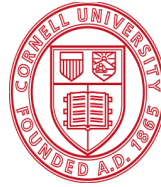


Oswego- County Agriculturalist



Cornell University
Cooperative Extension
Oswego County

Summer 2011
Vol. 2 Issue 2

The Cornell Cooperative Extension education system enables people to improve their lives and communities through partnerships that put experience and research knowledge to work.

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Calendar of Events

State Fair—August 25-September 5, State Fair Grounds, Syracuse, NY

Grain Marketing Educational Program—August 30, 2011— Time 4:00-7:00pm—Contact Mike Hunter or Corey Hayes @ 788-8450

August 31, 2011-Fresh Market Potato Varieties, Insect & Disease Pests, and Water Management, Time 5:50-8:30pm at Williams Farm, Marion, NY, Pre-register for dinner—Carol MacNeil at 585-313-8796 or crm6@cornell.edu

2011 New York State Maple Tour—September 18-20, 2011—Contact Michele LeDoux @ 376-5270

2011 Value-added Training Institute—October 7, 9:00am-4:00pm and October 8, 9:00am-noon, Contact Alison Clarke @ 585-0864 or Laurie Davie @ 518-962-4810 x404

October 18-20, 2011-73rd Annual Cornell Nutrition Conference for Feed Manufacturers, at Doubletree Hotel Syracuse, East Syracuse, NY

Oswego County Harvest Dinner—October 21, 2011 at The American Foundry, Reservations are required. See page 7.

Introduction to Newest Member of CCE



Hi,

I would like to introduce myself as the new staff member of CCE of Oswego, in the Agriculture Economic Development position my name is Courtney Supa.

I grew up on a small farm raising beef, sheep, pigs, and goats in Maine, NY and worked on a small dairy farm during high school and college. I have spent many years participating in 4-H as a member and volunteer.

I graduated from Morrisville State College with a degree in Agriculture Business Development and focused my studies on marketing and product development. I previously worked at CCE in Broome County where I developed programs for 4-H and assisted with the agriculture department.

I am excited to working in such a diverse agricultural county and I am looking forward to getting to know the Oswego County agriculture community.

My contact information is Courtney Supa, phone: 315-963-7286 Ext. 203, e-mail: cls292@cornell.edu

20 Ways Farmers Can Improve their Marketing Chops

David Becker, Friend of the Farmer

The following article was re-printed with permission from David Becker and the website Friend of the Farmer (accessed at <http://friendofthefarmer.com/2009/11/20-ways-farmers-can-improve-their-marketing-chops/>). David was a recent attendee of the Agricultural Marketing and Management Program Work Team's 2009 Strategic Marketing Conference held on November 2-3. His recent posting weaves in many of the ideas he heard during the conference. For more information on Friend of the Farmer, please go to their website at <http://friendofthefarmer.com/>, or contact David directly at 917-664-9752 or davidandrew-becker@gmail.com.

Farmers are business people, alchemists, scientists, economists, and stewards of the land. But sometimes they need help with that most basic and necessary of skills: marketing. Last week I sat in on the 2009 Cornell Strategic Marketing Conference organized by the Agricultural Marketing and Management Program Work Team (<http://marketingpwt.aem.cornell.edu>) on the power of storytelling. Herewith a modest partial list of ways for farmers to craft a story around their products, personalities, and people more effectively, especially at farmers markets.

1. Create a Narrative. The story should be real and worth repeating: How you got into raising sheep when a farmer left a flock on your pasture and never came back to reclaim them. (That one's true.) Weave in details that create an image. People want—desperately need—the connection with the farm and an honest day's work.

20 Ways Farmers Can Improve their Marketing Chops

2. **Smile and Make Eye Contact:** Margo Sue Bittner of The Winery at Marjim Manor found that if you smile and make eye contact within the first 10 seconds of greeting a customer you reduce theft by 20%. Is that a scientific fact? Could be. But even if its not, it's a great start. You're not running an art gallery that gains its cachet by turning away traffic.

3. **Identify Staffers Who Like to Talk:** Sometimes customers want a simple answer. Is this easy to cook? How should I store that? The kind of questions most workers who staff farmers markets should be able to address gracefully. But not all workers at farmers markets also work on the farm. Have a designated staffer who enjoys talking about the difference between sustainable and organic. What exactly is Integrated Pest Management? Why you grow kohlrabi or celeriac.

4. **Be Honest:** If someone complains that "these carrots are long and stringy" you can respond "Oh God. Can you imagine what they're like to wash and harvest? They taste perfectly fine, but next week we have Spanish Blacks that are gorgeous and very rare."

5. **Presentation is Everything:** Show abundance when you have it. When you don't, display products as if they were featured in Martha Stewart's magazine. Spring for wicker baskets or wooden boxes lined with burlap. You have 10 tomatillos left? Put them in a small basket and highlight them at checkout as an impulse purchase (Make a great salsa verde!).

6. **Tell a Story about Your Area:** The largest producer of cabbage and sauerkraut in America. Best known for artisanal Munster cheese. Benedict Arnold slept there. Pamela Anderson was born up the street. (Actually Pamela Anderson was born in Ladysmith, British Columbia.)

7. **Feature Clear Labels:** Easy to read and laminated. Describe the taste and some potential uses. Not all apples make a great pie but every apple has a use. Same is true for potatoes.

8. **Provide (Easy) Recipes:** There are literally millions of recipes available online. If you don't cook often pick some and try them. Or have your friends test a recipe. Product trade groups often have a wide range of well-tested recipes. Print them out. Offer to provide a recipe with every purchase. Group together items that go into the recipe into preparation (like a Butternut Souffle that includes squash, onions and thyme).

9. **Promote Your Press:** If you've been featured in any newspaper, blog (even this one), radio or TV report, print it out and laminate it. Make copies for journalists who prowl farmers markets looking for story ideas.

10. **Meet Controversy Head On:** When there is a food-borne disease story in the news don't be shy about explaining how your product is different, or how raising your animals is vastly different from a factory operation, and what that means in terms of food safety.

11. **Price for Rarity:** Describe how the breeds you choose are distinct from what you can buy in the supermarket. More flavor, more vitamins. If something is rare or really hard to grow then narrate your journey of bringing this potato, pig, turkey back from the brink of extinction. Assure the consumer that he or she is now playing a role in preserving this heritage breed. And then price appropriately.

20 Ways Farmers Can Improve their Marketing Chops

12. **Get Good Pictures of Your Farm:** There was a time in our history when almost everyone spent some time on the farm. Understanding what goes into raising plants and animals can be translated with a single photo. “There’s our herd of English Black pigs running in a field. There’s a chicken pecking for her favorite meal—grubs.” Show, don’t just tell.

13. **Knock Something Off a Big Buy.** Amazing how rounding down by 50 cents from \$20.50 to \$20.00 makes people feel like they’re getting a deal—and you don’t have to spend time making change.

14. **Give Free Samples.** Get people to try more than one. A winesap vs. a Northern spy. If you make sausages, get out a hot plate and grill up a platter. The aroma will draw fans and sales.

15. **Offer Paper Bags and Helping Hands:** I sometimes find myself balancing a half dozen butter-nut squash when a worker comes over and rescues me. Grateful, I turn around and buy something else.

16. **Move Quantity:** You don’t want to bring your bumper crop home. If it’s getting late, start telling people about making pesto that will keep all year round in ice cube trays.

17. **Selling Meat? Then Show It:** Don’t just surround yourself with ice chests and a price list. If meat is vacuum bagged and frozen, get trays of ice and put your meat on a tabletop. Start up a small grill and give samples (see #14, above). The smell will pull in buyers—who will be reassured by visual access to the goods.

18. **Show Where You Live:** If you say your farm is 4-1/2 hours north of Manhattan near Seneca Lake it might as well be the moon for some New Yorkers. Even Albany is a vague location. If you show a map with a pin in it, people begin to get the idea—and how much time it took for you to get to the market to start setting up tables at 6:00 this morning. Customers will leave with a greater appreciation for your hard work.

19. **Ask Customers What They Want:** No, the customer is not always right but they may inspire you to try something new. If a good customer is asking for a rare potato tell her you’ll try growing it for her next season. You’ve won a customer for life—if you follow through.

20. **Maintain a Sense of Humor:** That’s not always easy to do if you’ve already been up for 10 hours and a hard rain is starting to fall. But if you can pull it off then your customer will respond with a smile and bigger purchase. And next week they’ll search out your table.

“**Smart Marketing**” is a marketing newsletter for extension publication in local newsletters and for placement in local media. It reviews elements critical to successful marketing in the food and agricultural industry. *Please cite or acknowledge when using this material.* Past articles are available at <http://marketingpwt.aem.cornell.edu/publications.html>.

Lyme Disease

Introduction:

Lyme disease is the most common tick-borne disease in the United States, with about 16,000 new cases reported each year. It was first identified in 1975 when a group of children in Old Lyme, Connecticut, had mysterious arthritis-like symptoms. Lyme disease is caused by the bacterium *B. burgdorferi*, which is carried by deer ticks. Not every bite from a deer tick causes Lyme disease. It is more likely to occur if the tick stays attached to your skin for 36 hours or more.

Cases have been reported in nearly all states, and the disease is also on the rise in large areas of Asia and Europe. It is very important to get early treatment for Lyme disease, so if you have any symptoms, you should call your doctor immediately. Although symptoms may disappear after a while, that does not mean the disease is gone. People who get early treatment with antibiotics usually recover without any complications.

Signs and Symptoms:

Lyme disease has three stages:

Localized Early Stage

Red rash that appears within a few weeks of a tick bite, starting as a small red spot at the site of the bite. The spot expands over time, forming a circle or oval and sometimes looking like a bull's eye. The rash can range in size from that of a dime to the entire width of a person's back. As the infection spreads, rashes can appear at different places on the body.

Early Disseminated Stage

Flu-like symptoms -- fever, headache, stiff neck, body and joint aches, and fatigue

Late Stage

- Arthritis -- 60% of people not treated with antibiotics develop recurring attacks of arthritis, most often in the knees, that last a few days to a few months. About 10 - 20% people who are not treated will develop chronic arthritis.
- Neurological symptoms -- stiff neck and severe headache (may indicate meningitis), temporary paralysis of muscles in the face (Bell's palsy), numbness, pain or weakness in the limbs, or poor motor coordination.

Heart problems -- Palpitations, lightheadedness, fainting, chest pain, and shortness of breath may develop in fewer than 10% of people with Lyme disease. Symptoms may show up several weeks after infection and last a few days or weeks.

What Causes It?:

Deer ticks carrying the bacterium *B. burgdorferi* bite people. The bacteria enter the skin at the site of the bite, after the infected tick has been in place 36 - 48 hours.

Who's Most At Risk?:

Your risk of Lyme disease may be higher if you:

- Spend time in heavily wooded areas where there are ticks.
- Spend time outdoors in summer and fall.
- Are young -- children and young adults are more likely to get Lyme disease.

Live in the coastal northeast, as well as in Wisconsin, Minnesota, California, and Oregon, where the majority of cases occur.

What to Expect at Your Provider's Office:

Lyme disease can be hard to diagnose because many of its symptoms mimic those of other illnesses, and there is no definitive lab test for Lyme disease. About 20% of people with Lyme disease do not develop a rash. Tell your doctor if you think you may have been bitten by a tick. Your doctor may order these tests:

Lyme Disease (Cont. from page 5)

.Who's Most At Risk?:

- ELISA test -- detects antibodies to *B. burgdorferi*. Can result in false positives.
- Western blot test -- detects antibodies to proteins of *B. burgdorferi*

Polymerase chain reaction (PCR) -- detects the presence of bacteria in synovial (joint) fluid and is used for people who may have Lyme arthritis.

Treatment Options:

Prevention

The best defense against Lyme disease is to guard against tick bites. Avoid heavily wooded areas, wear long-sleeved shirts and long pants, and apply tick repellent. Use an insect repellent with DEET or oil of lemon eucalyptus. Wear light-colored clothing (which makes ticks easier to see), and inspect your body carefully after you've been outdoors. If you find a tick, remove it with tweezers, making sure to remove the head as well as the body. Seeing your doctor and taking antibiotics within 3 days of a tick bite may prevent Lyme disease.

Drug Therapies

Your health care provider may prescribe the following medications:

- Antibiotics -- usually doxycycline (Vibramycin), amoxicillin, and cefuroxime (Ceftin) are prescribed. Later-stage Lyme disease may require intravenous (IV) antibiotics, either ceftriaxone (Rocephin) or penicillin.

Nonsteroidal anti-inflammatory drugs (NSAIDs), such as ibuprofen (Advil) or naproxen (Aleve), for relief of pain and inflammation.

Complementary and Alternative Therapies

You should never treat Lyme disease with complementary therapies alone. Antibiotics are needed to cure the disease and avoid complications. However, Lyme disease affects many systems in your body, so treatment that includes complementary therapies may help.

Always tell your doctor about the herbs and supplements you are using or considering using.

Nutrition and Supplements

Probiotic supplement (containing *Lactobacillus acidophilus*), 5 - 10 billion CFUs (colony forming units) a day. Probiotics, or "friendly" bacteria, help maintain intestinal health. If you take antibiotics to treat Lyme disease, the antibiotics will kill the "good" bacteria along with the bad. That can cause diarrhea or yeast infections. Taking probiotics may reduce these side effects

Herbs

The use of herbs is a time-honored approach to strengthening the body and treating disease. Herbs, however, can trigger side effects and can interact with other herbs, supplements, or medications. For these reasons, herbs should be taken with care, under the supervision of a healthcare practitioner

You may use herbs as dried extracts (capsules, powders, teas), glycerites (glycerine extracts), or tinctures (alcohol extracts). Unless otherwise indicated, you should make teas with 1 tsp. herb per cup of hot water. Steep covered 5 - 10 minutes for leaf or flowers, and 10 - 20 minutes for roots. Drink 2 - 4 cups per day. You may use tinctures alone or in combination as noted.

- Green tea (*Camellia sinensis*) standardized extract, 250 - 500 mg daily, for antioxidant, anti-inflammatory and heart health effects. Use caffeine-free products. You may also prepare teas from the leaf of this herb.
- Cat's claw (*Uncaria tomentosa*) standardized extract, 20 mg three times a day, for inflammation and antibacterial activity.

Lyme Disease (Cont. from page 6)

- Garlic (*Allium sativum*), standardized extract, 400 mg two to three times daily, for antibacterial effects and to boost the immune system

Homeopathy

Few studies have examined the effectiveness of specific homeopathic remedies. Professional homeopaths, however, may recommend treatments for Lyme disease based on their knowledge and clinical experience. Before prescribing a remedy, homeopaths take into account a person's constitutional type -- your physical, emotional, and intellectual makeup. In some cases, such as Lyme disease, a professional homeopath may prescribe specific remedies without considering the individual's constitutional state. Such remedies for Lyme disease include:

- *Arsenicum album*
- *Borrelia burgdorferi nosode*
- *Carcinosin*
- *Lac caninum*
- *Ledum*
- *Mercurius*
- *Syphilinum*
- *Thuja*

Prognosis and Possible Complications:

Most people who are treated with antibiotics make a full recovery. Getting early treatment can help avoid complications.

Following Up:

If you have a severe and advanced case of Lyme disease with varied symptoms, your health care provider may want to see you regularly.

- Reviewed last on: 6/14/2010

Steven D. Ehrlich, NMD, Solutions Acupuncture, a private practice specializing in complementary and alternative medicine, Phoenix, AZ. Review provided by VeriMed Healthcare Network

Second Annual
Oswego County Harvest Dinner
Friday Octo- _____ ber 21st, 2011

*Where the best of Oswego County's
locally grown food meets your plate!*

Prepaid Reservations Only
\$30.00 each or \$55.00 for two

Hosted at
American Foundry
246 West Seneca Street
Oswego New York

Please contact Courtney or Shawna at **963.7286** to reserve your seats.

Last year's event sold out so do not wait!
Accepting reservations until **October 7th**

Heat Stress

Operations involving high air temperatures, radiant heat sources, high humidity, direct physical contact

with hot objects, or strenuous physical activities have a high potential for inducing heat stress.

When the

body is unable to cool itself by sweating, several heat-induced illnesses such as heat exhaustion and the

more severe heat stroke can occur, and can result in death.

Preventing Heat Stress

- Know signs/symptoms of heat-related illnesses; monitor yourself and coworkers.
- Block out direct sun or other heat sources.
- Use cooling fans/air-conditioning; rest regularly.
- Drink lots of water; about 1 cup every 15 minutes.
- Wear lightweight, light colored, loose-fitting clothes.
- Avoid alcohol, caffeinated drinks, or heavy meals.

Heat Cramps are painful spasms of the muscles, caused when workers drink large quantities of water but

fail to replace their bodies' salt loss. Tired muscles (those used for performing the work) are usually the

ones most susceptible to cramps. Cramps may occur during or after working hours and may be relieved

by taking liquids by mouth or IV saline solutions for quicker relief, if medically required.

Heat Rash (prickly heat) may occur in hot and humid environments where sweat is not easily removed

from the surface of the skin by evaporation. When extensive or complicated by infection, heat rash can be

so uncomfortable that it inhibits sleep and impedes a worker's performance. It can be prevented by resting

in a cool place and allowing the skin to dry.

Fainting (heat syncope) may be a problem for the worker unacclimatized to a hot environment who

simply stands still in the heat. Victims usually recover quickly after a brief period of lying down. Moving around, rather than standing still, will usually reduce the possibility of fainting.

Symptoms of Heat Exhaustion

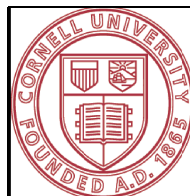
- Headaches, dizziness, lightheadedness or fainting.
- Weakness and moist skin.
- Mood changes such as irritability or confusion.
- Upset stomach or vomiting.

Symptoms of Heat Stroke

- Dry, hot skin with no sweating.
- Mental confusion or losing consciousness.
- Seizures or convulsions.

What to Do for Heat-Related Illness

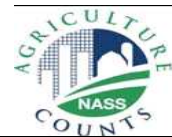
- Call 911 or 255-1111 at once.
- Move the worker to a cool, shaded area.
- Loosen or remove heavy clothing.
- Provide cool drinking water.
- Fan and mist the person with water.



Cornell University



NEWS RELEASE



United States Department of Agriculture
NATIONAL AGRICULTURAL STATISTICS SERVICE
NEW YORK FIELD OFFICE
10B AIRLINE DR ALBANY, NY 12235

FOR IMMEDIATE RELEASE
May 3, 2011

Contact: Marisa Reuber
(518) 457-5570

USDA SURVEYS TO PROVIDE INSIGHT ON 2011 AGRICULTURE OUTLOOK

ALBANY, NY – With the 2011 growing season now in full swing, USDA’s National Agricultural Statistics

Service (NASS) will spend the first two weeks of June surveying thousands of farmers across New York to get a clear indication of the production and supply of major commodities for the year. The information provided will be compiled into one publically accessible report and maintain confidentiality of individual farmer information.

“In March, U.S. farmers reported that they have planted or intend to plant more acres of corn, wheat and cotton this crop season and fewer acres of soybeans. Now with most of the crop actually in the ground, we are reaching out to producers to find out what they actually planted,” said King Whetstone, Director of the NASS New York Field Office.

Through two major mid-year surveys, the June Agricultural Survey and the June Area Survey, NASS will gather data on what crops have been planted and what commodities are in storage. This information will provide a comprehensive picture of how things are shaping up in 2011 for the U.S. agriculture industry.

“For the agricultural survey, we contact producers by mail, phone or personal visit. We ask them to provide information on their total acreage, acres planted to specific commodities – including biotech varieties, and quantities of grains and oilseeds stored on-farm,” said Whetstone.

“For the area survey, we visit randomly selected tracts of land and interview the operators of any farm or ranch on that land. We collect information on crop acreage – including biotech crops, as well as grain stocks, livestock inventory, cash rents, land values, and value of sales.”

This information is a critical component of several key national reports, including the annual *Acreage* report and the quarterly *Grain Stocks* report, both to be released on June 30. Survey data also contribute to NASS’s monthly and annual *Crop Production* reports and various other crop and livestock related publications, including USDA’s *World Agricultural Supply and Demand Estimates*.

“Especially in these challenging economic times, farmers and the rest of the agricultural industry need timely, accurate data on the current state of U.S. agricultural production,” Whetstone said. “The information collected through our mid-year surveys can help producers, suppliers, traders, buyers, export customers and others make sound and informed business decisions.”

For more information, visit www.nass.usda.gov or call the NASS NY Field Office at 1-800-821-1276.

Asian Pears



To all orchardists - professional, amateur and otherwise- an up and coming fruit to consider adding to your orchard selection is the Asian pear: a unique, prodigious fruit that's time has come for commercial, U-pick, and hobby growers here on Long Island. Native to China and Japan, this tree has been increasing in popularity over the past few decades with East Coast growers, who are realizing the value of Asian pears as not only a delicious novelty but also a reliable producer with a market edge over more traditional, widely available fruit. "We experimented with a small planting of Asian pears and they're a hit. We sell out of them at the stand, and the farmer's markets quick. People love them!" says Erin M. of Outlook Farm in Massachusetts. Typically higher price tag values for Asian pears reflect this popularity and its growing niche as not just an unusual edible.

The tree is comparable to pears when training and pruning; it can be planted and incorporated into the particulars of your orchard system. Halsey's Fruit Farm recently incorporated a good number of Asian pears into their state-of-the-art V-trellis system and are excited about their first upcoming harvest. There are a growing number of varieties becoming available in the U.S. of both Chinese and Japanese lineage. Although there have been no definitive studies out on Long Island yet to determine ideal varieties, people who have grown several kinds have found them an adaptable and hardy crop "Why do we grow 20th century, Choguro, and Shinseiki? We feel they fit here on the East End and we've been happy with them so far" Says John Leuthardt of Leuthardt Nursery who has been growing Asian pear trees for retail as espalier and orchards since 1991.

Some varieties are self-pollinating but even these benefit from other pollinizers. Before planting, refer to the 'who pollinates who' chart below to identify which variety ideally pollinates another. Asian Pears can also rely on traditional European pears as pollinators as long as the blooming times match up.

The Asian pear, like the European pear, has traditionally fewer afflictions than apples, peaches and cherries. Bob Anderson of Emerald Flora keeps up an early season minimal IPM style spray routine and can say, beyond the unusual love which birds seem to have for the fruit, he has not seen any major pest problems since he started growing several varieties back in the mid nineties. He maintains a preemptive fungicide spray regime for fire blight of which some Asian pear varieties are particularly susceptible. All varieties are subject to *some* degree of fire blight, which is controlled by early season fungicides, pruning and removal of infected limbs, as per typical of other orchard crops. Make sure you avoid pruning during fire blight outbreaks in your area. Good fruit set is dependant upon thinning of blossoms and young fruit during the maturation process. Rutgers Agriculture Research and Extension Center has had success recently when conducting trails for select varieties, involving chemical thinning to reduce labor costs traditionally associated with blossom thinning. Upon ripening of the first varieties in late August, Bob Anderson is harvesting those that survived the thinning process and the crows. They will go immediately to local restaurants and farmstands where they are soon sold out.

The fruit calls attention to itself with its plump globular shape and a spectrum of ochre russet to smooth yellow hues; round like an apple with the skin of a pear. The fruit is extremely juicy but with a firm flesh. The tastes range from hints of cinnamon to blue raspberry Popsicle and beyond. Unlike the European pear, the fruit of the Asian pear is left on the tree to ripen fully, which works well for U-pick operations. There is a broad spectrum of varietal ripening times as well; from late August until well into November. And when handled gently, fruits have a good storage potential; some varieties can last considerable amounts of time in little more than a root cellar and still maintain firmness and flavor.

All in all, the Asian pear is worth a shot. It could be your next favorite fruit and a distinguishing option for your U-pickers, the back yard, and farm stand alike.

Asian Pears (Cont. from page 10)

	Seuri	Korean.G	Yoinashi	Shinseki	Atago	Ichiban	Hamse	Kosui	Choguro
Seuri	N	Y	Y	N	N	N	N	N	N
Korean.G	Y	N	Y	N	N	N	N	N	N
Yoinashi	Y	Y	N	Y	Y	Y	Y	Y	Y
Shinseki	N	N	Y	Partially	Y	Y	Y	Y	Y
Atago	N	N	Y	Y	N	Y	Y	Y	Y
Ichiban	N	N	Y	Y	Y	N	Y	Y	Y
Hamese	N	N	Y	Y	Y	Y	N	Y	Y
Kosui	N	N	Y	Y	Y	Y	Y	N	Y
Choguro	N	N	Y	Y	Y	Y	Y	Y	N

Posted on 11/02/2010 by Dan Fokine, Ag

Keeping Pest Records

By: Ken Wise, NYS IPM Program

It is very important to keep records from year to year on certain pest problems that may have occurred. Write down observations that you made over the season. Did potato leafhoppers go over threshold and which field(s)? Were there certain corn diseases present? Did you have corn that had corn rootworm injury? Were there new weeds or weed escapes you did not expect this year? Pick up a pencil and write them down on a field to field basis to better select certain management practices the next season. For example, if you were hit with potato leafhoppers this season and you want to rotate your alfalfa, one management option to consider for the future is use of a potato leafhopper example might be to select wheat varieties that are resistant to certain diseases. If you had weed escapes you might reconsider your selection of weed control products. Are your pesticide use records up to date? (Rates, dates, efficacy, etc.) It is always important to keep pesticide records up to date. If you wait too long you may forget what happened in certain fields. So write them down! A sharp pencil beats a dull memory...

ENY Brown Marmorated Stink Bug Project



Note: A Brown Marmorated Stink Bug was found in Watertown, N.Y. on June 09, 2011. It was confirmed to be the farthest north that this insect has been found in New York State.

Source: <http://hudsonvf.cce.cornell.edu/bmsb1.html>

The Brown Marmorated Stinkbug (*Halyomorpha halys* (Stål) (Hemiptera: Pentatomidae) is an invasive species that made its way from Asia to North America and was first officially documented in Allentown, PA in 2001 (it probably arrived several years earlier). The insect has spread across a number of Eastern US States, and its presence has now been documented in Oregon and California, as well. The species was first documented in NY in the Hudson Valley Region in 2008. We currently do not know the size or distribution of this pest in NY, but reports of sightings increased during 2010.

Brown Marmorated Stink Bugs (BMSB) can be a nuisance outside the growing season as they congregate on and inside buildings looking for winter shelter. More significantly, they are now known to be aggressive pests of agricultural crops and caused significant damage to commercial fruit plantings in the Mid-Atlantic States during the 2010 growing season. Loss of more than 80% of the crop was reported in some West Virginia apple and peach orchards during that year. We have yet to document crop losses from this pest in our area.

The ENY-Brown Marmorated Stink Bug Project began in 2010 to address the potential impact this invasive species could have on NYS commercial agricultural commodities while documenting its pest status in the urban environment. The Hudson Valley Region, along with Metropolitan NY and Long Island may currently be the leading edge of the population expansion. By monitoring several agricultural commodities in the region, collecting, verifying and documenting the population spread along the agricultural-urban interface, we hope to assist residents and agricultural producers alike in understanding this pest and mediating its impact.

Help us track the distribution of the Brown Marmorated Stinkbug in NY!

Have you seen this pest? Collect a sample for identification so we can document its distribution. Place captured specimens in a *small plastic container* such as a plastic medicine bottle or film canister. Bring your sample to your local Cornell Cooperative Extension office. CCE Oswego County, 3288 Main St., Mexico, NY 13114.

HOW TO REACH US

Cornell Cooperative Extension of Oswego County - CCE, 3288 Main St., Mexico NY 13114
Jonathan Schell (JJ), Ag Team Coordinator - (315) 963-7286 ext. 200 - jjs69@cornell.edu
Shawna Leigh, Ag Administrative Assistant—(315) 963-7286, ext. 201
Courtney Supa, Ag Economic Development Specialist—(315-963-7286 ext. 203—cls292@cornell.edu

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