



Welcome to another edition of Hort Snacks. “Proper” fall weather seems to have made an appearance across most of the province towards the end of October, with the hope that it will last another week or two, to allow everyone to get the harvest in. Based on reports from across the province, a significant portion of crops have been harvested. Most horticulture crops seem to be in already, but there might be a bit of stuff here and there. The improved weather has been a boon for those that have harvest or Halloween-themed activities on their farms (e.g. harvest festivals, corn mazes, pumpkin fests, etc.), as the poor weather of September was problematic.

In this edition, you’ll find an assortment of material to spark your interest or to get you thinking as you head into winter. There are a number of open Canadian Agriculture Partnership (CAP) grants, with more opening in the near future. You’ll also find information on the recently announced Farm Health and Safety Grant Program (not a CAP program), which is meant to help offset costs of implementing some of the new OH&S rules on farms. Other than that, you can find food for thought on association membership, as well as finding benefits in volunteering. Plus, as always, there are a couple of pests to learn about.

As we head towards Christmas (Valentines decorations will be available at Costco shortly ;P), feel free to send in a report of the past season, as it is always nice to have a clear picture of the past season, from many perspectives. And you are always welcome to send in questions, ideas or thoughts. Just call or email.

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FEATURED WEBSITE(S)

Cost of Production tool

<http://www.agric.gov.ab.ca/business/dev/story.html>

Pricing Your Product tool

www.agric.gov.ab.ca/business/pricing/tool/story.html

NEWSLETTER USE RESTRICTIONS

Please feel free to share all or portions of this newsletter with other interested parties. If you want to use content from this newsletter in other media, please request permission before doing so.

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THINGS TO DO / THINGS TO THINK ABOUT THIS MONTH

- Dedicate some time to reviewing this past season
 - What went well?
 - What could have been different?
 - What changes might be implemented next year?
 - Make sure all your records are up to date
 - Gaze into your own crystal ball – what do you anticipate might happen or be an issue next year? – What can you prepare for
- Start thinking about your plant requirements (and probably put your orders in) and your various association memberships
- Take time to overhaul irrigation and spray equipment before putting it away for winter
- Plan to visit or contact a number of fellow producers over the course of the winter (at meetings or courses) to discuss successes and failures. Identify 1 or 2 specific individuals that you think you could learn from.
- Plan to attend at least 1 or more workshops / courses over the winter
 - Register for workshops
- If you haven't applied winter protection to strawberries or fall-planted garlic, it should be done this month before hard freezes arrive and kill off plants
 - Strawberry plants can be damaged and killed by exposure to temperatures below -6°C to -9°C
- Application of Casoron to Saskatoon berries should be done prior to snowfall, after the ground has cooled off
 - Remember to carefully adjust the rate for banding
 - If you are planning on rejuvenation or renovation pruning, do not apply Casoron, or plants will be damaged

MENTAL SNACKTIME – Partnership / Contribution

- “The attitude of giving a full commitment to the partnership will usually result in getting the same commitment in return.” – Denise Morrison
- “There is no greater calling than to serve your fellow men. There is no greater contribution than to help the weak. There is no greater satisfaction than to have done it well.” – Walter Reuther
- “We will naturally pursue our goals on the strength of our own resources, skills and enterprise. But, we know that we will be more successful when we do this in partnership with the world.” – Narendra Modi
- “With patience, persistence, and partnership, we can create economic opportunity for every person willing to work hard for it.” – Thomas E. Perez
- “Life is not accumulation, it is about contribution.” – Stephen Covey
- “I firmly believe that success lies in the combination of both talent and business savvy, and that the magic comes through partnership between both.” – Delphine Arnault
- “It takes a lot of people to make a winning team. Everybody's contribution is important.” – Gary David Goldberg
- “Our contribution purely depends on our consciousness and our willingness to support those in need, to show vulnerability and accept the support of others, to share without expecting the credit, to give it our all and allow our hard work to decide the outcome, to understand that control can only be achieved with a shared responsibility.” – Yehuda Berg
- “Only those who have learned the power of sincere and selfless contribution experience life's deepest joy: true fulfillment.” – Tony Robbins
- “Success is not a function of the size of your title but the richness of your contribution.” – Robin S. Sharma
- “There are so many men and women who hold no distinctive positions but whose contribution towards the development of society has been enormous.” – Nelson Mandela
- “If your contribution has been vital there will always be somebody to pick up where you left off, and that will be your claim to immortality.” – Walter Gropius

Upcoming Conferences / Workshops

November 2018

- Saskatchewan Green Trades Conference & Tradeshow
Nov 8-10, 2018 – Saskatoon Inn, Saskatoon, SK
<http://saskgreentradesconference.com/>
- Potato Growers of Alberta Annual General Meeting
Nov 13-15, 2018 – The Marriott Edmonton River Cree, Enoch, AB
www.albertapotatoes.ca
- Green Industry Show & Conference
Nov 15-16, 2018 – Edmonton Expo Centre at Northlands, Edmonton, AB
Pre-conference Workshops
Nov 14, 2018 – Edmonton, AB
www.greenindustryshow.com

December 2018

- Great Lakes EXPO Farm Market Bus Tour
Dec 3, 2018 – Grand Rapids, Michigan, USA
<http://bustour.greatamericanmediaservices.com/>
- Great Lakes Fruit, Vegetable and Farm Market Expo
Dec 4-6, 2018 – DeVos Place Convention Centre – Grand Rapids, Michigan, USA
www.glexpo.com

Upcoming Conferences / Workshops

January 2019

- Potato Expo 2019
Jan 9-10, 2019 – Austin Convention Centre – Austin, Texas, USA
www.potato-expo.com
- Agronomy Update 2019
Jan 15-16, 2019 – Sandman Signature Lethbridge Lodge – Lethbridge, AB
Ropin' the Web (www.agriculture.alberta.ca) – Coming Events
- 21st Annual Pacific Agricultural Show
Jan 24-26, 2019 – Tradex Exhibition Centre – Abbotsford, BC
www.agricultureshow.net
- 38th Annual Guelph Organic Conference & Expo
Jan 24-27, 2019 – Guelph University Centre, Guelph, ON
www.guelphorganicconf.ca
- Organic Alberta Conference – *Growing Health Farmers, Fields and Food*
Jan 25-26, 2019 – Dow Centennial Centre – Fort Saskatchewan, AB
<http://organicalberta.org/news/2019-central-conference/>
- Scotia Horticultural Congress 2019 – “Farming’s Impact from Soil to Sales”
Jan 28-29, 2019 – Old Orchard Inn Convention Centre – Greenwich, NS
<http://horticulturens.ca/scotia-horticultural-congress/>
- Manitoba Potato Production Days
Jan 29-31, 2019 – Keystone Centre – Brandon, MB
<http://www.mbpotatodays.ca/>
- FarmTech 2019
Jan 29-31, 2019 – Edmonton Expo Centre at Northlands – Edmonton, AB
www.farmtechconference.com
- 50th Annual Northwest Agricultural Show
Jan 29-31, 2019 – Portland Expo Centre – Portland, Oregon, USA
www.nwagshow.com

In the News / Articles Worth Looking At

- [Lights on for greenhouse berries](#) – Greenhouse Canada article
- [How does a consumer value a plant?](#) – Greenhouse Canada article
- [How the Canadian Peat Moss Industry is Working to Restore Peatlands](#) – Greenhouse Grower article
- [Common Scab Complexities](#) – SpudSmart article
- [There’s Still Time to Make a Profit in Organics \[Opinion\]](#) – Growing Produce article
- [Mushrooms a weapon in fight against global vitamin D shortage](#) – HortiDaily article
- [Can Mushrooms Help Boost Honey Bee Health?](#) – Growing Produce article
- [Managing the rootzone: Irrigation volumes and EC, WC graphs](#) – Greenhouse Canada article
- Urban farming during World War Two - [Vintage photos: World War II "victory gardens"](#) – Treehugger.com article
- [The What and Why of Organic Produce Prices](#) – Growing Produce article
- [How to keep greenhouse conditions optimal for plant growth](#) – HortiDaily article
- [Why Integrated Pest Management is Due for a Reset](#) – Entomology Today article

SAVE THE DATE

The Alberta Farm Fresh School “From Farm to Market to Table” is tentatively set for **February 28-March 1, 2019** at the Nisku Inn in Nisku, AB. This conference is offered by Alberta Farm Fresh Producers Association (AFFPA) and Alberta Farms Market Association, in supported partnership with Leduc County and Leduc Regional Chamber of Commerce.

Watch www.albertafarmfresh.com for details.

Grant program to support health and safety on farms and ranches

Farm Health and Safety Producer Grant Program

This grant will help eligible agriculture employers comply with new occupational health and safety (OHS) requirements and offset some of the costs employers may incur in complying with OHS regulations for farms and ranches, which take effect Dec. 1, 2018



Online resources

Visit the program website for more information, the funding list or to apply today: agriculture.alberta.ca/farmhsgrant.

Visit alberta.ca/farm-and-ranch-ohs for more information on the occupational health and safety requirements that come into effect for some farms and ranches on Dec. 1, 2018.

Program details

- Applications open Oct. 15, 2018 and the program runs until March 2021.
- Farms and ranches with waged, non-family workers and a WCB account may apply for the grant.
- The grant covers up to 50 per cent of eligible safety expenses to a maximum of \$5,000 per year or \$10,000 over the life of the program per eligible applicant. Expenses going back to Jan. 1, 2018 are eligible under the program.
- Eligible expenses include things like:
 - First aid kits, fire extinguishers and warning signage.
 - Respirators, eye and hearing protection.
 - Health and safety programs, courses, education, training and consultant fees.
 - Seatbelt installation, warning lights and auger guards to improve equipment safety.

Visit agriculture.alberta.ca/farmhsgrant to apply today.

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Alberta



Q: What benefits have you seen that have come from belonging to an industry organization? What do you think is the role of an organization?

A: The organization brings together like minded individuals and provides opportunities o network and learn etc. It also acts as voice for the entire industry when dealing with other groups

A: I believe one of the biggest advantage is the networking, and the connections that you make.

A: If I need to know something someone in the organization usually has the answer. Also if a "customer" is looking for a particular item and I don't have it then I just tell them to look up the website of the organization and hopefully they find what they are looking for. When it comes to the role I believe that if a person has a question or a concern then someone within the organization should have an answer.

A: I belong to the AGGA and Flowers Canada and these organizations have been able to achieve things for the industry that I could never have done alone. It is important as a member to give feedback and suggestions. Better yet serve on the board. Yes, that takes time but you will be in the forefront of what is happening and meet dignitaries that you would never meet on your own. At that time you can bring fort what needs to happen in the industry It is great to be part of that decision making process

A: The biggest benefit is the opportunity to network with people who are in a similar business. These networking contacts are best made by participation in the association and attendance at industry functions. I think the role of the organization is to create an environment where all producers but most importantly new producers can make contacts and learn from those in the business. This can be at annual meetings, conferences or even through a more formalized mentorship program.

A: Any organization needs to impart value in order to be successful. It must assist its members with industry related problems in a timely manner

A: Networking, information sharing, education

Next Month's ? → [What is the BEST training event you have EVER participated in?](#)

Canadian Agricultural Partnership (CAP) PROGRAMS – “The Partnership”

Have a look at the new Canadian Agricultural Partnership (CAP) Program website (www.cap.alberta.ca). CAP is a five-year, \$3 billion federal-provincial-territorial investment in the agriculture, agri-food and agri-based products sector. It is the successor of the 2013-18 Growing Forward 2 (GF2) partnership.

In Alberta, CAP represents a federal - provincial investment of \$406 million in strategic programs and initiatives for the agricultural sector. The roll-out of the CAP program suite in Alberta began in April, 2018, and will consist of a phased roll-out of 15 programs over the spring, summer and fall of 2018. Applications and program details consisting of cost-shares and eligible activities and/or items will be released with the opening of each program. The criteria for eligibility will be made available along with the program details.

Please note, there are some differences between CAP and GF2 programs, including many of the programs being merit-based (as opposed to 1st come/1st served), with specific intake periods staged throughout the year. Check each program for specifics.

In Alberta, CAP will deliver programs developed in consultation with stakeholders, and is organized under five themes: Environmental Sustainability and Climate Change; Products, Market Growth and Diversification; Science and Research; Risk Management; and Public Trust.

If you had subscribed to receive updates from the GF2 website, you will have to re-subscribe for updates from CAP. Click on the **ORANGE** button in the upper right of the CAP homepage, to subscribe.

www.cap.alberta.ca

As of November 1, 2018, details on parts of 4 of the 5 themes of programs have been released and a number of programs are open. Details on the additional programs will likely be announced soon. The following programs are included:

<p><u>Environmental Sustainability & Climate Change Theme</u></p> <ul style="list-style-type: none"> • Environmental Stewardship and Climate Change - Group • Environmental Stewardship and Climate Change - Producer • Farm Water Supply • Irrigation Efficiency 	<p><u>Products, Market Growth and Diversification Theme</u></p> <ul style="list-style-type: none"> • Products to Market (<i>not accepting applications</i>) • Value-added Products to Market (<i>not accepting applications</i>) <p><u>Science and Research Theme (COMING SOON)</u></p> <ul style="list-style-type: none"> • Accelerating the Advancement of Agricultural Innovation • Adapting Innovative Solutions in Agriculture
<p><u>Public Trust Theme</u></p> <ul style="list-style-type: none"> • Agriculture and Food Sustainability Assurance Initiatives • Public Agriculture Literacy • Youth Agriculture Education 	<p><u>Risk Management Theme</u></p> <ul style="list-style-type: none"> • Risk Mitigation (Animal Health Biosecurity; Animal Health Traceability; Animal Welfare Humane Slaughter; Food Safety; Irrigation Conveyance Works; Farm Safety; and Plant Health) • Emergency Preparedness (<i>not accepting applications</i>) • Surveillance (<i>not accepting applications</i>)

CONGRATULATIONS!!!

Some special folks that have deep ties to the horticulture industries in Alberta were recognized this past weekend at the 2018 Alberta Agriculture Hall of Fame Induction ceremonies. Congratulations to **Dr. Ron Howard** and **Mr. Dietrich Kuhlmann** for their induction into the Alberta Ag Hall of Fame. A well-deserved honour for 2 exceptional individuals that have had a significant impact in Alberta (and beyond). And congratulations to the 3rd inductee, Mr. Garnet Altwasser.

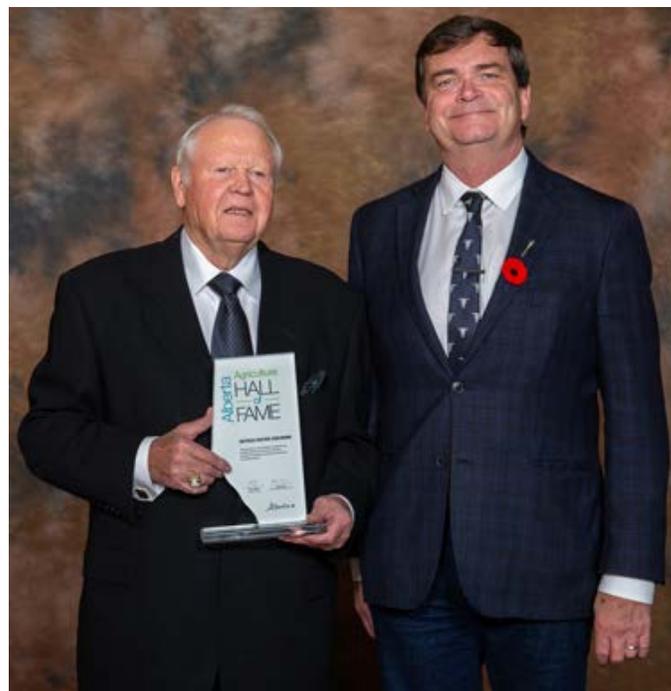


Dr. Ronald (Ron) Howard, Brooks, Alberta

Dr. Ronald (Ron) Howard has spent more than four decades supporting the growth and development of high-value crop industries in Alberta, working with more than 50 different types of crops and plant species as a research, extension and diagnostic plant pathologist. He has developed many ground-breaking protocols, screened hundreds of horticultural, specialty and field crop varieties and breeding lines for disease resistance, and evaluated more than 200 chemical and biological control products for efficacy against pathogens in these crops. Howard was integral to the expansion and development of the research facilities at Alberta Agriculture and Forestry's Crop Diversification Centre South, including the design and construction of the current state-of-the-art greenhouse research complex. Howard's greatest impact has been in his training of and influence on generations of farmers, agronomists, students and professionals. Through his willingness and eagerness to share his vast knowledge, Howard has prepared and delivered more than a thousand articles, presentations, and scientific publications over his career, including editing and contributing to the landmark resource book, *Diseases and Pests of Vegetable Crops in Canada*. A meticulous and ethical researcher, a skilled leader, and a true ambassador for Alberta producers, his approachability and humility have made him a "go-to" person for help when it comes to plant disease diagnosis and management.

Mr. Dietrich (Dieter) Kuhlmann, Edmonton, Alberta

Mr. Dietrich (Dieter) Kuhlmann has been a leader in growing Alberta's horticulture industry for more than 50 years. Three generations of family are now actively involved in running Kuhlmann's - the greenhouse, garden, and market, originally founded by Kuhlmann and his wife Elizabeth in 1962. To this day, they have maintained their focus on outstanding relationships and selling direct to the customer. He has been an ongoing champion for the horticulture industry and the success of other growers, demonstrating that they can all benefit by learning and working together. Kuhlmann is Past President and a founding member of the Alberta Greenhouse Growers Association, an organization set up to identify and collectively act on issues of critical importance to growers. Recognizing the opportunity for Alberta growers to market cooperatively, he also worked to establish Sunfresh Farms, a grower-owned packing and distribution facility, bringing better revenues to member farms. A former Director of the Alberta Crop Industry Development Fund, Kuhlmann continues to promote local horticultural projects, believing that research and development is essential to the continued growth of the horticultural industry in Alberta. Treating everyone in the industry like family, he has a special gift for meeting and greeting the people that cross his path.



What are the benefits of membership in industry / grower associations?

Except for a few examples, typically when producers enter an industry or start to produce a particular product, they find themselves one of a group of individuals that have common needs, concerns, challenges and experiences. In many cases, whether through need, desire, legislation or some other reason, interested parties have joined together to create an entity that tries to serve the interests of those members. This is the basic function of any association, board, industry group, or whatever you want to call it. There are many different "groups" that you might become a part of. The question that each person has to ask is "What benefits does such-and-such an organization provide to me?" A second question might be "What can I contribute to this organization that will, in turn, benefit me?"

So, what benefits might an association offer to you? Here are some things that associations may offer (FYI, this isn't an all-inclusive list or in any particular order of importance).

A common voice for its members to government (all levels – depending on the nature of the organization)

Whether you like it or not, government is not able to listen to each and every person that comes to them for support or with concerns, let alone respond to said concerns, etc. A focused group or unified voice can bring common issues to the attention of government. It can also work with government to together create viable and applicable solutions for those issues or to strategically work to move the industry forward. An industry group can provide a focal point for government to go and collect the information that it needs to make informed decisions. In essence, the association becomes a sort of liason with government, for the overall good of the industry. By staying connected with an organization, you:

- 1) gain an opportunity to voice your issues, concerns, suggestions, etc. through a central system
- 2) learn of industry-wide issues or concerns
- 3) learn of programs, initiatives, research or other solutions that are forthcoming or in "the pipeline"

Provide information

Many associations develop information or provide various types of forums for information delivery to their membership. This might include workshops, conferences, field days, focus group sessions, newsletters, brochures, factsheets, research reports, or any number of other forms of information. In some cases, associations have employees which have the specific task of helping members with specific or particular needs.

Another facet of this same function is providing information to those outside the industry, such as interested parties, government, the public (consumers), etc. Many associations are now active on social media, promoting issues, as well as the activities of their members.

Market development / research

Not all associations take an active role in developing the market for their industry; it really depends on why they were created and what their purpose is. In many cases, this doesn't fit their role, but it can. Many times, associations will participate in activities that might provide some market spin off benefits. If market development/research is one of the purposes of an association, it is likely that your participation and involvement will be required and a key component of achieving successful outcomes and results.

Industry Promotion / Branding / Visibility

An association is essentially the face and voice of an industry, and as such, spends a great deal of effort in promoting the benefits, strengths and values of the industry. They might generate promotional materials or attempt to direct customers to their membership or the things (products, services) that their membership offers (market spin off benefit). Most organizations connect with the media and offer websites and other promotional tools. This is a big part of many organizations' roles and is of significant value. An important point to remember that each member of an organization become a promotional tool for the entire organization, and as such, be prepared to step up and play your part.

Access to group insurance policies

Again, this would be one area that might or might not be something that organizations offer to members. Essentially, by negotiating on behalf of the membership, or by representing the membership, they can access something for the whole group at a reduced cost. It may not, however, meet all of your needs (but it might meet some of the key ones).

Access to resources – lower cost, bulk ordering, etc.

Similar to the previous point, by using collective ordering and purchasing, some associations can provide certain common items to their membership at reduced costs (price, shipping, etc.). This might include things like labels, packaging or plant materials.

Collective research

Many organizations have a function of either conducting or sponsoring research that serves the whole industry, which provides information, answers and solutions back to the group. In many cases, they might also play a role in providing a gathering place for the questions that need to be answered. Producers may play a role as cooperators or assist in research by providing insights, input, resources or direction. Producers should make sure that they both contribute ideas for research (and perhaps some starter solutions for the questions that are asked).

Summary

Membership in relevant industry or grower organizations can be very valuable. Carefully consider whether a particular group can offer you services or benefits that you are not able to access or achieve on your own, at a comparable cost. Don't forget, while some organizations have a formal structure, less formal or informal co-operatives or partnership groups can also offer benefits to individuals. It is also important to remember that you get out what you put in. Be prepared to get involved.

Membership on Association Boards, Committee or Working Groups

Most associations are largely run by a volunteer board and much of the functional work of any group is done by it's board, committees or it's membership. Service on a board requires work and some sacrifice, but if an association is to be successful, consistent, diligent effort and contributions are necessary. If you do serve on a board, put it all out there. Contribute and share your experience, expertise and passion for your industry. Lead by example. Your members and industry will appreciate it and be all the better for your efforts.

[Board Governance and Running Effective Meetings E-learning Resource](#)

Organizations

Some of the associations or organizations that are out there that might be of interest to some of you or that concern you (again, not a comprehensive list):

[Alberta Farm Fresh Producers Association \(AFFPA\)](#) (or equivalent organizations in adjacent provinces, such as the Prairie Fruit Growers Association, SK Fruit Growers Association, SK Vegetable Growers, etc.) – direct market fruit and vegetable producers, direct marketers, etc.

[Alberta Greenhouse Growers Association \(AGGA\)](#) – greenhouse vegetable and ornamental producers, garden centres, tree seedling greenhouses.

[Potato Growers of Alberta \(PGA\)](#) – any person that grows over 5 acres of potatoes

[Landscape Alberta](#) – green industry – nurseries, landscapers, sod farms, etc.

[Alberta Farmers Market Association \(AFMA\)](#) – Alberta certified Farmers' markets

[Haskap Canada](#) – those interested in Haskap or blue honeysuckles

[Haskap Alberta](#) – those interested in Haskap production in Alberta

[Canadian Cherry Producers \(CCP\)](#) – those interested in dwarf sour cherries (prairie types)

[Canadian Prairie Fruit Federation \(CPFF\)](#) – tri-provincial organization comprised of representatives from each provincial fruit growers association and provincial government, with the focus of creating efficiencies in research, branding/marketing, etc.

[Canadian Horticulture Council \(CHC\)](#) – national body that has membership made up of provincial industry groups and other bodies

[North American Farm Direct Marketers Association \(NAFDMA\)](#) – North American organization for farm direct marketers

[North American Strawberry Growers Association \(NASGA\)](#) – North American organization for strawberry growers, researchers, suppliers, etc.; tours, research, conferences, information, networks

Getting the best ROI on your Volunteer Contributions

I'm a dedicated volunteer. Sometimes, the amount of volunteering I do has me referring to it as my non-paid part-time job. I volunteer for many reasons. I was taught that you should serve others, as much as you can. I believe that I have been given talents and abilities that I should share with others and use to make the world a better place. I enjoy meeting people when I'm out volunteering. I don't do it for recognition, although I appreciate it when I know that people recognize that life and the world that they live in are better for that effort.

Horticultural operations (farming or other) are businesses, pure and simple. Their primary function is to generate revenue and income, in the hope that the operation will continue to function, pay the bills and theoretically grow (or at least maintain a consistent profit). There are few, if any, that deliberately operate at a loss. That being said, there are few industries that are more generous or community-minded than farmers/horticultural operators. The ones that I know give generously of their time, their expertise and the product of their labours. They mentor, support and contribute.

"We make a living by what we get, but we make a life by what we give." — Winston Churchill

There is nothing wrong with such charitable tendencies; in fact, it is something that should be encouraged. I'm a BIG fan. However, at the same time, it is important to balance revenue-generating activities with volunteer contributions. And, if it is possible to do so, it would be ideal to be able to give freely, but gain some sort of financial benefit, or a benefit that will have financial potential. It may go against your humble nature, and seem a bit self-serving, but you aren't a non-profit organization. And so, it begs the question, "How can your operation benefit from your volunteer or charitable investments?"

An operation's volunteer contributions can vary quite a bit, depending on its structure, inclinations, offerings, etc. So, let's focus on some of the ways that operations GIVE and consider some ways that they might benefit from that generous activity.

Products (Donations)

This is one of the most commonly thought of examples of "contributing", and is one that people often ask for. You can take it as a compliment that people want your product. But it can eat into the profit margins if you give and give and give. Consider the following ways of profiting from your generous nature.

- Make sure anything that you donate is recognizable as yours and is clearly **BRANDED**. Include a logo, some signage, or some other way for people to make the connection between your farm and the product that they are seeing. You want them thinking of you (especially good thoughts).
- Depending on the situation, make sure that the product is a good, **REPRESENTATIVE** example of what you do and what you produce. For example, if you donate product towards something like a silent auction, use it as a showcase. Highlight a seasonal event, a special/specific service you offer, or value-added products your make.
- It is preferable to encourage people to come back to your operation (or to you) at a later time (preferably over and over). You want **REPEAT** contact, not one-and-done. Consider donating discounts (coupons or certificates) that will bring people to you. You want them to meet you, see what you do and become a customer/friend.
- In some cases, donations may represent an outlet for product that can't be sold through traditional channels, for example culls or B Grade material. It is quality stuff, but may not look all that pretty. Make sure that you get the credit for being resourceful, generous AND not wasteful. And then make sure that the branding is still evident. And, if nothing else, you know that your product is going somewhere other than the compost pile.

Time (Leadership / Volunteer)

Your time is valuable, and you have limited amounts of it (especially at certain times of year), so make sure that it used wisely. If you are there, be there. Put in your whole heart, for the time that you are there. Don't squander it. You might not gain financially (in fact, it would probably be difficult to do so), but make sure that people remember that your work ethic, since they'll make the connection to your business practices. You decide how you want this question completed. "So-and-so works like ####, so the product/service they provide must also be ####".

At the same time, when you put in your best effort, I'm of the opinion that you gain great satisfaction, which is beneficial to your mental health and well-being.

Expertise (Skills)

Similar to donating product, donating expertise (in-kind) should be a way to highlight, showcase and promote your prowess and abilities, so that people make the connection between you and your business. Plus, volunteer mentorship can also build the next generation, which is win-win, in the long run.

Conclusion

Whatever the reason that you volunteer or donate or whatever you want to call it, make sure that there isn't a negative impact on your bottom line. Even if it is only a tax receipt, or increased energy from doing good, make sure you get some return for that investment.

Cottony Ash Psyllid

Psyllopsis discrepans

Crops Affected:

Select Ash tree species (black, mancana, manchurian, hybrids of black/Manchurian ash, etc.) – not green or white ash

Life Cycle:

- Aphid-like insect that feeds by piercing and sucking, injecting saliva into the leaf
- Adults are small (~3mm in length), light green to light yellow with black markings and mostly clear wings (shaded towards tips)
 - At least 2 generations are present each year
- Eggs overwinter in tight bends (crotches) between twigs and buds
 - Eggs hatch around the time of bud break
 - 2nd generation eggs are laid along the top of the midrib of the leaves
- Nymphs feed on expanding leaves
 - Nymphs exude a white, waxy substance, leading to the characteristic appearance of “cotton”
 - 2nd generation nymphs feed within the curled/deformed leaves and on other, unaffected leaves

Symptoms:

- Feeding by nymphs causes leaflets to curl along the edge and be deformed – most obvious symptom
 - Leaflets roll under and curl towards the midrib of the leaf
 - Leaflets of ash trees may show browning or yellowing in addition to curling
 - Severe curling is referred to as “cauliflower” appearance
- White, cottony material may be observed along the midrib of an uncurled leaf
- Tree crown may appear thinner over time

Monitoring:

- Monitor trees early for 1st generation nymphal feeding (to allow treatment) and throughout the summer for 2nd generation damage
- Watch for curling and for cottony material

Management:

- Ensure that trees are kept healthy – ensure good drainage, adequate water and nutrients and freedom from compaction, crowding or other stresses
 - Some literature suggests that watering trees can help to minimize observed damage in trees
 - Control weeds at the base of trees to reduce competition for moisture
 - Bark mulch or other materials can reduce water requirement
- Control products available for treating trees are limited, particularly in urban and residential situations
 - Some domestic products (e.g. insecticidal soaps) are registered and can be used for control of the pest
 - Treat plants shortly after bud break as the eggs are hatching
 - Treatment later stages (particularly with contact-type products) will be less effective
- Systemic products are effective but are restricted and not available to everyone

INSECT OF THE MONTH



Cottony ash psyllid adult
Photo by: City of Saskatoon



**Curled / distorted leaves
caused by Cottony ash psyllid
nymphal feeding**
Photos by: [L] City of Edmonton; [R] City
of Saskatoon

Gummy Stem Blight

Causal Organism: *Didymella bryoniae*

Crops Affected: members of the Cucurbit family including cucumbers, squash, pumpkins and melons – field or greenhouse

Disease Cycle:

- Fungal pathogen
- May survive for years as dormant vegetative material (mycelia) or as chlamydospores on plant debris
 - May also be seedborne
- The disease is spread in water splashes as conidia (asexual spores) or on the wind as ascospores (sexual spores)
 - Spores may also be spread physically by hands, clothing and knives
- Pathogen develops in humid conditions, with ample free moisture on the surface of leaves
 - The wetness period significantly impacts the rate of infection and the expansion of lesions
- All plant parts may be infected
 - Infection occurs directly through leaves (through cuticle or trichomes) or through flower scars
 - Wounding can also contribute to disease development and spread, particularly in older plant parts

Symptoms/Damage:

- Initial symptoms on stems - pale brown lesions may be observed where wounds have occurred (points where leaves or fruit have been removed)
 - Lesions progress to become dotted and then covered with tiny lack fruiting bodies (pycnidia or perithecia)
 - An gummy amber-coloured sap may be observed flowing out of lesions that have cracked open
 - Such lesions may result in girdling of the stem, and subsequent wilting of plant parts above that point
- Fruits can be infected internally and externally
 - Internal rots will result in a tapering of the fruit at the blossom end and internal discolouration, followed by a blackening due to an increase in external fruiting bodies
 - External rots starts as irregular spots that go from yellow to grey, then brown
 - Lesions are soft, wet and sunken, often with some gummy sap at the centre of them
 - These lesions are often observed in storage
- Leaf lesions usually start at the tips, being pale yellow turning brown, developing backwards in a V-shaped pattern
 - Lesions may have a lighter halo around the edge
 - Lesions may also resemble to stem or fruit lesions, developing as circular spots

Conditions Favouring Disease Development:

- High humidity and free moisture on leaf surfaces are required for spore production, leaf infection and the spread of lesions
- Optimum temperature range is the mid-20°C, however the disease can develop at temperatures between 5°C and 35°C
- Wounding of older plants parts

Management:

- Ensure good sanitation practices are in place
 - Remove crop debris (bury and compost to speed up decomposition)
 - Wash and disinfected all greenhouse surfaces
- Prevent or minimize extended periods of leaf wetness, as well as ensuring that humidity does not build up
 - Avoid situations where rapid changes in temperature result in condensation on plant surfaces
 - In a greenhouse situation, transition nighttime to daytime temperatures prior to sunrise to allow plants to warm somewhat
 - Ensure good ventilation of greenhouses
- Exercise care in harvesting, to reduce wounding
 - Use knives for harvest, rather than pulling
 - Disinfect cutting tools regularly, in higher disease pressure situations
- Ensure plants have adequate levels of nutrients to be healthy
- Avoid excessive vegetative growth
 - Promote good air-circulation, through pruning, as well as by removing wilted or damaged plant parts
- Only harvest and store undamaged produce
- Cool harvested produce quickly, and store at cooler temperatures (10-12°C) with plenty of air movement
 - Avoid storing with ethylene-producing products