegetable Growers Conference or the Minnesota Christmas Tree Association meeting can attend the Saturday session for just \$25 per person. Registration at the door is \$40 (lunch is not guaranteed with on-site registrations). Contact Marilyn Johnson at 763-434-0400 or Paul Hugunin at 651-297-5510 for details.

Registration is from 8:00 a.m. to 9:00 a.m.

Getting Started in Berry Production

9:00 – 9:45	So, You Want to Start a Berry Farm... – Dell Christianson
9:45 – 10:25	Location, Location, Location (soil, water, drainage, etc.) – Rod Elmstrand
10:25 – 10:45	Assessing and Accessing Your Market (Market research, consumer audience, competition) – Thaddeus McCamant
10:45 – 11:00	Break
11:00 – 11:30	Being a Business (Accounting, licenses, permits, tax numbers, etc.) – Dell Christianson
11:30 – 12:15	Berry Marketing – Kevin Edberg
12:15 – 1:30	Lunch
1:30 – 2:15	Getting Ready for Planting (Pre-plant preparation, variety selection, planting tips, setting up a field) – David Wildung
2:15 – 3:00	Strawberry Production Basics – Rod Elmstrand
3:00 – 3:15	Break
3:15 – 3:45	Raspberry Production Basics – Thaddeus McCamant
3:45 – 4:15	Blueberry Production Basics – David Wildung
4:15 – 4:30	Questions and Answers

Morning Marketing Session

9:00 – 11:45	Getting Us All on the Same Team – Bill McCurry
12:00	Lunch

Afternoon Sessions:

Direct Marketing Session

1:30 – 3:30	Garden Center Marketing in Tough Times – Bill McCurry
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Web Site Development Session

Speaker to be announced

Farmers' Market Session

1:15 – 2:00	Minnesota Farmers' Market Association – Business Meeting
2:00 – 2:15	Break
2:15 – 3:00	Legislative Updates for Selling Processed Foods at Markets – Dan Whitcomb
3:00 – 3:15	Break
3:15 – 4:15	Break-out Sessions A. Attracting Vendors B. Marketing Your Market / Special Events C. Pricing Your Product D. Merchandising and Displays
4:15 – 4:30	Wrap-up Session

U of M GLEANINGS

Dr. Cindy Tong

Dept. of Horticultural Science - University of Minnesota

Those of us who work for the University of Minnesota Extension Service have been asked to help write Web pages representing what we do. For these pages, we've been putting together lists of products available to fruit & vegetable growers that we've developed. Many of the products are Web pages that you can access for **FREE**. Here's a list of some products:

- Canning Vegetable Crop Information (<http://sroc.coafes.umn.edu/VAF/hortcomveg.html>)
- Commercial Blueberry Production in Minnesota and Wisconsin (<http://www.extension.umn.edu/distribution/horticulture/DG2241.html>)
- Commercial Strawberry Production in Minnesota (<http://www.extension.umn.edu/distribution/horticulture/DG2836.html>)
- Growing Carrots (<http://www.extension.umn.edu/distribution/horticulture/DG7196.html>)
- Growing Garlic in Minnesota (<http://www.extension.umn.edu/distribution/cropsystems/DC7317.html>)
- Growing Sweet Corn (<http://www.extension.umn.edu/distribution/cropsystems/DC7061.html>)
- Growing Yellow Storage Onions (<http://www.extension.umn.edu/distribution/cropsystems/DC7060.html>)
- Irrigation Scheduling Checkbook Method Bulletin FO-01322 1 (<http://www.extension.umn.edu/distribution/cropsystems/DC1322.html>)
- MidWest Plan Service Sprinkler Irrigation Handbook - MWPS-30 (<http://www.mwpsdq.org/catalog.html>)
- Midwest Vegetable Production Guide for Commercial Growers
- Minnesota Fruit & Vegetable Growers Association Newsletter
- New Immigrant Farm Program
- Nitrogen Application with Irrigation Water-Chemigation (<http://www3.extension.umn.edu/distribution/cropsystems/DC6118.html>)
- Veg Edge Web Page (<http://www.vegedge.umn.edu/>)
- Wisconsin-Minnesota Ag Weather Daily Crop ET web site (<http://www.soils.wisc.edu/wimnext/water.html>)

Hopefully, you've made use of some of these over the past few years. If you're reading this column now, then you at least look at the MFVGA Newsletter! If you have ideas for specific products you would like us to develop, please let me know (c-tong@umn.edu).

The Web pages aren't ready for publication yet, but we hope that they'll be on-line early next year, maybe coinciding with the Upper Midwest Fruit & Vegetable Growers Conference in St. Cloud in February!



participants or those with questions should contact Brian Erickson at 651-296-4939 with any questions or to request a listing form. The form can also be downloaded from the web site at www.mda.state.mn.us/mngrown

To help cover the increasing cost of printing and mailing the *Directory*, the Minnesota Grown Advisory Committee recommended that the listing fee be raised to \$40 for the 2003 *Directory*. With approximately 180,000 copies being printed and distributed and many thousands of consumers searching the on-line version, the *Directory* remains an absolute bargain for direct marketers. The \$40 listing fee covers the cost of being in the printed *Directory* and the on-line *Directory*. It also includes a hot link to your web site at no extra charge. You can check out the on-line edition at www.minnesotagrown.com.

Time to Renew for Directory Ads and Licenses

Renewals for Minnesota Grown licenses and *Directory* listings are being mailed and should arrive just after Thanksgiving. Both are requested back to the MDA by the end of December. Over 710 marketers were licensed to use the Minnesota Grown logo in 2002 – more than ever issued! The 531 listings in the 2002 *Directory* were also a new record.

MN Grown Promotion Group Elects New Board Members

The Minnesota Grown Promotion Group (MGPG) met on November 6 and elected Julie Townsend and Gary Hogle to serve as at-large representatives. Julie is an apple and berry grower in Dassel and Gary raises hydroponic produce and markets specialty products such as flavored honeys and vinegars in Scandia. Both will serve two-year terms on the board. Paul Evenson of Jennie-O, Sue Lindstrom of Minnesota Valley Companies and John Marshall of Great River Vineyard were each re-elected to their at-large positions.

Bob Fitch to Remain President of MN Grown Promotion Group

The MGPG re-elected Bob Fitch as its President during its November 6 meeting. Bob is the Executive Director of the Minnesota Nursery and Landscape Association. Gail Griffin of the Minnesota Buffalo Association was elected Vice President, John Marshall of the Minnesota Grape Growers Association was elected Secretary and Mike Lorentz of the Minnesota Association of Meat Processors was re-elected Treasurer.

Free Stickers, Posters and Price Cards Available

A myriad of stickers, posters, price cards, buttons and other items are available FREE to licensed marketers. The cost of the license is just \$5 per year. If a new or improved label, bag or box is in your future, don't forget to add the Minnesota Grown logo. The Minnesota Grown Promotion Group will reimburse you for up to \$100 of your design charges. Contact Paul Hugunin at 651-297-5510 to register.

Holiday Gift Ideas

Minnesota Grown shirts, hats and sweatshirts make great holiday gifts. You can view and print an order form from the Minnesota Grown Promotion Group's web site at www.minnesotagrown.com

2003 Minnesota Grown Directory

Development of the 2003 *Directory* is in full swing. Renewals are being mailed to past participants just after Thanksgiving. First time

Download the Logo and Order Form Off the Web

The quickest way to get the point-of-sale material order form or the Minnesota Grown logo is to download from the licensed producer only web page. This page is just for marketers that are licensed to use the Minnesota Grown logo and is not linked to the rest of the Minnesota Grown web pages. If you are licensed to use the logo and have misplaced the web address, just send an e-mail to Brian or Paul and we'll send the link to you. Along with the point-of-sale material order form you'll have access to the Minnesota Grown logo in several different formats.

Please Visit Us in St. Cloud

Please stop by the Minnesota Grown booth during the annual conference in St. Cloud. We'll have samples of the point-of-sale materials, publications and advertisements for you to see. We'd love to talk about your ideas, feedback and questions about our program. What can the Minnesota Grown Program do differently that would help you grow your business?

2002 Highlights

- * Record high number of marketers licensed to use the logo
- * Record high number of listings in the 2002 *Directory*
- * 23 berry growers participated in the cost-share program with ads reaching hundreds of thousands of Minnesotans
- * Apple sampling cost-share that helped introduce Minnesota apples into grocery stores in Missouri as well as introduced a new apple pie made with frozen Haralson apple slices into metro grocery stores
- * Over 125 marketers attended the 2002 Minnesota Grown Marketing Conference in St. Cloud
- * New partnership with the Midwest Food Alliance resulted in multiple store events and sampling for Minnesota Grown produce
- * New point-of-sale materials for Minnesota Grown apples were introduced
- * Farmers' market television ads reached 83% of metro-area adults an average of three times
- * Summer produce television ads made 1.75 million impressions on metro-area adults between the ages of 25 and 54 years old

Minnesota Grown information is supplied to MFVGA by Paul Hugunin (651-297-5510) from the Minnesota Department of Agriculture, Ag Marketing Services Division. If you have any questions about Minnesota Grown, contact him at the number listed above.

Upper Midwest Regional Fruit and Vegetable Growers Conference February 6-8, 2003

EDUCATIONAL CONFERENCE TRADE SHOW AND MFVGA ANNUAL MEETING

ACCOMMODATIONS ARE AVAILABLE AT

Best Western-Kelly Inn 320-253-0606
Room block will be released 1/5/03
Single Rate – \$69.00 Double Rate – \$75.00

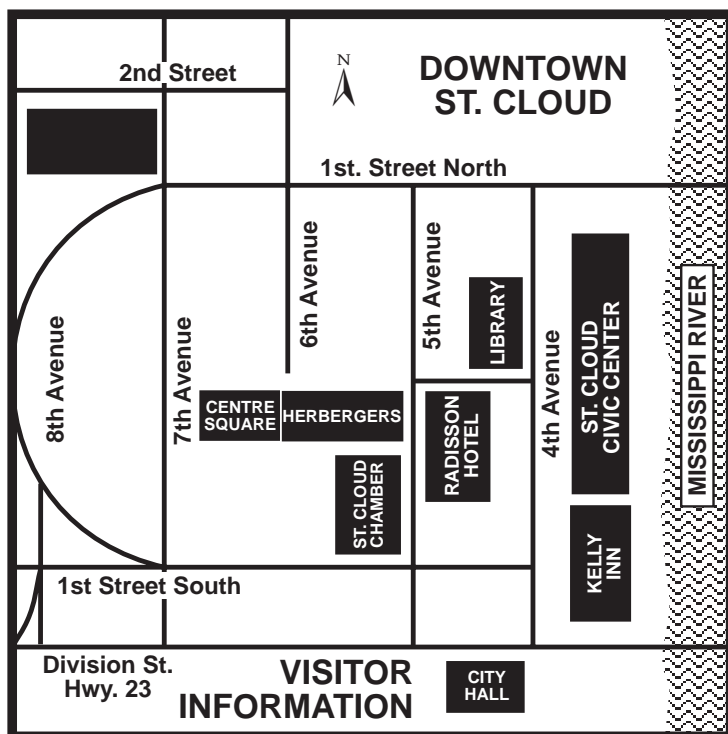
Radisson Suite Hotel 320-654-1661
Room block will be released 1/5/03
Rate for 1 or 2 people – \$100.00 per night.

Be sure to mention the MFVGA to receive special conference room rates.

There is direct access to the Civic Center from the Best Western-Kelly Inn.

The Radisson Suite Hotel is connected by a skywalk to the St. Cloud Civic Center.

Thursday, Friday and Saturday educational sessions will be held at the St. Cloud Civic Center.



"Cross-Over" Registration to MCTA Sessions

The Minnesota Christmas Tree Association (MCTA) will be holding their winter meeting at the St. Cloud Civic Center in St. Cloud, MN on Thursday and Friday, February 6 & 7, 2003. Persons registered for the Upper Midwest Regional Fruit and Vegetable Growers Conference may also attend the Minnesota Christmas Tree Association educational sessions for an additional fee of \$15 per person. The registration form can be found on page 9.

For information on the Minnesota Christmas Tree Association's educational program, please contact Pat Olive at 651-462-3126.

Exhibitors – Have We Received Your Application?

It isn't too late to sign up for the 2003 Trade Show! For more information and an application form, call the MFVGA office at 763-434-0400.

MFVGA Policy on Conference Registration Cancellations and Refunds:

MFVGA will refund registration fees for the 2003 Upper Midwest Regional Fruit and Vegetable Growers Conference in full if the MFVGA office is notified before Friday, January 31, 2003. If the MFVGA office is notified after January 31st, but before February 3rd, 75% of the registration amount will be refunded. No refund will be issued if registrations are cancelled after Monday, February 3, 2003.

Selling More, Spending Less, Having More Fun

Increase your sales – decrease your frustration. Why do some sellers seem to have customers lined up when others have no one to talk to? How can you increase sales without investing everything you have into a questionable marketing plan? Bill McCurry helps you answer these questions as they pertain to your specific business. Hear how others have found ways to easily increase effectiveness and profits. Discover trends and techniques that will put more money in your pocket and more fun in your sales day.

Bill McCurry, a nationally known marketing guru, will share his insights during the Direct Marketing session on Friday afternoon, February 7, 2003.

Wednesday Night "Bull Session"

You are invited to join other growers for an informal "Bull Session" beginning at 7:00 p.m. on Wednesday night, February 5, 2003. This is a chance to visit with other growers, meet new people and renew old acquaintances.

Two videos, "New Tools for Mechanical Weed Control in Vegetables," produced by Cornell University and "Farmers and Their Diversified Horticulture Marketing Strategies," produced in Vermont, will also be shown.

Bring samples of jellies, jams, salsa, etc. to share – crackers and chips will be provided.

The "Bull Session" will be held at the Best Western-Kelly Inn. If you have questions, please call the MFVGA office at 763-434-0400.

Upper Midwest Regional Fruit & Vegetable Growers Conference & Trade Show

February 6-8, 2003 - St. Cloud, MN

All educational sessions will be held at the St. Cloud Civic Center.

Sponsored by: *Minnesota Fruit and Vegetable Growers Association, University of Minnesota Extension Service, Minnesota Department of Agriculture, North Dakota State University Extension Service, USDA-Risk Management Agency*

Attendee's Name (Please print)	Full Registration Conference & Trade Show (Thursday & Friday) February 6 & 7			One-day Only Circle One Thursday Friday		Saturday Session	Sat. session only (Per person)	Trade Show Only	Minnesota Christmas Tree Association Sessions	Total		
	First member* from farm/ company	Each additional mbr. from farm/comp.	Non- member (Per person)	Per person	First member* from farm/ company						Each additional mbr. from farm/comp.	Non- member (Per person)
	\$80.00	\$20.00	\$155.00	\$20.00	\$60.00	\$20.00	\$85.00	\$25.00	\$30.00	\$10.00	\$15.00	

*Member registration rates are available to members of the MFVGA. Pre-registration is encouraged. There will be an additional \$10.00 per person charge for those registering at the door. Registration forms must be received in the MFVGA office by Friday, January 31st to be considered pre-registered.

Individual or Farm Name _____ TOTAL ENCLOSED _____

Address _____

City _____ State _____ Zip _____

Phone (_____) _____

What is your primary crop? Vegetables Berries Apples Other _____

Thursday and Friday registration includes admittance to all educational programs, trade show and a copy of the *Proceedings* book. It does not include the Thursday banquet. The Saturday only registration does not include the *Proceedings* book. Trade show only registrations do not include admittance to the educational sessions or a copy of the *Proceedings* book.

Please indicate method of payment:

Check (payable to MFVGA) VISA® MASTERCARD®

Number _____ Exp. Date _____

Signature _____

Return this form with payment to:

MFVGA
15125 W. Vermillion Cir., NE, Ham Lake, MN 55304

MFVGA MEMBERSHIP APPLICATION

October 1, 2002 - September 30, 2003

Farm/Company Name _____
 Phone (_____) _____
 Address _____
 City _____ State ____ Zip Code _____
 E-mail Address _____
 Crops _____

Names of direct members:
 (grower, spouse, employees, partners)

ASSOCIATE MEMBERS:

(Dues are \$25.00 per year.)

Associate members are related agri-business firms, educators, and suppliers. \$ _____

Contributions or gifts to MFVGA are not tax deductible as charitable contributions; however, they may be tax deductible as ordinary and necessary business expenses.

MAKE CHECKS PAYABLE TO MFVGA

Mail to: MFVGA
 c/o Marilyn Nysetvold Johnson, Exec. Coordinator
 15125 W. Vermillion Cir. NE
 Ham Lake, MN 55304
 Questions? Call 763-434-0400 Fax: 763-413-9585

VISA® MASTERCARD®

MEMBERS:

Gross Sales	Suggested Dues	
Up to \$25,000	\$ 75.00	
\$25,000 - \$75,000	125.00	
\$75,000 - \$225,000	225.00	
Over \$225,000	325.00	\$ _____

Number _____
 Expiration Date _____
 Signature _____

Direct Membership includes a subscription to one of the following periodicals. Please indicate which publication you would like to receive. Choose one.

- ____ American Fruit Grower
- ____ The Fruit Growers News
- ____ American Vegetable Grower
- ____ The Vegetable Growers News
- ____ Northland Berry News

(An additional \$10.00 fee is required to receive the Northland Berry News.) \$ _____

TOTAL AMOUNT ENCLOSED \$ _____

**Send your registration form in today for the
 Upper Midwest Regional
 Fruit and Vegetable Growers Conference.**

**Registrations received before
 January 10, 2003
 qualify for the "Early Bird" Drawing –
 a gift certificate for
 a night at the Kelly Inn.**



NOTICE TO NON-MEMBERS

In return for receiving the MFVGA newsletter, we ask a \$10 donation per year to cover printing and mailing costs. Thank You!

PLEASE NOTE:

If you no longer wish to receive our newsletter, please let us know.

MINNESOTA FRUIT & VEGETABLE GROWERS ASSOCIATION

c/o Marilyn Nysetvold Johnson, Exec. Coordinator
 15125 W. Vermillion Cir. NE
 Ham Lake, MN 55304
 Phone: 763-434-0400
 Fax: 763-413-9585

ADDRESS SERVICE REQUESTED

BULK RATE
 U.S. POSTAGE
 PAID
 NON-PROFIT
 PERMIT NO. 34
 CEDAR, MN
 55011

