

CORNELL

STATION NEWS

GENEVA
NEW YORKVOLUME LXXXIV • NO. 27
JULY 4-11, 2003

BRIEFS

Station News Goes Bi-Weekly

This week marks the beginning of a new fiscal year and the beginning of a new reality for the Station's weekly newsletter. As of this issue, the *Station News* will be produced and distributed every other week.

"Going to this new format is partly a response to the new budget," said Linda McCandless, director of communications services. "Producing a weekly newsletter requires a lot of writing and editorial time, layout, design, photography, printing, paper, and mailing. In addition to saving the Station roughly half the cost of production, printing, and mailing, a bi-weekly will save the unit time, which, in the long run, is money and service. It will allow us to focus on other, frequently more pressing needs of faculty, staff, graduate students, and administration."

The change is based on the recommendations of the director, department chairs, and a Communications Committee, which was made up of the three faculty, and representatives from various Station News audiences, including SAGES, the retirees, Station Club, and staff.

They acknowledged that *Station News* is an important on- and off-campus communication vehicle of historical record about the Station. The consensus was no one wanted it delivered electronically because email is already a burden, not everyone at the Station has easy access to computers, and the newsletter is easier to read on the fly in hard copy.

The one exception is seminar announcements, which the committee felt are much more useful delivered via email the week before and the day of the seminar.

Articles will be shorter and more Station-focused, whenever possible. Most of the lead stories function as press releases. They will continue to be distributed over the three electronic listserves operated and maintained by Communications Services, via the www.nysaes.cornell.edu/pubs/press/current web site, and via hard copy upon request.

Content and look will remain roughly the same. The LEAD stories will focus on Station-related events and activities, particularly important research findings, new releases, and notable achievements. BRIEFS will focus on shorter topics like faculty and grad student awards, events, and workshops. PEOPLE will reflect on the Station family. CALENDAR and CLASSIFIEDS will continue as they are.

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Cornell Releases 'L'Amour' and 'Clancy' Strawberries



Courtney Weber

Cornell fruit breeder Courtney Weber named two new strawberries after his favorite authors-L'Amour and Clancy. He officially released the two last week, and has been crisscrossing New York ever since, bringing flats to growers in twilight meetings at the edge of dark green fields thick with the sweet scent of ripe berries.

"Commonplace names and anything remotely related to the color red have been used for other varieties," said Weber. He thought it would be easier for people to recognize Cornell varieties if he started using a new scheme like authors' names.

The young horticultural scientist directs the small fruit breeding program at the Experiment Station in Geneva, NY. "No endorsement is intended or suggested," he noted. Strawberries that could have other easy-to-remember names like King, Herriott, Steinbeck, Orwell, Twain, and Crichton are already in the pipeline.

Weber has been charged with reinvigorating a breeding program that had not released a strawberry since 1991. Currently, he has two acres of strawberry seedlings in the field undergoing testing and evaluation, which amounts to about 11,000 seedlings. A breeder is doing well if he gets a new variety out of every 10,000 to 15,000 plants.

Developing a new fruit variety can take 10 to 15 years. Like they do with apples, grapes, and stone fruits, fruit breeders at the Experiment Station select for yield, flavor, winter hardiness, insect and disease resistance, and vigor. They have introduced 245 new fruit varieties since the Station's founding in 1880; 38 have been strawberries.

"Growers look for new varieties that fill a niche in the wholesale, retail, or pick-your-own markets," said Weber. "They want good eating quality, with a decent shelf life, on a plant that holds its own in the field against the weather, the bugs and the diseases. They want berries that appeal to consumers and contribute to the bottom line."

Traditionally, growers baby their plants. Weber could be accused of beating his.

"I encourage diseases and insects to do their worst," he said. "That way, when a new release is finally selected, growers can be assured their results will be even better than mine."

What's New with L'Amour and Clancy?

The fruit eating quality of L'Amour is very good, and it fits well in the market previously served by Honeoye, a Station variety that was introduced in 1979. Clancy fruits after Jewel, in a late-season market that has been traditionally hard to fill. It's difficult to get a good eating berry that is firm and holds up to hot weather. Clancy holds its berries higher off the ground, making them less susceptible to the fungal diseases that usually attack late-season crops.

L'Amour was tested as NY 1829. A bright red, early-June-bearing hybrid of (MDUS5252 x 'Etna') x Cavendish, it is attractively long and conical, firm but not hard, with excellent eating quality and flavor, and good winter hardiness and vigor. It was first selected for testing in 1994.

Clancy was tested as NYUS304B. Darker red than L'Amour, it bears in late June, a hybrid seedling of MDUS4774 x MDUS5199. The flesh is firm with good texture and eating

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CALENDAR of EVENTS
JULY 4-11, 2003

FITNESS

Aerobics

Date: Mon., Wed. & Fri.
Time: 12:10 - 1 PM
Place: Sawdust Cafe

Taekwondo

Date: Mon. & Wed.
Time: 12:10 - 1 PM
Place: Jordan Hall Auditorium

CLASSIFIED

WANTED: Housing for 20-yr-old female foreign exchange student from Belaruse. Within walking distance of Carvel. \$75/week. Contact Hal Berge at 789-4599.

YARD SALE: 2754 Ferguson Corners, RD, Penn Yan. Table & (4)Chair set, Refrigerator, Couch, Bikes, Baby Items, Clothing, N64 and Games, Toys, and much more... For questions contact Ann Griner at 315-536-3546

FREE TO A LOVING HOME: 8-week-old kittens. Yellow and white long haired tigers, gray, black, and black & white. Please contact Amy at 787-2314 or ada10 for more information

FOR SALE: Raymond electric truck- walk behind pallet mover. 2,000 lb. capacity. Good condition. Asking \$500 OBO. Entomology Department surplus equipment. Contact Cindy Smith at x2322 or cls47

CAMP RENTAL: Cayuga Lake. \$75 a night, \$500 a week. Week runs from Tues 3pm to Tues 11am, or Sat to Sat etc. Deposit required, 50% or \$100 whichever is less-non refundable. You must bring your own towels and linens. There is one queen size bed upstairs and a full size futon downstairs. Contact Dawn at 787-2292 or dcd6@cornell.edu for more information

FOR SALE: Baby rabbits. Lop-eared, assorted colors. \$10 each. JWL2, 539-3155, or x2407

BEACH HOUSE vacation getaway on beautiful, southwest shore of Canandaigua Lake, is only a 45 minute drive from Geneva, 10 minutes from Naples. Swim, sun, fish, romance, relax, loaf, wine country. Reservoir Creek and Bristol Harbour golf courses. Bristol Valley Theater, Grape Festival, etc. Situated right on the water, suitable 1-2 couples or small family. Very nice beach area. Rowboat and canoe included. Reduced rates by week or weekend in September-October. Interested? Contact Elaine at elg2

**RED CROSS
BLOOD
DRIVE**



American Red Cross
Still No Substitute

**Monday, August 11, 2003
9:00 AM - 2:30 PM • Jordan Hall**

(STRAWBERRIES, continued)

quality. It was developed in conjunction with the USDA strawberry breeding program in Beltsville, MD, and first selected from a cross made in 1988.

Virus Testing is the Key

In the Geneva small fruit program, strawberries are developed by conventional plant breeding techniques, by trial and error, in a process requiring great patience where promising new varieties are selected, numbered, and then crossed with each other. Data is kept on thousands of seedlings, selections and varieties.

According to Weber, these particular selections had been selected for release years ago, but it takes a long time for plants to be tested as virus-free, and then to propagate enough virus-free material to meet the spike in commercial demand that occurs when a new release is named. "You start with one plant and then have to bulk up to the tens of thousands," he said.

New technology has not shortened the process, but does insure higher quality nursery stock. Virus elimination is a fairly recent phenomenon made possible through tissue culture and ELISA testing. Virus-free plants means growers can plant healthy fields of new varieties and not introduce diseases into their production systems.

"Most reputable nurseries sell virus-free material. That is the industry standard," said Weber.

Both berries will be available to commercial and backyard growers in limited test quantities for 2004, and in larger quantities in 2005 through Nourse Farms, Indiana Berry & Plant Company, and StrawberryTyme Farms.

Linda McCandless

PEOPLE

Remembering William Mishanec

William Mishanec, 93, died on June 28, at Geneva General Hospital. Born October 10, 1909, Bill came to work at the Experiment Station in 1953 as an environmentalist in the Department of Seed and Vegetable Sciences. Over the course of his 19 years at the Station, he worked with Richard Robinson, Don Barton and Jerry Marx. He retired in 1972. He is the father of John Mishanec, who works for Cornell Cooperative Extension as the Area Vegetable IPM Educator in Albany.

During the Depression, William was a professional musician who played the trumpet. He spent World War II in the Army. After the war, he graduated from the University of California at Berkeley, where he majored in plant breeding. He also attended the University of Iowa.

Bill was a lifelong fisherman. He became involved with Trout Unlimited in the late 1970s, edited the *Trout Unlimited* newsletter, taught fly-tying classes and educated man about the finer points of fly fishing. Bill is survived by his wife, Mary; his two sons, David of Lake Placid, and John of Schenectady; and four grandchildren.

Cindy Smith Injured

Cindy Smith, accounts rep in the entomology department, was involved in a motorcycle accident on Saturday, June 28 and was badly injured. She was airlifted to Strong Hospital and is in a care unit there (not Intensive Care), with a broken pelvis and a broken neck. She was put in a head halo on Saturday afternoon, which she expects to be in for at least three months. She is cognizant, lucid, alert and in amazingly good spirits. She would love to receive cards and visitors (see address below) but we do not believe she can have flowers in the unit that she is on. In lieu of flowers, we will be taking up a collection for her. We expect Cindy is going to be out of work for many months and in need of a lot of rehab, nursing care, and other assistance. If you would like to contribute, please send your donation to Nancy Reissig in Entomology.

Cindy's address:
Strong Memorial Hospital
Cynthia L. Smith, Patient
601 Elmwood Avenue
Rochester, NY 14642

D. Roelofs

(BRIEFS, continued)

From May to August, *Station News* will be an 8.5" x 14" single sheet; from August to May, an 11" x 17" four-pager, folded in half. Distribution will be every other Friday.

16th Annual Station Club
GOLF Tournament
Friday, July 11, 2003
Big Oak Golf Course
Shotgun Start at 4:45 pm
Signup deadline: Tuesday, July 8th



