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DO YOU THINK WE NEED A BIGGER TRUCK?

I recently heard a story I wanted to share with you.

Two men formed a partnership. They built a small shed beside a busy road. They obtained a truck and drove it to a farmer's field, where they purchased a truckload of melons for a dollar a melon. They drove the loaded truck to their shed by the road, where they sold their melons for a dollar a melon. They drove back to the farmer's field and bought another truckload of melons for a dollar a melon. Transporting them to the roadside, they again sold them for a dollar a melon. As they drove back toward the farmer's field to get another load, one partner said to the other, "We're not making much money on this business, are we?" "No, we're not," his partner replied. "Do you think we need a bigger truck?"

What is the point of the story? While I'm sure many conclusions could be drawn from the story, I think a couple of ideas are pertinent here.

Having "more" isn't always better. I'm frequently asked if newer pesticides or fertilizers are available. That is a reasonable question because innovations come along with some regularity. However, I often wonder how effectively and efficiently we are using the tools and information we already have. Are we up-to-date with information that is currently available? Do we take advantage of educational opportunities? Further, as I visit farms around the state I often see growers who have not fully adopted or implemented some new practice or used information that was provided. In this case we don't "need a bigger truck", we need to make the best of what we have.

Sometimes I think we are distracted from the really important parts of growing cranberries. While good land, good vines and good chemicals are important in cranberry production; I think the most important key is skilled management. People making good decisions based on good information on a timely basis and seeing that they are carried out in a timely manner. In short, that is good management. In the story the partners missed the key information, being distracted by the truck. With their current business model a larger truck won't solve the problem. Make sure you focus on what the real problems on your marsh are.

We can avoid being like these two partners by focusing on the most important parts of our operations and by making the best of the assets we have. The most important assets are skilled people; yourself included.

Teryl Roper UW-Madison Extension Horticulturist

Tidbits from the Field

At the date of our crop forecast the Warrens/Tomah area was about one week ahead of the Cranmoor growers and two weeks ahead of the eastern Wisconsin growers in berry size. Now, "normally" the eastern growers are neck and neck with Warrens/Tomah growers, but as you recall they had an untimely 12-15 inches of rain that set the plants back. Our growing degree days may have caught up, but. . . .standing water plays havoc with our crop.

Below you will see averages of better than 500 square foot samples. In all honesty, I was disappointed in this years' estimate. You see, we had such a beautiful bloom. As I walked the beds my boots would be full of pollen and the fragrance was just awesome. Warrens/Tomah are in what I call the "banana belt", and because of the edge they had, the amount of abortion (generally) is less than in other areas. I feel that even though cranberries thrive on hot, humid weather, they do NOT do well in extremes. We had two periods of EXTREME heat during bloom time and that period of heat hurt us. We will have a good crop, yet we had the potential for a BARN BURNER!

Jayne Sojka, Lady Bug IPM

2002 Crop Forecast—Berry Counts

Four square foot samples have been harvested from each of the designated beds that may represent that variety on your marsh. The fruit in that square has been collected, counted, and weighed.

Jayne's Formula: Take the number of fruit in a square times the average berry weight times our conversion factor of 0.9625 (fudge factor). This formula is bsed on the weight at the time of the forecast, and several weeks of growing time remains before harvest. The crop will be larger than projected because the fruit weight will increase by October. A berry≈1 barrel.

The following chart shows:

- Means of ~500 square foot samples
- Berries per square foot for 5 years
- Weight (grams) for the past 4 years

	Berries/sq ft		Mean weight per berry (grams)				
Cultivar	**2002**	**2001**	**2002**	**2001**	**2000**	**1999**	**1998**
Stevens	201	191	0.92	0.96	1.03	1.23	1.29
LeMunyon	245	193	0.87	0.99	1.09	1.22	1.22
Pilgrim	142	210	1.08	0.96	1.07	1.12	1.32
Ben Lear	221	189	0.91	0.99	0.97	1.08	1.14
Searles	176	170	0.77	0.82	0.88	0.99	0.99
McFarlin	179	171	0.88	0.82	0.73	0.94	0.92
Howes	163	189	0.64	0.59	0.63	1.07	0.91
Natives	168	166	0.57	0.66	0.7	0.82	0.69
Crowley	168	247	0.45	0.58	0.66	0.84	0.82
Gryg. 1	216		0.92				
Gryg. 2	310		0.90				
Gryg. 3	284		0.76				

REPORTING ORBIT USE

The Section 18 exemption for the fungicide ORBIT (propiconazole) expired on July 31 and now is the time to report use of this product in Wisconsin. All cranberry growers in Wisconsin will soon receive a form to record their use of Orbit. If you used ORBIT, you MUST provide the information requested on the form and return it to me no later than September 6, 2002. Reporting ORBIT use is required by the EPA, and future Section 18 or regular labels for ORBIT will not happen unless we provide them with these data.

If you have questions about reporting fungicide use, call me at 608-265-2041, or e-mail me at psm@plantpath.wisc.edu.

Patty McManus, UW-Madison Extension Plant Pathologist

REPORTING STINGER USE

The Section 18 exemption for Stinger will expire on 31 Dec. 2002. As with Orbit, reporting of usage is required under the Section 18 exemption. In the next newsletter I will enclose a copy of the reporting form. If you intend to apply Stinger after harvest please retain the form and send it to me after your last application.

Reporting use also help justify and allow a Section 18 exemption. In this way actual use patterns are seen rather than an estimate of what growers might apply.

If you have questions about reporting Stinger use please contact me.

Teryl Roper, UW-Madison
608-262-9751 Tel.
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trroper@wisc.edu Email

PARATHION TOLERANCE REVOKED IN THE U.S.

While the use of ethyl parathion on cranberries in the United States was cancelled in 1991, a residue tolerance has remained in place. This has allowed Parathion treated fruit from other countries to be delivered to the United States.

On 5 June 2002, EPA published a final rule to revoke 73 tolerances for residues of Parathion. The cranberry tolerance was officially revoked on 3 September 2002. Fruit found to have residues of Parathion will no longer be allowed into the U.S. after this date.

While currently still registered for use in Canada, the registrants of Parathion will discontinue the sale and distribution of end-use products as of December 2002. PMRA plans to cancel all Canadian Parathion registrations on 31 October 2003.

Growers outside the U.S. where the use of Parathion is legal should consult with their handler regarding restrictions on the use of Parathion and fruit slated for export to the U.S.

From the CI News

What progress can there be for a man unconscious of his faults? Such a man has lost the fundamental element of growth, which is the realization that there is something bigger, better, and more desirable than the condition in which he now finds himself. In the soil of self-satisfaction, true growth has poor nourishment. Heaven pity the man who is unconscious of a fault! Pity him also who is ignorant of his ignorance!

David O. McKay

2003 WISCONSIN CRANBERRY SCHOOL

Plans are underway for the 2003 Wisconsin Cranberry School. The school will be held at **The Mead** in Wisconsin Rapids on January 14-15. The format next year will be similar as in the past with two tracks and with grower panels and grower round tables on Wednesday morning.

A fund-raising activity for the Wisconsin Cranberry Research and Education Foundation is planned for Tuesday night.

Registration materials will be sent later this fall. Please put these dates on your calendar and plan to attend Wisconsin's prmier educational event for cranberry growers. The Wisconsin Cranberry School is jointly sponsored by the University of Wisconsin-Extension and the Wisconsin State Cranberry Growers Association.

TOD PLANER RETIREMENT OPEN HOUSE

An open house will be held on Friday September 20 at the Wood County Courthouse Auditorium from 1:00 until 3:00 pm to honor Tod for the many years of service to agriculture in Wood County and to the Cranberry industry throughout the state.

Tod has been instrumental in transferring research results into practical applications for growers. He has organized and hosted many educational events for cranberry growers.

If you wish to make a contribution to a memory book in his honor please send your story or recollection to Peter Manley, Wood County Ext. P.O. Box 8095, Wisc. Rapids, WI 54495-8095.

Wisconsin Cranberry Crop Management Newsletter
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