

NFREC NEWS



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Wholesale versus Direct Marketing-It's All about Volume

Deciding where to market farm products is often determined by the volume produced, particularly for fruits and vegetables. High volume producers often have more marketing options than smaller operations that traditionally use direct marketing strategies, but larger producers usually choose wholesale outlets, either at a regional, national or even international level. Of course, there are pros and cons for any marketing venue, so it's important to select a market that offers the best price for each individual enterprise or operation, matching their particular circumstances at the time.

If the producer has the necessary volume to sell at a wholesale level, a few pluses would be to deal with only one or two individuals instead of multitudes of customers and receiving payment from fewer sources rather than through multiple transactions. This 'one-stop' marketing strategy does give the producer more time to focus on their business and production activities but does have drawbacks. These might be that often they are 'price takers' rather than 'price setters', limited opportunity to differentiate products from others in the marketplace and the often uncertain nature of wholesale markets due to supply and demand issues. Possible marketing venues might be wholesale buyers, brokers, auctions and electronic markets.

For those who do not have a high enough volume to engage in wholesale marketing, direct marketing will be the way to sell products. Some advantages might be higher prices, steady cash flow, control over how and where the products are sold, ease and reduced expense for getting into direct markets and the ability to diversify the product line leading to differentiation in the marketplace. If this sounds too easy, of course there are some not so glorious considerations too! More time is required to promote and sell products and the producer is constantly dealing with lots of different personalities, some good and some bad. Additionally, the location of these market opportunities may not be feasible. Commonly used direct marketing options include community farmers markets, u-pick, roadside stands and subscription farming such as a CSA (community supported agriculture). On the direct marketing wholesale level, sales could be to schools, hospitals, assisted living facilities, restaurants and catering companies.



Whatever market chosen, the producer needs to do their marketing homework first before planting the first seed or buying animals, to avoid costly mistakes later.

A producer **MUST** be able to answer the critical marketing question of 'Why should someone buy my products'. If they can definitively answer this question, they have made the first step towards successfully selling what they produce. [Linda Landrum]

Special points of interest:

- **March 16 - 18, 2009 - Starting a Successful Hydroponic Business**, North Florida REC - Suwannee Valley, Live Oak, FL. For more information contact Karen Hancock at 386-362-1725 x 101 or email khancock@ufl.edu.
- **June 2009 - Tractor and Implementation Short Course**, North Florida REC - Quincy, FL. For more information call 850-875-7100.
- **August 1 & 2, 2009 - Florida Small Farms & Alternative Enterprises Conference**, Osceola Heritage Park, Kissimmee, FL. For more information on educational program content contact Danielle Treadwell at 352-392-1928 or email dtreadw@ufl.edu. For general conference information contact Mandy Stage at 352-392-5930 or email mstage@ufl.edu.

For information on other events happening around the state go to <http://>

'Firepower' Nandina is Noninvasive in Florida

'Firepower' nandina is a noninvasive selection of the invasive ornamental, *Nandina domestica*. University of Florida research by Gary Knox and Sandy Wilson showed that 'Firepower' nandina does not flower or fruit. Subsequently, 'Firepower' nandina was evaluated using the Intraspecific Taxon Protocol (http://plants.ifas.ufl.edu/assessment/intraspecific_taxon_protocol.html) that is associated with the IFAS Assessment of Non-Native Plants in Florida's Natural Areas. Based on evaluation through this protocol, the Conclusion for *N. domestica* 'Firepower' is that this is not a problem cultivar and it may be recommended for use throughout Florida.

In contrast, the species type ("wild type" or "resident species") of *Nandina domestica* is considered invasive by the IFAS Status Assessment (http://plants.ifas.ufl.edu/assessment/pdfs/concl_genus.pdf). Extension does not recommend the species type of nandina for north and central Florida, although it may be used with caution in south Florida.

'Firepower' nandina is a low-growing, broadleaf evergreen shrub characterized by upright, cane-like stems that emerge from a crown-like structure at the soil surface. Pinnately compound leaves with broad leaflets are clustered at terminals. Growth is dense and compact, resulting in the overall effect of a mounded plant form. 'Firepower' differs from the species type of *Nandina domestica* in being distinctly compact, significantly shorter and in having broader leaflets that typically are lighter green in summer and more red in winter. While not considered rhizomatous, the "crown" of 'Firepower' nandina can increase in diameter with time.

New growth of 'Firepower' nandina is lime green aging to light or medium green. Foliage may be tinged yellow or red, especially in summer. Low temperatures in fall and winter result in outer leaves of 'Firepower' nandina turning burgundy to brilliant red. This coloration often persists until new growth flushes in spring.

'Firepower' nandina grows 24 – 60 in. tall and is considered a medium-size cultivar. Often it is marketed as "dwarf" because it is distinctly shorter than the standard species type and is slower growing. Annual plant growth of 'Firepower' nandina is 4 – 6 in. Typical mature specimens of 'Firepower' nandina are 24 in. tall and wide. Specimens aged 17 years at the J.C. Raulston Arboretum (Raleigh, NC) were just 36 in. tall and 49.5 in. wide.

'Firepower' nandina is widely planted in masses as a shrubby groundcover. In addition, it may be used as an accent plant or in borders and foundation plantings. Its primary ornamental features are the finely textured foliage, compact form, colorful new growth and red foliage in winter. 'Firepower' nandina is commonly used in north Florida landscapes.

Nandina domestica 'Firepower' grows best in moist, fertile soil under light shade. It tends not to persist in full sun or dry soils unless mulched and irrigated regularly. 'Firepower' nandina is otherwise tolerant of most soil types. Furthermore, it is considered pest free and does not require pruning. 'Firepower' nandina is propagated asexually via division, cuttings or tissue culture. [Gary W. Knox]



Outer leaves of 'Firepower' nandina turn red in winter with the onset of cool temperatures.

Requiem Insecticide Registered for Tomatoes, Peppers, and Other Crops in Florida

Requiem is labeled against whiteflies, aphids, mites, thrips, and other crops. The insecticide has a four-hour restricted entry interval and zero-day preharvest interval. Steve Olson and I have tested it in experimental field plots against flower thrips, including the western flower thrips, in tomatoes and peppers. We are particularly interested in Requiem as it has minimal to no impact on minute pirate bugs and other beneficial insects. The minute pirate bug is the key control for flower thrips in pepper (the predator does not prefer tomato and natural populations of the predator do not reach adequate levels for control of thrips in tomato).

In our spring tomato and pepper trials, Requiem was tested by itself and on a weekly rotation with Radiant, another reduced-risk insecticide. Weekly applications of Requiem in tomato and pepper showed poor control against the adult western flower thrips and moderate control against the thrips larvae. When rotated with Radiant, control against the adults and larvae was moderate to good. There were no negative impacts on populations of the minute pirate bug in the pepper trials when applied alone or alternated with Radiant.

There are very few insecticides with activity against the western flower thrips, so the addition of Requiem should prove a good fit for growers. The adults cause dimpling on tomato and pepper fruits, and the larvae cause flecking damage on the fruits. Insecticides for control of the western flower thrips adults will not prevent spread of Tomato spotted wilt virus. Ultraviolet-reflective mulches and resistant cultivars are needed to prevent spread of the virus by the adults. Viruliferous adults migrating into fields usually are responsible for epidemics of Tomato spotted wilt virus in northern Florida and southern Georgia. Insecticidal control of the larvae can suppress secondary cycles of Tomato spotted wilt virus. The eastern flower thrips and the Florida flower thrips usually are the most common thrips in tomatoes and peppers in southern Georgia and northern Florida. They have little, if any, pest status. It is the western flower thrips that causes damage to fruits and it is the key vector of Tomato spotted wilt virus in spring vegetables. [Joe Funderburk]

Collard Variety Trial Winter 2008-2009

Collards are a relatively minor crop in Florida but production occurs over most of the state especially for local sales by small growers. Included in this trial are 2 new varieties. These include Bulldog, a hybrid from Sakata Seeds and Ozark, an open pollinated variety from University of Arkansas. Bulldog is a fancy Georgia type and Ozark is similar to Vates and was released for the processing industry. For description of other varieties go to following EDIS document (edis.ifas.ufl.edu/HS353). Eleven varieties were seeded on 29 Aug 2008. Seed were sown into number 200 flats (1.0 in x 1.0 in x 3 in). Varieties were transplanted into the production field on 10 Oct 2008. Soil type was an Orangeburg loamy fine sand. Preplant fertilization was 70-70-70 lbs/A of N-P₂O₅-K₂O. In-row spacing was 12 inches and between row spacing was 3 feet. Goal 2XL at 2 pts/A was applied on soil surface before transplanting. Nitrogen was applied twice during the season at 40 lbs N/A each time. Registered pesticides were applied as needed to control pests.

Plots were harvested on 14 Jan 2009. At day of harvest off-types were counted and only marketable heads were included in yield. Yield is shown in Table 1. Highest yielding variety was Bulldog at 1671 25 lb crates/a. Top Pick, Top Bunch and Flash had similar yields to Bulldog. Head size followed same pattern as yields. Morris Heading and Georgia had more off-types than the other varieties. Ozark produced yields and head size that were equivalent to the other open-pollinated varieties. [Steve Olson]

Table 1. Yield, head weight and percent offtypes of collard varieties. NFREC, Quincy, FL.

Entry	Source	Yield (25 lbs crates/A)	Head Wt. (lb)	Off Types (%)
Bulldog	Sakata	671 a ²	2.88 a	2 b
Top Pick	Siegers	1571 a	2.70 a	2 b
Top Bunch	Sakata	1435 ab	2.47 ab	1 b
Flash	Sakata	1387 a-c	2.39 a-c	0 b
*Blue Max	Abbott & Cobb	1199 b-d	2.07 b-d	3 b
Morris Heading	Sawan	1100 c-e	1.89 c-e	7 a
Ozark	Univ. AR	997 de	1.72 de	1 b
Vates	Sawan	990 de	1.70 de	2 b
Heavi Crop	Siegers	928 de	1.60 de	1 b
Champion	Sawan	922 de	1.59 de	1 b
Georgia	Sawan	846 e	1.46 e	9 a

²Mean separation in columns by Duncan's multiple range test, 5% level.

* Standard variety to compare results to.

Nematode Tolerant and Resistant Peanut Varieties

Peanut is produced on about 140,000 acres in Florida each year, and the state is the 4th largest producer in the USA. Production is concentrated in three areas of the state - the panhandle in and around Jackson County, the western panhandle in and around Santa Rosa County, and the central peninsular area in and around Levy and Gilchrist Counties. In Florida, about 90% of all peanut production is of the runner market types (small to medium-seeded). Plant-parasitic nematodes cause extensive damage to peanut each year. The major nematode problem is the peanut root-knot nematode, *Meloidogyne arenaria*. In the past, control of this nematode has been through use of rotation and nematicides. Nematicide treatment is costly and may range from \$60-100 per acre. The use of plant resistance has not been an option until recently. The incorporation of nematode resistance into adapted varieties such as Tifguard, released in 2008, will dramatically change grower practices and lower costs of managing nematodes in peanut. Our data from a 2008 field trial using nematode resistant Tifguard and four other non-resistant varieties are shown below. Data show a range of reactions of these varieties to the peanut root-knot nematode (Jim Rich, Barry Tillman, Melvin Barber, Wayne Branch)

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Variety	Root-Knot /100 cm ³ Soil At-Harvest	Nut Yield in lbs/A
Tifguard (R)	99 a**	4562 a
AP-3 (T)	178 bc	3423 b
Florida 07 (T)	20 ab	3197 b
York (I)	237 c	2085 c
GA Green (I)	163 abc	1175 d

*R = resistant, T = tolerant, I = intolerant

**Column means followed by the same letter are not significantly different ($P \leq 0.05$).

Know Our Staff



David Thomas, Farm Supervisor
NFREC Marianna - Beef Unit

David is responsible for managing the NFREC-Marianna Beef Unit where he oversees the 250 head cow herd, herd health, breeding, calving, culling of cattle, and rotation of the cattle. He also oversees pasture management, planting, spraying, mowing, fertilizing, cutting and baling of hay. A primary responsibility is to supervise other Beef Unit employees. In addition to managing the Beef Unit, David has oversight of the Florida Bull Test and its daily activities that include animal health, feeding, collecting weights, working with consigners, and additional issues that may arise.

David also coordinates implementation of labor and work associated with research projects by interacting with researchers and technicians. He ensures that all jobs, work requests, and research projects are completed in a timely manner. He helps other supervisors to make sure work is completed, while helping to manage field days and any other function associated with the Beef Unit and the NFREC.

David received the NFREC 2008 Employee of the Year award for his outstanding efforts at the NFREC- Marianna Beef Unit. He has been employed with the center four years. David is married to Alana Thomas. They own a farm in Gordon, Alabama.

Know our staff is a new feature on the NFREC web site home page. David is the first staff member to be featured. There will be a new staff member featured each month. Check it out at <http://nfrec.ifas.ufl.edu/knowourstaff.shtml>.

Coming Events Calendar

February 19, 2009 - [Boyd Seminar on Hazmet Safety Goals, Regulations: Interpretation and Enforcement of Hazardous Materials Relating to the Agricultural Community](#), North Florida Research and Education Center - Quincy. For more information contact Vicky Morris at 850-875-7115 or email to vpmorris@ufl.edu.

March 3, 2009 - [Forest Stewardship Workshop: Manage for Multiple Resources - Techniques, and Demonstrations](#), North Florida Research and Education Center - Suwannee Valley, Live Oak, FL. To register contact Karen Hancock or Laurie Osborne at 386-362-1725 x 101 or 102. For questions call Chris Demers at 352-846-2375 or email cdemers@ufl.edu.

March 10, 2009 - [Cut Flower & Foliage Production for Direct Market Sales](#), North Florida Research and Education Center - Suwannee Valley, Live Oak, FL. There is a \$20 registration fee due by March 6, 2009. For more information call 386-362-1725 x 101 for Karen Hancock, email khancock@ufl.edu or x 102 for Laurie Osborne, email losborne@ufl.edu.

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Coming Events Calendar (continued)

March 16-18, 2009 - [Starting a Successful Hydroponic Business](#), North Florida Research and Education Center - Suwannee Valley, Live Oak, FL. For more information contact Karen Hancock at 386-362-1725 x 101 or email khancock@ufl.edu.

March 20-21, 2009 - [Georgia Organics 12th Annual Conference & Trade Show](#), Agnes Scott College, Decatur, GA.

March 20- 21, 2009 - [2nd Annual Bee College](#), UF Whitney Labs, St. Augustine, FL. For more information visit <http://www.UFhoneybee.com>.

May 5, 2009 - Peach Field Day, Citra, FL. For more information contact Jeff Williamson at 352-392-1928 x 303 or email jgrw@ufl.edu.

June 2009 - [Tractor and Implement Short Course](#), North Florida Research and Education Center - Quincy, FL. For more information call 850-875-7100.

August 1 & 2, 2009 - [Florida Small Farms & Alternative Enterprises Conference](#), Osceola Heritage Park, Kissimmee, FL. For general conference information contact Mandy Stage at 352-392-5930 or email mstage@ufl.edu. For educational program content contact Danielle Treadwell at 352-392-1928 x or email ddtreadw@ufl.edu.

For information on other events happening around the state go to <http://calendar.ifas.ufl.edu>.

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