

VEGETABLE CROPS HOTLINE

A newsletter for commercial vegetable growers prepared by the
Purdue University Cooperative Extension Service

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FARMERS LEARN NEW WAYS TO GROW - (Roy Ballard)
- Farming as a way of life and as a vocation is becoming more challenging to sustain from season to season. Depressed commodity prices and rising input costs, the loss of the Tobacco support program, suburban encroachment, more stringent regulations and a variety of other issues are having a severe economic impact not only on farm families but also the rural communities of Southern Indiana. This combination of factors are forcing more families to consider alternative enterprises to diversify their farm operations to more efficiently utilize farm and family resources and thereby provide sources of supplemental income which offer more stability from year to year.

There is no single crop or species of livestock, which will magically replace tobacco and make Southern Indiana farms productive, profitable and sustainable. Certainly no responsible advisor is going to promote a single "cure all" for every situation. It is probably very clear that raising emus, or ginseng is not going to sustain every farm in Indiana. Every farm and every farm family is different in what strengths and weaknesses they bring to the table in the selection of one or more alternative rural enterprises.

The "Ways to Grow and Beyond" program is designed to help producers through the process from assessing farm and family resources and limitations, investigating various enterprise ideas to and including the development of a large-scale retail or wholesale enterprise. It provides direct technical assistance in the form of a Field Coordinator who works one-on-one with program participants. Participants are assisted with investigation of ideas and guidance through considerations as they select their enterprise; help with needs assessments and market surveys; direct technical as-

sistance in developing or growing the specialty "crop"; business plan development and marketing planning; help finding funding to grow or expand the enterprise; and assistance with implementation including marketing. Assistance includes guidance from mentors who are already successful at the same or a similar specialty enterprise.

A Ways to Grow and Beyond Enterprise Institute will be held on **Saturday, November 19, 2005** at the newly renovated **Clifty Falls Inn** (Clifty Falls State Park) in **Madison Indiana** from 8:30 am-4:00 pm to kick off this new program. Anyone with an interest in starting a new rural or farm related venture, regardless of their level of experience, is encouraged to attend this informative program. A variety of presenters including university specialists and successful rural entrepreneurs will offer insight into the broad topic of enterprise selection and development, business planning, assessing consumer needs and how to successfully market your product to the consumer. Farmer participants will offer their real life experiences as they discuss not only the potential pitfalls but the excitement and possibilities of starting a new venture.

Those attending the Ways to Grow and Beyond Enterprise Institute will have the opportunity to learn of the resources of this new program. While they will be welcome to continue their involvement in the Ways to Grow program after this workshop, they are certainly not under any obligation to do so. The Enterprise institute and all of the services of the "Ways to Grow and Beyond" effort are available to everyone without regard for race or disability.

Pre-registration for this event is requested to aid in planning by the steering committee.

- To pre register please send a check for \$10 payable to the White River RC&D, 1919 Steven Avenue, Bedford, IN 47421. Questions about registration can be asked by calling (812) 279-8117. This fee will include all reference materials **and** a buffet style lunch at the Clifty Inn. If you have questions or need additional info about this program or about how to start or improve a rural / farm enterprise please feel free to contact John Keeton, Ways to Grow and Beyond Field Coordinator at (812) 525-4905, keeton1@purdue.edu or Roy Ballard, Purdue Extension Educator, ANR, Floyd County at (812) 948-5470 or rballard@purdue.edu or

the Extension Educator in your county. Information about this program can also be obtained by calling 1-888-EXT-INFO.

- No one has all of the answers but the new "Ways to Grow and Beyond" program is designed to provide a seamless full-service assistance program for producers. With the support of a full-time Field Coordinator to service the 19-county area in Southeastern Indiana the program unites the resources of many agricultural and rural businesses and community development agencies. The group is formally affiliated with Historic Hoosier Hills RC&D, Inc, which provides non-profit, tax exempt, 501(c)3 and public charity status.
- The "Ways to Grow and Beyond" is an effort of a number of partners working collaboratively for the benefit of rural Indiana farmers and communities. Current partners in this effort are Purdue University and the Purdue Cooperative Extension Service; Indiana State Department of Agriculture; the Madison Area Small Business Development Center; Historic Hoosier Hills RC&D; White River RC&D; USDA Natural Resources Conservation Service field personnel; local Soil and Water Conservation District (SWCD) personnel; the Jennings County Grower Cooperative; the City of Scottsburg; the Scott County Economic Development Corporation; local producers; the Jennings County Farm Bureau; Indiana Farm Bureau; and Hoosier Energy Rural Electric Cooperative.



HUMAN RESOURCE ISSUES IN HORTICULTURE INDUSTRY - (John Wargowsky) - Agricultural and horticultural employers will have an opportunity to hear from human resource experts during a new conference sponsored by Mid-American Ag. and Hort. Services (MAAHS).

The organization is holding its first ever Mid-American Ag. and Hort. Human Resource Conference along with its 5th annual meeting. The conference, presented in partnership with the U.S. Department of Agriculture's Risk Management Agency, will be held Jan. 16, 2006 at the Greater Columbus Convention Center in Ohio. It will cover topics such as worker safety, labor compliance and worker productivity.

"People are the most important resource of agricultural and horticultural businesses," said John Wargowsky, MAAHS executive director. "Whether you are a top manager, human resource manager, middle manager or working leader/supervisor, this conference will help you more effectively work with the people in your business."

Wargowsky said the program features speakers that know human resource issues and understand agricultural and horticultural businesses. A bonus session for fruit and vegetable growers, packers and shippers will be held in the evening.

Topics include:

- Using Orientation and Training of Employees to Improve Ag. and Hort. Worker Safety
- What's New with Labor Compliance?

- Understanding the Dimensions of Culture: Learning to Relate to Hispanic Employees
- Mid-American Ag. and Hort. Services, Inc. Fifth Annual Meeting and Luncheon
- New Supervisor Workshop
- Aligning Your Human Resource Strategies
- Factors Affecting Employee Productivity
- Water Quality and Produce Food Safety

The MAAHS conference is being held in conjunction with the Ohio Fruit and Vegetable Growers Congress and Ohio Direct Agricultural Marketing Conference, which runs January 16 to 18. Members of MAAHS, Ohio Fruit Growers Society, Ohio Vegetable and Potato Growers Society and Ohio Direct Agricultural Marketing Association are entitled to member pricing for the combined conference. Fees start as low as \$45 for members who register by Jan. 4, 2006.

Those wanting to attend the human resource conference and/or the water quality and produce safety workshop only should register with MAAHS at <www.midamservices.org>; <maahs@ofbf.org> or (614) 246-8286. To register for multiple days of the combined conference visit <www.ohiofruit.org> or call (614) 246-8292.



AGRICULTURE OUTLOOK MEETING - (Dave Dickey) - The Agribusiness Department at Vincennes University in Vincennes, Indiana and Urbana, Illinois, radio station WILL AM 580 are sponsoring an agricultural outlook meeting to be held at 7 p.m. at the Technology Center at Vincennes University on November 16th.

AM 580's Director of Agricultural Programming Dave Dickey will host the Commodity Week style panel discussion of the markets. The panel will include Mike Zuzolo of Risk Management Commodities in Lafayette, Indiana; Clayton Pope of Clayton Pope commodities in Champaign, Illinois and Tim Young of Ag Target in Vincennes.

"This outlook provides those interested in the markets an opportunity to ask questions of analysts they hear regularly on WILL AM 580, said Dickey. "Proper use of the techniques discussed at the meeting can increase the profitability of individual farm operations."

Among the topics to be discussed will include the short term and longer term outlooks for the sale of corn and soybeans, the influence of the global economy on the markets, and strategies to minimize risk.

AM 580's flagship agricultural Show, "Commodity Week" airs each Saturday morning at 11:30 (CST). Dickey has been associated with WILL AM 580 for almost two decades and he brings a wealth of knowledge to the outlooks. He is a winner of a 2003 national Edward R. Murrow Award for his reporting.

For more information contact: Dave Dickey, Director of Agricultural Programming WILL AM 580, Campbell Hall for Telecommunication, 300 N. Goodwin Ave., Urbana, IL 61801-2316. Phone: (217) 333-0850; email: dadickey@uiuc.edu.

INDIANA VEGETABLE GROWERS ASSOCIATION

2006 Membership Renewal/Application

IVGA members, it's time to renew your membership for 2006. If you aren't a member, consider joining now. To join or renew, fill out the form below and send in with your check payable to IVGA.

Benefits of IVGA Membership

- Midwest Vegetable Production Guide for Commercial Growers, 2006 edition (ID-56) (available January, 2006)
- Vegetable Crops Hotline subscription
- Discount on registration at 2006 Indiana Horticultural Congress (we will inform IHC registrars that you have renewed - no need to pay twice!)
- One-year free subscription to American Vegetable Grower Magazine, offered by Meister Publishing Company (optional)
- Listing in IVGA Directory of Wholesale Vegetable Producers (optional)
- Networking with other vegetable growers

Are you renewing/joining as a (check one):

Regular Member (\$35.00/year) Industry/Corporate Member (\$75.00/year)

Check here if you want your FREE subscription to the American Vegetable Grower Magazine from Meister Publishing

Check here if you want to be included in the 2006 Directory of Wholesale Vegetable Producers.

Check here if you want to subscribe to the Commercial Fruit and Vegetable Crops e-mail list operated by Purdue University (e-mail address must be provided below). For more info, see <www.hort.purdue.edu/fruitveg/fvmaillist.shtml>.

The ID-56 will be distributed at winter meetings. You may pick your copy up at a meeting, or have it mailed to you in late February. If you will pick it up at a meeting, please indicate which one (check only one):

- Illiana Vegetable Growers' School, Teibels Restaurant, Schererville, January 05, 2006
- Indiana Hort Congress, Adams Mark Hotel, Indianapolis, January 23-25, 2006
- Starlight Vegetable Growers Meeting, Starlight, date TBA
- SW Melon and Vegetable Meeting, Vincennes, March 10, 2006

Name: _____

Business Name: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

E-mail: _____ URL: _____

Make Check Payable to: Indiana Vegetable Growers' Association (IVGA)

Return to: Indiana Vegetable Growers' Association (IVGA)
c/o L. Maynard
Purdue University North Central
1401 U.S. Highway 421
Westville, IN 46391

INDIANA HORTICULTURE CONGRESS 2006 - We are finalizing the program for the 2006 Indiana Horticultural Congress. This will be held January 23-25, 2006 at the Adams' Mark Hotel near Indianapolis airport. Once again we have programs designed to meet the needs of commercial fruit, vegetable, wine, organics and new crop growers. This year we also have a full program on farm marketing, including a workshop on agri-tourism. Highlights of the vegetable program include:

- Greenhouse Diagnostic Workshop
- Downy Mildew of Pumpkin and Other Cucurbits
- What's new in Pumpkin Production
- Updates on Herbicides, Sweet Corn and Melon Varieties
- Beneficial Arthropods on Vegetables
- Pesticide Applicators Recertification
- Expanded Trade Show

The full program will be posted on the Horticulture Congress website: <www.hort.purdue.edu/hort/ext/hortcongress/>.

If you have attended the Congress any time in the last 5 years, you should receive a program in the mail in the near future. If you don't receive one and would like one, please contact Danielle Sheese (765) 494-1301 dlinback@purdue.edu. We hope to see you at the Congress in January.



The Illiana Vegetable Growers' School will be held Thursday, January 5, 2006, at Teibel's Restaurant in Schererville, Indiana. This school, sponsored by Purdue Extension and University of Illinois Cooperative Extension Service, offers commercial vegetable growers and

truck farmers opportunities to learn more about pest management, production practices, and variety selection; visit with vendors; and network with other growers. The day-long program begins at 8 a.m. Registration fee of \$20 payable at the door covers the cost of handouts and lunch. Indiana Private Pesticide Applicator recertification credit is available for an additional \$10 fee. A complete program will be available in early December at <www.hort.purdue.edu/fruitveg/events/events.shtml>. Contact: Liz Maynard, (219) 785-5673, or send an email to: purduehort@pnc.edu.



FARM FOUNDATION - ENERGY CONFERENCE - (Bill Horan) - Production and the cost of energy was a topic of discussion in a number of ANR tracks at Annual Conference. For your information, The Farm Foundation and the USDA's Office of Energy Policy and New Uses are hosting an *Energy from Agriculture Conference*, Dec.14-15, 2005, at the Marriott St. Louis Airport, St. Louis, Mo. According to the conference website, the conference is intended to provide "farmers, ranchers, energy industry executives, agricultural commodity group leaders, rural community leaders, Congressional staff, educators, researchers, state and local government officials and representatives and special interest groups with practical, science-based information on agriculture's role in energy production. USDA's Office of Rural Development and Natural Resources Conservation Service are helping to sponsor the conference."

The website for more information on the Conference is: <www.farmfoundation.org/03-35EnergyFromAgriculture.htm>.

It is the policy of the Purdue University Cooperative Extension Service, David C. Petritz, Director, that all persons shall have equal opportunity and access to the programs and facilities without regard to race, color, sex, religion, national origin, age, marital status, parental status, sexual orientation, or disability. Purdue University is an Affirmative Action employer. 1-888-EXT-INFO <<http://www.ces.purdue.edu/marketing>> Disclaimer: Reference to products in this publication is not intended to be an endorsement to the exclusion of others which may have similar uses. Any person using products listed in this publication assumes full responsibility for their use in accordance with current directions of the manufacturer.

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