

**CORNELL UNIVERSITY** **STATION NEWS** **GENEVA**  
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**BRIEFS**
**The End of a Tradition**

Some things you can just depend on. Far more enjoyable and welcome than death and taxes is the coming of spring and the day that is set aside to draw attention to the rites of spring and the role that we as stewards of the land have in improving our natural surroundings. Arbor Day is fast approaching but, unlike the certainty that daffodils will bloom and the grass will grow, there is unlikely to be an Arbor Day ceremony on campus this spring. This unbroken tradition goes back 11 years to the chartering of the Geneva Arboretum Association in 1989. But traditions survive only when there is a purpose for the tradition and there are people committed to keeping the tradition alive.

The Geneva Arboretum Association is dedicated to preserving and maintaining the plantings of the NYSAES. The association exists because there are Station employees who have the commitment, interest and motivation to ensure that the grounds of the Experiment Station remain as inviting and attractive as in the past. Apparently that interest is waning as the active participation by Station employees has dwindled significantly in recent months. This has gotten to the point where the normal activities the Arboretum Association has traditionally sponsored are no longer possible.

This letter is a wake-up call to those employees who care about the natural face of the station, have a love of plants and are willing to expend just a little time and input into seeing that the beautiful grounds of the experiment station remain that way into the future.

An informal brown bag lunch and discussion has been scheduled for noon on Tuesday, March 28th at the Sawdust Café to discuss what the campus landscape means to Station people, how their participation could

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**Marketing NY's Summer Tree Fruits  
 Attracts Interest**

**A**pple growers in the Northeast are considering diversifying their orchards by increasing plantings of stone fruits like peaches, plums, cherries, and nectarines. These summer fruits are attracting attention and may change the nature of NY orchards.

"With the apple business doing so poorly and the outlook not too bright, growers are taking a new look at stone fruit," said Jim Bittner, who

farms 500 acres of fruit along Lake Ontario. "On most of these apple farms, stone fruits were a bigger part of the operation 50 years ago than they are today."

Growing stone fruits is not something growers just jump into. Many questions need to be asked. First among them is a marketing strategy. "Where did you last attend a two-day meeting that had a full day devoted to marketing?" asked Steve Clarke, Milton, NY, grower. Answers are not easy to come by.

Clarke, Bittner and 80 other industry people, researchers and extension educators attended the Second New York Stone Fruit School, held March 13 and 14 in Geneva, to talk first about marketing, followed by cultural topics: site selection, new varieties, pest control, and high-density orchard training systems.

"The tone of the meeting was very up-beat," said co-organizer Robert Andersen, Cornell University professor of horticultural sciences who directs the stone fruit breeding program at the Experiment Station in Geneva. "In two days, we had over 22 presentations—an expanded format from the first meeting two years ago. Growers had the opportunity to make business contacts with marketers and many creative ideas were exchanged," said Andersen.

Historically, marketing is the last thing talked about at a grower meeting. "Times have changed," said Bittner. "We know that a grower cannot go out and plant 20 acres of fresh peaches and hope for a market when they come into production. Marketing plans must come first."

Wen-Fei Uva, senior extension associate in horticultural product marketing in Cornell's department of Agricultural Resource and Managerial Economics, organized the marketing program which featured growers, brokers, processors in Ontario and New York, and Cornell specialists. In her talk, Uva outlined stone fruit facts and industry trends in New York as well as per capita consumption trends for stone fruit crops in the USA.

Michael Roznye from Red Tomato addressed grower optimism about market proximity in the Northeast, and described what his company does to link farmers to wholesalers. Riper, better tasting fruit from NY orchards should gain marketshare in Eastern chain stores, especially if growers combine quality assurance standards with new varieties having unique flavors and improved consumer popularity.

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*Bob Andersen talks about new peach varieties at the Stone Fruit School.*

(TRADITION, continued)

be improved, and what if any type of Arbor Day event would generate their interest and participation. All Station employees are encouraged to attend to voice your ideas and thoughts.

M. Goffinet

### New Cellular Phone Service

Cornell recently signed a new contract with Bell Atlantic Mobile for cellular phone service. And, CIT and Bell Atlantic Mobile are working very hard to make this transition as smooth and convenient as possible. However, because of changing vendors, this transition will involve a change in telephones and cellular numbers for all users.

Transition from Cellular One to Bell Atlantic Mobile Cellular service is currently underway and will provide users with the following new options. Additional service plans—free call waiting, call forwarding and 3-way calling

Digital Services – enhanced voice quality, extended battery life, enhanced voice privacy and advanced service features

Advanced Service Features – Voice Activated Dialing, Enhanced Voice Mail, Fax Mail and One Number/Express Reach

Permanent cellular service antenna located on Cornell campus for quality cellular service.

Representatives from Bell Atlantic Mobile will be in Geneva on Tuesday, March 28 to set up new corporate cellular phone accounts. To facilitate this process, departments have been assigned a block of time in which their faculty and staff should meet with the Bell Atlantic representative to establish their new account.

Department managers have information on the new plans and equipment. Please review this information prior to meeting with the Bell Atlantic Representative so that you can make an informed decision.

Bell Atlantic Mobile also offers a separate plan if you are interested in establishing a personal account. Please stop by between 2-3pm to make arrangements.

#### The schedule is as follows:

Tuesday, March 28, 2000, Staff Room, Jordan Hall

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(STONE FRUIT, continued from page 1)

The other buzz is regional. The new Northeast Stone Fruit Sponsors industry association expects to take a pro-active role in engendering regional cooperation rather than local competition among neighbors.

Andersen organized the horticulture sessions on Tuesday.

Stephen A. Hoying, CCE leader of the Lake Ontario Fruit Team, talked about getting orchards off to a good start. "Summer fruit trees are not as tough as apple trees. For successful stone fruit plantings, growers should plan several years in advance," he said. He pointed out that summer fruit growers must know the climatic characteristics of their sites and pay special attention to susceptibility to spring frost and minimum winter temperatures. They must also investigate their soils thoroughly because wet soils have low oxygen levels. Modifications are necessary in most NY soils through tile draining and/or ridging and by choosing the appropriate rootstock for the site.

The role of IPM was well covered by Peter Shearer from Rutgers University. Shearer is one of four new faculty members hired in southern New Jersey to work on strengthening stone fruit production. He showed that ground cover management is the key to controlling insects like thrips and tarnished plant bugs that cause bad surface blemishes. In the case of damage caused by the larval stage of the Oriental fruit moth, Shearer presented considerable data about biological control with sex pheromones. Rotating controls and using them at the lowest possible rates can inhibit pest tolerance to chemical controls.

Plum Pox Virus (PPV) was another hot topic. This huge new scare has surfaced for the first time ever in New York. Virus survey activities by the NY State Plum Pox Taskforce were outlined by David Rosenberger, superintendent of the Hudson Valley Lab in Highland, NY. This taskforce includes the NYS Dept. of Ag. and Markets (NYS DAM), Cornell faculty, CCE educators, growers and USDA regulators.

Deputy Commissioner Rick Zimmerman represented NYSDAM at the school. Recently, all NY tree fruit growers received PPV information from NYSDAM Commissioner Rudgers that describes the disease and the NY survey activities for controlling it.

Rosenberger also reviewed control recommendations for common diseases of stone fruits. "Some diseases can be avoided by selection of resistant cultivars and by isolating new plantings from sources of disease inoculum," he said.

High-density orchard systems are of particular interest to growers whose key objective is earlier cropping and higher early yields. Terence Robinson's presentation addressed whether or not orchard systems are adaptable to particular crops and, if so, the labor efficiencies and pest control that can be gained. Robinson and colleagues are trying out six new sweet cherry experiments at Geneva designed to keep trees small and get them to bear earlier. Rain-induced fruit cracking and bird damage could be drastically reduced by covering small trees with frames, nets and retractable plastic covers.

Andersen talked about stone fruit diversification. There is a keen interest in high-density cherries among NY fruit growers, he said, because like prune plums, fresh sweet cherries are particularly healthful. He described "nutriceutical" as a term that will dictate marketing the medical benefits of plants, especially fruits and vegetables. Growth in per capita consumption is expected because knowledgeable nutritionists emphasize eating five fruits and vegetables daily—and not mostly French fried potatoes! Locally grown sweet cherries and other summer fruits can be picked at a riper, tastier stage than those from distant sources.

Peaches suffer from declining per capita consumption because they arrive on NY tables from distant states too green to ripen with really good taste. "Locally grown fresh peaches can be picked riper and will achieve full taste," said Andersen. Processed peaches have also declined in consumption. But NY grown processing peaches for wholesale Canadian and NY-based processors are gaining attention in the market because of the new varieties being bred for Eastern North American climates. High-density peach orchards can produce fruit earlier and with higher yields. Locally processed means reduced transportation costs—an important factor to consider when raw fruit represents only 20% of the final cost.

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(BRIEFS, continued from page 2)

- 10:00 - 11:00 – Entomology
- 11:00 - 12:00 noon — Plant Pathology, Food Science, IPM
- 1:00 - 2:00 pm — Administration, FRU, Communication Services, B&P
- 2:00 - 3:00 pm — Personal Accounts

### Do You Have Travel Plans That Include Airline Transportation?

USAirways and the flight attendants AFA contract negotiations are currently in a cooling off period which ends at 12:01 am March 25.

If a settlement is not reached, there may be a reduction or cessation of USAirways flights.

The Ithaca Pittsburgh jet flights are main-line USAirways service and effective

March 25th may be cancelled.

According to USAirways, the local USAirways Express Service, with flights to the Boston, New York LaGuardia, Washington Dulles, and Philadelphia airports, will continue to operate with minor scheduling adjustments.

#### What Does This Mean To You?

Flights arriving and departing from the Ithaca Tompkins County Airport may be cancelled, or delayed. You may have difficulty making your flight connections to return to your home or to campus.

#### What Actions Should You Take?

1. Reconfirm your travel plans directly with USAirways prior to departure, on or after March 25th, and provide a local telephone number. The toll free number is 1-800-428-4322.

### NOTICE

The Field Research Unit has the following items up for bid. Anyone interested in seeing the items should give Mark L. Scott a call at 789-3689. If interested in bidding on an item send your sealed bid to Mark.

The bid should include your name department, phone number, item you are bidding on, and your bid. Bids will be opened on March 28th at 1PM. Successful bidders will be contacted and have 3 working days to pay. FRU reserves the right to reject any or all bids.

ITEM	DESCRIPTION	C.U. CODEBAR	CODE CONDITION	MINIMUM BID
air compressor	220. 1.5 Hp. horiz.tank		fair	100
air compressor	3 phase. Speedair	655009000	fair	100
tractor	Allis Chambers 170	6215300033	36228 good	1,000
lap top computer	PowerBook 520		36111 good	200/BO
snow plow	Meyers 7' plow & frame for 85' Ford no lights or pump		fair	100
snow plow	Meyers tractor plow & frame 8' w/cylinders		36239 fair	175
snow plow	Meyers tractor plow & frame 7'. 1 cylinder		36027 fair	100
power winch	Blackhawk model RS-3 6 ton, used twice. 12V		excellent	250
computer	LC 575 (MAC) 15" monitor	6231507	50121 fair	200/BO
back blade	Massey Ferguson 3pt. Hitch 7'		35628 fair	100
elevator	electric motor, adjustable ht., width 20". transportable length 16'		fair	100
cabinet	small drawers for nuts and bolts		good	best offer

2. Request paper tickets instead of electronic tickets.

3. Arrive at the airport at least 1 hour prior to departure. Lines may be long, and you may be more comfortable arriving even earlier.

4. You may want to consider checking into other modes of transportation or airline routes. Bus, airline limousine, taxi service, and shared sedan and limousine services are available.

5. Stay informed and be aware of rapidly changing situations. Check in with USAirways, the media, and with updates at the following web site:

<http://www.cbs.cornell.edu/travel/usairstrike.html>

### REMINDER

#### ANNUAL PESTICIDE UPDATE

- Date:** March 30, 2000  
**Place:** Jordan Hall Auditorium  
**What:** Annual Pesticide Applicator's Up-date  
**Why:** The CALS Pesticide Use Policy requires that all CALS personnel who use pesticides must be certified and must attend an annual update program.

**Who Must Attend:** All college personnel, including faculty, who use pesticides in their research, teaching, and extension programs/activities. For those unable to attend on March 30, a videotape of the program will be available at a later date. Watching the videotape will qualify for DEC recertification credits and will satisfy the requirements of the CALS Pesticide Use Policy.

**When:** Thursday, March 30. 9:00 - 11:45  
 Registration and refreshments: 9:00 - 9:30  
 Program begins promptly at 9:30

**Registration:** No pre-registration is required. Attendees will be required to sign a roster. DEC recertification credits for commercial applicators are pending. Bring your Pesticide Applicator ID card with you. Separate credits will be issued for each session. We are aware that not everyone uses knapsack sprayers.

The CALS Pesticide Use Policy defines use of pesticides as:

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CALENDAR OF EVENTS

SEMINARS

HORT SCIENCE

**Date:** Monday, March 27, 2000  
**Time:** 11:00 a.m.  
**Place:** Jordan Hall Staff Room  
**Title:** "Distance Education in Horticulture: Can We Teach Hands-on Skills at a Distance?"  
**Speaker:** Ken Mudge, Associate Professor Floriculture & Ornamental Horticulture

PLANT PATHOLOGY

**Date:** Tuesday, March 28, 2000  
**Time:** 3:30 p.m.  
**Place:** A133, Barton Lab  
**Speaker:** Peter Trutmann, Sr. Research Associate, Coordinator International Integrated Pest Management, IAP-CIIFAD, Cornell University, Ithaca, NY.

PLANT PATH SPECIAL SEMINAR

**Date:** Monday, March 27, 2000  
**Time:** 2 p.m.  
**Place:** A133, Barton Lab  
**Title:** "Spatial Analyses for Disease Management in Perennial Production Systems"  
**Speaker:** William Turechek, Candidate for Tree Fruit and Berry Crop Assistant Professor Position

LTC

**Date:** Friday, March 31, 2000  
**Time:** 1-2 p.m.  
**Title:** Open Forum on Training at Cornell.  
**Place:** Jordan Hall Staff Room  
 We will be discussing computer training at Cornell. Topics will include:  
 Certificate and Certification programs  
 Training opportunities in Geneva  
 Training opportunities in Ithaca  
 How to benefit from open labs  
 FLEX courses and CBT courses  
 Getting assistance

Bring your questions, comments and lunch. Tell us how we can better serve you. Come learn about the valuable resources available and how to take advantage of them.

Jane Irwin

FITNESS

AEROBICS AT THE SAWDUST CAFE

**Date:** Wednesday and Friday  
**Time:** 12:10 to 1 p.m.

TAEKARDIO

**Date:** March 27 & 29, 2000  
**Time:** Noon  
**Place:** Jordan Hall Staff Room

CLASSIFIED

**FOR SALE:** 1989 Ford Escort LX, 4 door hatchback, 5 speed, one owner, 168k miles, some rust. Maintenance records available, runs well. \$1100. Contact me at: mes33@cornell.edu

**FOR SALE:** Refrigerator and electric range and electric dryer. All in excellent condition. Call Nancy at x2313 or 789-5485.

**FOR RENT:** Self-contained 1 bedroom apartment. 20 minute walk or 5 minute drive to Station. Call 789-1837.

**FREE:** Brown couch with sofa bed. Clean, comfortable. You pick up. Contact Elizabeth at esk15@nysaes.cornell.edu.

**FOR SALE:** Two new Good Year tires on new rims, size P185/75R14 with mud and snow tread for \$95. Call Bob Kime at x2258 or rwk1@cornell.edu.

**WANTED TO RENT:** An apartment or a room in a house (with access to kitchen facilities) for a Postdoc arriving in Geneva in April. needed for April and May only. Any leads would be very much appreciated. Contact Greg English-Loeb at x2345 or e-mail gme1.

**WANTED TO RENT:** Post-Doc and PhD Student need a house to rent near the Station. Dawn and Torey will be moving here in July and anticipate living in Geneva or the surrounding area for 2 or 3 years. They have 2 large dogs and are looking for a nice, quiet home to rent. If you have any ideas please call 607-539-3293.

**FOR SALE:** 2 bicycles- # 1 Huffy, 3 -speed(Shimano), 15 years old, good condition, \$10. #2 Takara, 10-speed, 10 years old, excellent condition. \$50. Contact Mary Beth at x2618 or mes33.

**FOR SALE:** Scuba equipment: oceanic ocean sport BC, size: M, near mint, black with blue trim, comes with blue carry bag. \$300, or best offer. Contact Mike Fordon at x2214 or mpf8.

**FOR SALE:** '90 Subaru Legacy, 4 doors, 105K miles, totally automatic, air cond., cassette player, radio AM-FM. Absolutely no rust. Running in excellent condition. Book price: \$ 2,920. Asking: \$ 2,490. (negotiable). Need to sell! Call Onofre at x2433 or ob18.

NOTICE

TIS THE SEASON

To reserve the playing field for softball or Little League please contact Donna Boyce at x2492 or dmb62

(UPDATE, continued from page 3)

-application of pesticides including general maintenance applications for pest control on plants and animals, efficacy testing, impact on biological control agents, leaching, residue analyses, environmental fate, etc.;

-direct supervision over one applying pesticides as described above;

-teaching/demonstration of pesticide applications and/or use; and/or

-recommendation of pesticide application or use.

AGENDA:

9:00 - 9:30: Registration and Refreshments

9:30 - 10:30: Changes to the New York State Pesticide Applicator Certification Regulations (Ron Gardner, Sr. Extension Assoc., PMEP)

10:30 - 10:45: Break

10:45 - 11:45: Everything You Ever Wanted to Know About Knapsack Sprayers (Andrew Landers, Extension Assoc., ABEN)

(STONE FRUIT, continued)

Bittner, chairman of the Northeast Stone Fruit Sponsors, spoke for many of those present, noting much work needs to be done to support stone fruit research. "The Northeast Stone Fruit Sponsors must find a way to fund the research that needs to be done to make the growing of stone fruits in the Northeast a profitable option for growers. Some options include membership dues, grants, an industry checkoff, and the licensing of plant patents and trademarks that returns funds to research programs. Once funds are collected, a program similar to the Apple Research and Development Board would be set up to select and fund grower-identified research projects."

No new apple plantings are planned in the near future at Singer Farms where Bittner is a partner. Current apple acreage is 200 acres. "We feel that it has gotten to the point that anyone can grow apples and prices show it," says Bittner. "We need to grow things that others can't or won't. Stone fruit fits there. We are planting many new stone fruit varieties in test blocks on our farm. We find ourselves spending more and more time looking for markets for stone fruit. It takes work. Our problems is that NY consumers don't know that we exist, where 'we' means local growers with truly riper—and better tasting—summer fruit."

Linda McCandless