USDA to Host Marketing Webinars
Karen Kritz, Dept. of Ag.

The USDA’s Fruit and Vegetable Program, developed by its Agricultural Marketing Service, invites growers involved in fruit and vegetable farming to take part in a series of free, interactive webinars. These informative webinars are designed for fruit and vegetable growers, packers, shippers, processors, wholesalers, and retailers of all sizes.

All of the webinars are free and available to anyone with Web access. At each webinar, you’ll hear a presentation from a USDA expert on a specific topic, be introduced to our staff, and take part in an interactive question and answer session.

AMS services for the produce industry help buyers and sellers market their perishable products in the most efficient manner possible through distribution channels. The agency partners with state agencies for the benefit of nationwide growers, shippers, brokers, receivers, processors, and the foodservice industry.

Here’s a taste of what’ll be covered at upcoming webinars. Follow the links to the webinar title for full information on each session and to register.

Getting the Most from the Fruit and Vegetable Market News Retail Report
March 28, 2012, 2:00–3:00 p.m. Eastern time  http://bit.ly/y6w4jS

An Intro to the Perishable Agricultural Commodities Act (PACA)

An intro to USDA’s Fruit and Vegetable Marketing Orders and Agreements

USDA’s Fresh Produce Market Inspection Basics

Registration is required and space is limited. Log on today to register – it’s your first step to gaining a competitive edge and learning how we can work together to meet your unique business needs. If you miss a webinar, just visit the Webinar Archive to watch it online.

Have a question? Contact the Ag Marketing Service’s Christopher Purdy at (202) 720-3209 or christopher.purdy@ams.usda.gov.
The Harmonized Audit is in Your Future

Some growers are now working on preparing for the new harmonized audit which will be in effect for USDA next year. There are at least two supermarkets that are requesting that growers use the harmonized audit this year. The goal is for growers to see how they would fair under the new audit.

What are the differences between the standard USDA GAP/GAP and harmonized audits? There are more questions in the harmonized audit and increased documentation and recordkeeping such as a food safety policy, corrective action procedures for questions that are not in compliant and a clear recall program with written procedures. The operation will need to review their food safety plan annually and do an annual self-audit. An established disciplinary policy for all employees is required explaining what the owner will do if someone does not follow food safety rules.

There is no longer a point structure for each question, but the operation must pass at least 80% of the questions. The areas which will produce an automatic failure include:

1. Falsification of records
2. No documented food safety program (written plan)
3. No designated person to implement and oversee the established plan
4. An immediate food safety risk is present
5. The presence or evidence of excessive pests
6. Observation of employee practices that jeopardize or may jeopardize the safety of the produce
7. No written corrective action reports for questions marked “Corrective Action Needed” or “Immediate Action Required”
8. No traceability program in place
9. No demonstrated recall program (mock audit must be demonstrated at least annually that includes trace back and trace forward exercise)

There is more emphasis on risk assessment at all levels of the operation. A pre-plant assessment is needed around production fields to determine potential animal intrusion; the water system must be assessed and procedures documented on an ongoing basis for preventive controls, monitoring procedures, corrective measures and the water system must be described.

To find the standards and checklists on the web do the following:

2. Click on Grading, Certification and verification
3. Click on Audit and Accreditation Programs
4. Click on Good Agricultural Practices and Good Handling Practices Audit Verification Program
5. For checklist for standard GAP & GHP and Standards/Checklists of Harmonized GAP, scroll down to:
   a. USDA GAP & GHP
   b. Produce GAPs Harmonized Food Safety Standard & Checklist
6. For the actual standards, you will be redirected to [www.unitedfresh.org](http://www.unitedfresh.org). Scroll down to the bottom of the page to Harmonized Standards.

The harmonized audit is being implemented by several audit companies as a way to standardize the system. Hopefully this will reduce the number of multiple audits for some operations.
Nursery and Greenhouse Growers

Please help Rutgers Cooperative Extension determine how the ornamental plant industry can benefit from advances in irrigation technology

Complete an online survey on irrigation practices and scheduling at:

https://www.research.net/s/ornamental

This research:

- Is being conducted in New Jersey, regionally, and nationally
- Will help document current irrigation practices and guide future research
- Has the goal of determining how the industry can benefit from advances in irrigation technology

This survey:

- Is applicable for greenhouse, container, and field operations
- Is strictly confidential, meaning any information will be used only in aggregate, and not recorded in a way that connects it to any individual operation
- Will take 20 to 40 minutes to complete, depending on the operation

For more information:

Visit: https://www.research.net/s/ornamental

Or contact:
Sal Mangiafico, Rutgers Cooperative Extension, mangiafico@njaes.rutgers.edu
856-769-0090

Jim Johnson, Rutgers Cooperative Extension, jjohnson@njaes.rutgers.edu
856-451-2800 x1
Professional Fertilizer Applicator  
(ProFACT) website

James Murphy, Rutgers University

Certified Fertilizer Applicators (CFAs) are those professionals responsible for decision-making on fertilizer products, application rates and timing, equipment, etc. These CFAs go through training and must pass an exam to become certified, which can all be done online. The training for CFAs is more extensive than for Trained Fertilizer Applicators. The list of participants in alphabetical order by last name can be viewed at: http://profact.rutgers.edu/Pages/Certified-Applicators.aspx Click on the ProFACT ID to the left to view complete contact information.

Trained Fertilizer Applicators (TFAs) are professionals that may apply fertilizer under the direct supervision of a Certified Fertilizer Applicator (CFA). Direct supervision means that Certified Fertilizer Applicators provide TFAs with written instructions regarding the application of fertilizer and maintain immediate contact via radio or mobile phone (voice) communication. The TFAs need to be trained but do not need to take an exam. The list of participants can be viewed in alphabetical order by last name at: http://profact.rutgers.edu/Pages/Trained-Applicators-List.aspx.

If you need to know the process for certification or training, you can view the "instructions" at http://profact.rutgers.edu/Pages/instructions.aspx.


Specific aspects of penalties and enforcement in this law include...

- This law may be enforced by any municipality, county, local soil conservation district or local health agency. A local soil conservation district may institute a civil action for injunctive relief in Superior Court to enforce this law and to prohibit and prevent a violation of this law and the court may proceed in the action in a summary manner.

- Any professional fertilizer applicator who violates the New Jersey Fertilizer Law is subject to a civil penalty of $500 for the first offense and up to $1,000 for the second and each subsequent offense, to be collected in a civil action by a summary proceeding under the "Penalty Enforcement Law of 1999," P.L.1999, c.274 (C.2A:58-10 et seq.).

- If the violation is of a continuing nature, each day during which it continues shall constitute an additional, separate and distinct offense. The Superior Court and the municipal court shall have jurisdiction to enforce the provisions of the "Penalty Enforcement Law of 1999".

Please note that law preempts local governments from making additional rules and regulations about fertilizer for turf (except for penalties for non-professionals/homeowners).

- The provisions of the law preempt any ordinance or resolution of a municipality, county or local health agency concerning the application of fertilizer to turf, except that municipalities are allowed to establish penalties for persons other than a professional fertilizer applicator or person who sells retail fertilizer.

- Any person, other than a professional fertilizer applicator or person who sells fertilizer at retail, who violates this act, or any rule or regulation adopted pursuant thereto, may be subject to a penalty, as established by municipal ordinance, to be collected in a civil action by a summary proceeding under the "Penalty Enforcement Law of 1999," P.L.1999, c.274 (C.2A:58-10 et seq.). The municipal court shall have jurisdiction to enforce the provisions of the "Penalty Enforcement Law of 1999".

As you can see, enforcement will occur at the local government level using prohibitions, restrictions and penalties established by the law. You should direct your inquiries or requests for enforcement to local officials in municipal and county government or local soil conservation districts (http://www.state.nj.us/agriculture/divisions/anr/nrc/conservdistricts.html).
USDA Warns of Fraudulent Letters
Lynne Richmond, USDA

USDA officials learned late afternoon, March 16th, that fraudulent letters are being sent by FAX to individuals and businesses in at least four states. The letters purportedly come from a USDA procurement officer and seek personal information. These letters are false and in no case should a recipient respond with personal and financial information. The fraudulent letters bear USDA’s logo and seal and are signed by an individual identified as “Frank Rutenberg” using a title of “Senior Procurement Officer”. Letters have been received by FAX in Alabama, Nebraska, Pennsylvania and Wisconsin, but may have also been sent to other states. Recipients should not respond and should not supply the requested information. USDA is investigating this matter through the Office of the Inspector General.

If you suspect you have received such a letter or have questions please contact USDA at: procurement.policy@dm.usda.gov or call 202-720-9448.

Production with Everbearers
Kathy Demchak, Penn State Horticulture

For those of you who are interested in producing day-neutral strawberries, there’s a guide out there for you – “Season-Long Strawberry Production with Everbearers for Northeastern Producers”. This 70-page guide covers information on production techniques, economics, and pests in day-neutral production. The guide focuses largely on production in the plasticulture system, though alternative production systems are also discussed. It is the culmination of a research and extension project funded by SARE, and was also national winner at 2011 National Association of County Agricultural Agents Communications Awards in the Publications category!! Authors are Willie Lantz, Harry Swartz and Sherry Frick from the University of Maryland, and Kathy Demchak from Penn State University. The guide can be downloaded for free from the Penn State Vegetable and Small Fruit web site at http://extension.psu.edu/vegetable-fruit under the “publications” side-tab, and from the SARE Web site at www.sare.org. This publication was made possible with funds from SARE Project LNE06-241 “An integrated approach to developing a day neutral strawberry production industry”.

Backpack Sprayer Videos
Web Resources for Small Farms and Ag Educators
Jack Rabin, Assoc. Dir. - Farm Programs, Rutgers NJ Ag Expt. Station - Cooperative Extension

Check out these 7 short videos with companion handouts instructing how to better utilize modified backpack sprayers, save time and money, as well as improve safety at the following website:

http://snyderfarm.rutgers.edu/snyder-backpack-sprayers.html

Modified backpack sprayers offer versatile features including: simple design, inexpensive price, professional nozzle technology accuracy, and easy, safe filling/cleaning.

These features make them an efficient, ideal choice for small, organic, or urban farms; small jobs on larger farms; and for short season crops, spot problems, work around field impediments (fences, slopes), and work inside high tunnels and greenhouses.

Rutgers NJAES Snyder Research Farm Director John Grande has tested and shares methods to modify backpack sprayers increasing their accuracy, improving ease of use, and for successfully applying organic products. For ag educators, a PowerPoint and speaker notes are provided. The videos are captioned; therefore may also find use in international ag development work.
High Tunnel Raspberries and Blackberries Updated and Expanded
Cathy Heidenreich, Cornell University

Northeast growers can capture more of the lucrative local market for fresh berries by growing brambles (raspberries and blackberries) in high tunnels. And the place for them to start is with the updated and expanded edition of High Tunnel Raspberries and Blackberries.

High tunnels are relatively low-cost, usually unheated, plastic-covered hoop houses that can help growers fill late-spring and late-fall gaps in the market. Instead of early July, high-tunnel berries can be harvested in June. The field-grown season for brambles usually ends in early October. But growers using high tunnels continue to harvest berries through November.

Other benefits of high tunnels include:
- Floricane-fruiting raspberries and blackberries can over winter in climates where they would otherwise be killed by cold temperatures.
- Primocane-fruiting raspberries ripen where the growing season is otherwise too short.
- Berry yields from tunnels can be two to three times greater than field-grown, and the berries can be significantly larger.
- Tunnel-grown berries also have longer shelf-life with reduced pesticide inputs.

The 50-page production guide is available free online and features sections on:
- Site and tunnel selection.
- Tunnel construction.
- Plant selection and planting.
- Care and management of plantings.
- Season extension and overwintering.
- Pest management.
- Harvest.
- Crop budgets.

The 2012 edition includes a new section on multiple-bay tunnel production, additional crop budgets, and new information on varieties, pests and diseases. The authors include researchers from Cornell University, Penn State University and Michigan State University who have helped pioneer berry production in high tunnels.

Visit http://www.fruit.cornell.edu/berry/production/pdfs/hightunnelsrasp2012.pdf to download the guide. To order print copies ($10 each includes shipping and handling) please contact Maxine Welcome at mw45@cornell.edu or phone 607-255-5439.
In late January I was fortunate enough to hear Dr. Galen Dively of the University of Maryland give an overview of organic insecticides at the Mid-Atlantic Fruit and Vegetable Grower’s Conference. Did you miss it? I’ll try to provide a recap.

I have a copy of the Conference Proceedings (write-ups of the presentations) as a reference which will help me recall key points. If you missed the Mid-Atlantic Conference, mark your calendar for Jan 29-31, 2013… it’s a fantastic educational (and social!) event.

Galen prefaced his remarks about specific products with these observations:

- In organic systems, insecticides are used as a tool of last resort… after all non-chemical approaches have been employed. They are not intended as the basis for insect management in these systems. This often puts the products at a disadvantage because they frequently work best on immature stages of pest’s life cycle.

- Many pest control products are listed at OMRI (Organic Materials Research Institute) and are approved under the USDA National Organic Program but double check with your certifying agency before proceeding.

- Organic insecticides have several problems or limitations compared to conventional insecticides, including:
  - Short residual activity
  - Most have limited contact activity, requiring ingestion to be effective
  - Less effective on mature insects, requiring precise timing to hit immature insects
  - None have systemic activity
  - Short shelf life
  - Lacking in reliable efficacy (do they work?) data
  - Expensive

Interesting…an article in the February 2012 issue of Vegetable Growers New echoed Galen’s points about the limitations of these products. Still, growers found them useful. So, despite these limitations, organic growers have several good tools for insect management. Here is an overview:

**Azadirachtin products**, such as Neemix and Aza-Direct are extracts of oils found in the Neem tree. These products are insect growth regulators and prevent insect molting (slow) and also serve as feeding deterrents and repellents. Fair to good control of beetles (Cuke, Colorado potato, Mexican bean, and flea) is reported. Note however, that with cuke beetles, even minimal feeding can transmit the bacterial wilt organism to cucumber and cantaloupe.

**Pyrethrum** is the naturally derived insecticide found in daisy flowers and commonly marketed as Pyganic. Quick knockdown but very short residual activity are key traits. Fair to good control of aphids, whiteflies, thrips as well as knockdown of cuke, Colorado potato and flea beetles were noted.
A new product called Azera is a combination of a pyrethrum (like Pyganic) and azadirachtin (like Azadirect/Neemix). Control of Japanese beetle, aphids, imported cabbage worm, leafhoppers and cucumber beetles was improved over use of azadirachtin alone in recent studies. It even provided good squash bug control if timed to target nymphs, just after egg hatch. The limitations of one ingredient are partially covered by the other.

Bt products are well known for their ability to control lepidopteron (caterpillar) larvae such as imported cabbage moths in cole crops. Good spray coverage and repeat applications are important. Some Bt strains control non-lepidopterons. Not all Bts are alike and some are not labeled for organic production.

Spinosad, sold as Entrust to the organic market, provides very good control of caterpillars and thrips. Fair to good control of flea beetles and Mexican bean beetle was noted. Some growers note control of Colorado potato beetle.

Soaps and oils – provide good knockdown of soft bodied insects such as aphids and mites. Repeat applications and excellent plant coverage are important. Oils provide more residual activity than soaps but still this effect is short lived. Both soaps and oils have potential for phytotoxicity.

Plant Extracts such as d-limonene (citrus) and rosemary extras disrupt insect neuroreceptors and act as anti-feedants. Fair to good control of aphids and spider mites reported.

Mineral dusts kaolin clay sold as Surround, repel and/or irritate insects and disrupt feeding and egg laying. Maryland research showed that Surround applied alone or in combination with sulfur, Azera or Trilogy provided 55-86 % stink bug control. Residue from Surround may not be acceptable for some fresh market crops.

In conclusion, Galen provided the following suggestions for improving the efficacy of organic insecticides:

- Use 50-100 gallons of spray solution to ensure good plant coverage.
- Arrange nozzles (such as drop nozzles) to improve plant coverage.
- Monitor pH of spray water and buffer as needed.
- Calibrate sprayers.
- Apply controls when pests are in the early stages of development.
- Consider adjutants to increase coverage and efficacy.

More than 130 participants were attracted to Galen’s excellent presentation. As he noted, efficacy data on organic insecticides is sparse. His work and presentation were very much appreciated.
Tomato Disease Management Step
Meg McGrath, Cornell University and Lee Stivers, County Extension Director
Penn State Extension

Wooden stakes are a place where the bacterial pathogens that plague tomatoes can survive between crops. In fact, stakes from a tomato planting where research was conducted on bacterial diseases have been used as a source of the pathogen for subsequent experiments! Therefore, it is prudent for growers to disinfect stakes that were in a field where a bacterial disease occurred last year. This step is worth-while even if there is uncertainty about occurrence considering how difficult bacterial diseases are to manage.

There are three bacterial diseases of concern on tomato: speck, spot and canker. Bacterial canker is sufficiently destructive that discarding stakes is recommended after an outbreak. Before the field season is in full swing often presents an opportunity to find time for disinfecting stakes.

Step one in disinfecting anything is removing as much dirt and debris as possible because this can protect pathogens and deactivate disinfectant, therefore start by hosing down used tomato stakes.

Clorox or other household chlorine bleach (5.25% sodium hypochlorite) is commonly used as an agricultural disinfectant, but it is not the best choice. Use bleach at a rate of 0.5% (1 part bleach + 9 parts water), and use in a well-ventilated area. Soak stakes for 30 minutes. While bleach is highly effective, it is short-lived after mixing in water, with a half-life of only 2 hours, and it is especially prone to being inactivated by organic matter, thus precleaning is critical. A disinfectant containing quaternary ammonium chloride salts like GreenShield is more stable than bleach after diluting with water. Use at 1 Tablespoon (0.5 fl oz) of Green-Shield in 1 gallon water. While this disinfecting solution will be more stable than bleach, it should not be used more than 24 hours after preparation. Soak stakes for at least 10 minutes. OxiDate is an OMRI listed disinfectant containing hydrogen dioxide. Use 0.5-1.25 fl oz/gal water for disinfecting stakes.

New Rutgers Fact Sheets Released

The following new facts sheets have been released by Rutgers Cooperative Extension:

- FS1124 Vegetable Disease Recommendations for Home Gardens
- FS1135 Soil Organic Matter
- FS1136 Soil Organic Matter Level and Interpretation
- FS1137 Improving Soil Quality By Increasing Organic Matter Content

View these and many more fact sheets at: http://njaes.rutgers.edu/

Go to the bottom of the page and click on “Publications” to view the fact sheets.

Animal Waste Deadline

The Final deadline (March 16th) for livestock operator compliance with the NJDA animal waste rule has passed. The compliance is a matter of having something on file rather than expecting enforcement to show up on the doorstep.

For additional information call the Salem County Extension Office 856-769-0090 or visit: http://njaes.rutgers.edu/animal-waste-management
Calendar of Important Events

Indicates the newly added event since last calendar

April 2012

April 3
Small Fruit, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ; $20 9am-noon. For more info or to register call 856-451-2800 x1.

April 3
Evening Meeting for Tree Fruit Growers, Gloucester County Office of Government Services-Auditorium, 1200 N. Delsea Dr., Clayton, NJ. 7:15-9:30 p.m. For more info call 856-307-6450 x1.

April 4
Vermi-Composting Workshop, RCE Middlesex County, Earth Center, 42 Riva Ave., South Brunswick, NJ; 6:30-8:30 p.m.; FREE. For more info or to register call 732-745-4170.

April 10
Woody Ornamentals, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ; $20 9am-noon. For more info or to register call 856-451-2800 x1.

April 17
Plant Diseases, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ; $20 9am-noon. Pesticide credits: 6 each for Cats. 13, 3A & PP2. For more info or to register call 856-451-2800 x1.

April 18
Evening Meeting for Tree Fruit Growers, Gloucester County Office of Government Services-Auditorium, 1200 N. Delsea Dr., Clayton, NJ, 7:15-9:30 p.m. For more info call 856-307-6450 x1.

April 24
Pesticides: What you Need to Know, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ; $20, 9am-noon. Pesticide credits: 6 CORE. For more info or to register call 856-451-2800 x1.

April 24-25
PA Nutrition Education Network’s Annual Conference 2012, Sheraton Harrisburg-Hershey Hotel, Harrisburg, PA. For more info call 717-233-1791, email: pa_nen@phmc.org or visit: www.panen.org/annualmeeting

April 26-28
Bee-ginner’s Beekeeping, Rutgers Cont. Ed., 102 Ryders Lane, New Brunswick, NJ; $175. For more info call 732-932-9271 or visit: www.cpe.rutgers.edu/BEES
May 2012

May 1
Rain Gardens, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ; $20, 9am-noon. For more info or to register, call 856-451-2800 x1.

May 5
Get Your Garden Started Day & Plant Sale, RCE Middlesex County, Earth Center, 42 Riva Ave., South Brunswick, NJ; 10-5 p.m. Consult with the MG’s for great plant selections & care. For more info or to register call 732-398-5262.

May 8
Mosquitoes & Ticks, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ; $20, 9am-noon. Pesticide credits: Category 13-3 credits and 6 each for 3B, 8A and 8B. For more info or to register, call 856-451-2800 x1.

May 15
Herbaceous Plants, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ; $20, 9am-noon. For more info or to register call 856-451-2800 x1.

May 17-19
Bee-ginner’s Beekeeping, Rutgers Cont. Ed., 102 Ryders Lane, New Brunswick, NJ; $175. For more info call 732-932-9271 or visit: www.cpe.rutgers.edu/BEES

May 22
Safe Pest Management Practices for Schools, Rutgers Cont. Ed., 102 Ryders Lane, New Brunswick, NJ; $265 by 5/8; $295 after. For more info call 732-932-9271 or visit: www.cpe.rutgers.edu

May 22
Propagation, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ; $20, 9am-noon. For more info or to register, call 856-451-2800 x1.

August 2012

August 29
Great Tomato Tasting, Snyder Research and Extension Farm, 140 Locust Grove Rd., Pittstown, NJ; 3 pm-dusk; $7 admission. RSVP online at: https://njaes.rutgers.edu/rsvp/tomato or call 908-713-8980.
Pesticide Storage Inventory

REMINDER: Filing of your Pesticide Storage Inventory list

TO: Your Local Fire Department

DATE: No later than May 1st

Attached is a form letter for the Fire Department and a Pesticide Storage Inventory List. An editable cover letter and pesticide list are available for download at: www.pestmanagement.rutgers.edu/PAT/record_forms.htm

If you have any questions, please contact your local Extension Office or Fire Department.
## REGULARLY SCHEDULED MEETINGS

* Indicates meeting will be held at RCE of Cumberland County

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<tr>
<th>Pesticide Certification Exam Schedule—Cumberland County</th>
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<td>Aug 8 Sep 5 Oct 10</td>
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<td>To Register call 609-984-6614</td>
<td>*Meetings start at 10 a.m.</td>
<td>For info call Shirley Kline, President</td>
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<tr>
<td>For directions call 856-451-2800</td>
<td>Reg. Meetings start at 7 p.m.</td>
<td>856-685-3784</td>
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<td>Call DeAnn at 856-453-2211</td>
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### Cumberland County Improvement Authority (CCIA)

**Pesticide Container Recycling**

*9:00 a.m. to 12 Noon*

Cumberland County Solid Waste Complex

169 Jesse’s Bridge Rd. (located off Route 55 Exit 29)

Deerfield Township, New Jersey

May 18 June 15 July 20 August 17

September 21 October 19 November 16

Sincerely,

James R. Johnson
Agricultural Agent
Nursery Management Commercial
Internet: jjohnson@njaes.rutgers.edu

Wesley L. Kline, Ph.D.
Agricultural Agent
Vegetable & Herb Production
Internet: wkline@njaes.rutgers.edu

**Pesticide User Responsibility:** Use pesticides safely and follow instructions on labels. The user is responsible for the proper use of pesticides, residues on crops, storage and disposal, as well as damages caused by drift.

**Use of Trade Names:** Trade names are used in this publication with the understanding that no discrimination is intended and no endorsement is implied. In some instances the compound may be sold under different trade names, which may vary as to label.
Have you visited the Cumberland County website for the Present and/or past issues of “Cultivating Cumberland”? It’s a great resource for information and dates……..
http://Cumberland.njaes.rutgers.edu/

Public Notification and Non-discrimination Statement

Rutgers New Jersey Agricultural Experiment Station Cooperative Extension educational programs are offered to all without regard to race, religion, color, national origin, ancestry, age, sex, sexual orientation, gender identity and expression, disability, atypical hereditary cellular or blood trait, marital status, civil union status, domestic partnership status, military service, veteran status, and any other category protected by law. Rutgers Cooperative Extension encourages individuals with disabilities to participate in its programs and activities. If you need special accommodations, have questions about physical access, or require alternate means for program information, please contact your local Extension Office. Contact the State Extension Director’s Office if you have concerns related to discrimination, 732-932-5000, ext. 584.
New Jersey Agri-Tourism Industry Info & Contacts
Bill Walker, Agricultural Marketing Specialist, N.J. Dept. of Agriculture
william.walker@ag.state.nj.us

Agri-tourism is broadly defined as the business of establishing farms as travel destinations for educational and recreational purposes. Activities include hayrides, corn mazes, farm visits, pick-your-own produce, horseback riding and equine industry activities, farm and seafood festivals, and winery tours. In 2007, a Rutgers University study found that agri-tourism generated $57.5 million in revenue for the state’s farmers in 2006. It followed a study which found that agri-tourism is critical to ensuring the current and future viability of agriculture and that many farms in the state have turned to agri-tourism as a way to increase revenue. Many of our farmers venturing into agri-tourism are still learning the “tourism” business; a business that is much different than the business of production agriculture.

Visit N.J. Farms website - www.visitnjfarms.org - An interactive website funded by the NJDA allows visitors to find agri-tourism venues and events and interactively plan itineraries and travel routes. Search for affordable, family oriented recreational and educational activities, including PYO fruits and vegetables, corn mazes and hayrides, winery tours, school tours and more.

N.J. Wine Industry – www.newjerseywines.com - New Jersey's 30+ wineries offer more than just nationally and internationally acclaimed wines, they offer a total wine experience. Find a close winery to visit, or plan a day and tour several wineries.

N.J. Direct Marketing Industry – www.jerseyfresh.nj.gov - Search for community markets, roadside stands, PYO farms, and agri-tourism attractions. Patronizing direct marketers at their farms or urban marketing locations helps to keep them in business. The N.J. Farmers Direct Marketing Association (www.njfarmmarkets.org) website and brochure provides a more updated listing of farmers dedicated to retailing their farm products.

N.J. Seafood Industry – www.state.nj.us/seafood/events.htm - This website page will highlight seafood industry festivals and special events. To heighten public awareness of the commercial seafood industry, Viking Village (www.vikingvillage.net/dock_tours.htm) offers "Dock Tours". These tours provide basic insight into key issues relating to the management of our seafood resources, as well as the mechanics of individual fisheries. The "Tour" discusses three main fisheries; Scallop fishing, Gillnetting, and Long lining. Visitors get to see our facility in operation, along with a fresh display of our seafood products. The Tuckerton Seaport (www.tuckertonseaport.org), a working maritime village, is located along the Tuckerton Creek. This one-of-a-kind attraction brings the Jersey Shore's maritime traditions of the past and present to life through people, exhibits and hands-on activities. Experience the rich traditions of the Jersey Shore and its Baymen through the Seaport's recreated and historic buildings, demonstrations, interpretive exhibits, events, festivals, live aquatic displays and more. Decoy carvers, boat builders, basket makers, and baymen entertain, educate and delight visitors of all ages. Stroll the 3/4 mile boardwalk and experience life on the Tuckerton "Crik". Identify birds and plants on their 1/4 mile nature trail. Tour their site and view garveys, sneakboxes, cruising yachts and party boats displayed on land and water.

Agricultural Fair Association of New Jersey – www.njaufairs.com/ - County agricultural fairs draw millions of Summer visitors each year. This website will provide you with information and dates on each of these county fairs. Network with this regular influx of visitors.

N.J. Equine Industry – www.jerseyequine.nj.gov/ - Our equine industry generates an economic impact of $1.1 billion annually and nearly 13,000 jobs. At this website, browse the equine calendar of events,
visit The Horse Park of New Jersey or one of our state's race tracks, or get up on a pleasure horse yourself at one of the many equine facilities in New Jersey. The Meadowlands Pace (July) and Hambletonian (August) at The Meadowlands are two of harness racing’s biggest events and the Haskell (August) at Monmouth Park showcases our thoroughbred industry.

**Agricultural Living History Attractions**

**Howell Living History Farm**, Titusville - [www.howellfarm.org](http://www.howellfarm.org) - The farm is an educational facility open to the public that preserves and interprets farming life and processes from the era of 1890-1910. The Farm offers a full calendar of weekend events for families. Group tours are available, and school groups have a wealth of fun and learning opportunities at their command. The programs are built around the actual seasonal activities of a working farm and are very “hands on”.

**Fosterfields Living History Farm**, Morristown - [www.morrisparks.net/aspparks/ffmain.asp](http://www.morrisparks.net/aspparks/ffmain.asp) - A “living historical farm,” it is a 200-acre working farm, using the tools, techniques, and materials of a turn-of-the-century farm. Visitors can participate in various farm-related activities at this National Register Site. They can churn butter, crack corn and feed it to the chickens, and tend the garden. Staff are dressed in period attire and interpret the lives and roles of Foster family members, domestics, and farm laborers. They perform a daily regimen of farming and domestic chores and raise livestock and crops by historical methods.

**N.J. Museum of Agriculture**, North Brunswick - [www.agriculturemuseum.org/](http://www.agriculturemuseum.org/) - The Museum contains permanent and changing exhibits about the evolution of agriculture in New Jersey. The Museum presents thematic weekend programs and workshops for families to participate in each month. The School Programs at the Museum educates thousands of school children throughout the year, many who come from urban and suburban areas. Historical artifacts are often used or demonstrated in each lesson.

**Longstreet Living History Farm**, Holmdel - [www.monmouthcountyparks.com/](http://www.monmouthcountyparks.com/) - The sights, sounds, and smells of rural Monmouth County in the 1890s have been re-created on nine acres. Interpreters in period dress show both daily and seasonal agricultural and domestic activities.

**Organizations with Agri-Tourism Interests**

**Sussex County Agri/Eco-tourism** - [www.sussexfarmvisits.com/](http://www.sussexfarmvisits.com/) - Agriculture and tourism are two important components of Sussex County’s economy. This website is a compilation of information gathered on those agricultural enterprises that offer product or services to the public. Find seasonal farm fresh produce, PYO fruits & vegetables, cut your own Christmas tree, take a horseback ride, purchase flowers, or simply take an enjoyable drive through their rural countryside. Obtain brochures on “Four Seasons of Agriculture”, Skylands eco-tourism, and their new farmers market at their upgraded fairgrounds.

**N.J. Christmas Tree Growers Association** - [www.njchristmastrees.citymax.com/](http://www.njchristmastrees.citymax.com/) - This website offers a search engine to find a “choose and cut” Christmas tree farm. It also offers interesting information about Christmas trees.

**N.J. Beekeepers Association** - [www.njbeekeepers.org/](http://www.njbeekeepers.org/) - A state-wide organization of nearly 400 hobbyist and commercial beekeepers. The club fosters and promotes the art of apiculture and educates residents about the state insect, the honey bee, and its vital role in agriculture. They have eight chapters in different regions of the state, and sponsor meetings both at the state and local level.
IS AGRI-TOURISM RIGHT FOR YOU?

Bill Walker, Agricultural Marketing Specialist, N.J. Dept. of Agriculture
william.walker@ag.state.nj.us

Agri-tourism is defined as a commercial enterprise at a working farm that is conducted for the enjoyment of visitors that generates supplemental farm income. The three basics of agri-tourism are that you should have something for visitors to see, to do, and to buy! How well you relate these three things will determine the success of your agri-tourism business. Things to see and do are often free; but there’s a lot of money to be made in retail sales. Tourists mainly buy food, beverages, and souvenirs.

There are many examples of agri-tourism. Retail sales opportunities exist for PYO’s, farm and urban markets, garden centers, and ag-related foods, crafts, and gifts. Educational experiences include farm tours and ag-related classes on things like gardening, flower arranging and cooking. Festivals could have a food or agricultural theme. Living history farms are popular. You could offer hospitality services such as farm stays and B&B’s. You could offer entertainment such as special events, mazes, and petting zoos. Outdoor recreational activities such as horseback riding, fee fishing/hunting, wildlife viewing, and camping are in demand.

There are “pros” to starting an agri-tourism business. It’s a “clean” form of economic development that requires relatively less capital outlay for infrastructure development. Agri-tourism also yields benefits to recreational, hospitality, and other businesses in the community. It creates employment opportunities for family members and supplements farm income. Your business should create new networking contacts and forge stronger links within your community. Agri-tourism provides farmers with the ability to show and tell people what agriculture is about.

There are “cons” to starting an agri-tourism business. These include modest returns, interference with the main farm operations, loss of privacy, and increased responsibilities, labor needs, and liability risk. Farmers also have to realize their limitations! Farmers are excellent producers but tend to be less skilled at marketing, public relations, communications, and human relations techniques. Farmers have less experience and education in these areas and usually have little time or interest in becoming skilled in these important retail and tourism related areas.

When you are assessing your assets, begin your inventory with what you already have! Consider your physical resources; land resources, climate, farm developments/improvements, and other attractions. Consider how you will operate and manage the operation. What are your farm’s strengths, goals, and resources? List intangible assets that can assist you. What are your people/staff resources? What activities appeal to the public? What are the products/services that you’ll offer to the public?

You need to evaluate your marketplace and identify your potential buyers. Who will buy your products and services? What exactly will be sold? What requirements or specifications will your visitors have? When will the harvest and/or sale occur? You need to coordinate the timing of the harvest with the requirements of your buyers. What types of agri-tourism already exist in your area? Can you fill a niche or will you complement or compete with others?

You need to evaluate the technical feasibility of your prospective business. Where and/or how will your products will be grown or acquired, harvested, packaged, and distributed? Discuss your plans with Cooperative Extension specialists and NJDA experts in these areas. Visit similar operations and ask questions. Can you accomplish what you desire to do with knowledge, staff, and equipment that you already possess?
You need to evaluate the financial feasibility of your prospective business. A budget needs to be developed, preferably with the assistance of a production specialist and a business planning specialist. The budget should itemize fixed and variable costs, and expected gross and net revenues. An inventory of owned resources and time and labor cost requirements for starting and running the business are needed. Can you make more money doing something else? Is this worth all of the investment?

You must develop a business plan. It's the most important document needed by anyone approaching a lender for financing. It's a blueprint to follow in the development and operation of an enterprise. Include detailed info on the personal, market, technical and financial evaluations. Gather data and review and update it for accuracy. Summarize it clearly and concisely. Business plan formats are available from Cooperative Extension and Small Business Development Centers.

A marketing plan must be created. It can be a part of your business plan but is usually kept separate for annual updating. It is mainly used internally by your business. Detail what you wish to accomplish, factors that may affect your efforts, local resources, and specific groups or potential customers interested in your business. The importance of image, name, and word-of-mouth advertising can't be over stressed. Excellence in these areas will make the difference between success and failure.

There are many issues related to regulations, permits, and insurance. There are zoning, fire and building codes, health regulations, and food and safety laws to be considered. Talk to those people who work in these areas. Work through compliance issues in a spirit of cooperation. It's also the law! Pay special attention to edibles, the potential introduction of exotic insects and weeds, and products to be shipped. Utilize bankers, accountants, insurance agents, and lawyers! They will help you to safeguard your farm from unforeseen perils.

There are many “right to farm” related issues that will affect your business. You have the right to process, package, and market your agricultural products, not necessarily someone else's products. Plan ahead with the advice and guidance of Cooperative Extension and NJDA. This can help you to avert many problems beforehand. Neighbor relations are most important. Make your plans known to people. Seize every opportunity to talk to neighbors or to give presentations about your agri-tourism business. Manage the physical growth of your business. Engage your adversaries. Municipal relations are very important, so introduce yourself to all of your local municipal officials. Belonging to Farm Bureau and other related agricultural and industry associations will provide you with the opportunity to be “current” in your business field and provide you with references for information and guidance.

Take advantage of tourism industry resources. Join your local Chamber of Commerce and Regional Tourism Council. The N.J. Office of Travel & Tourism can help you to participate in free and cooperative promotions, source research information, and meet travel agents and tour operators at international and domestic trade shows. Educational seminars are offered at the annual “Governor’s Conference on Tourism”. Offer your brochure at the N.J. Visitors Welcome Centers to over 6,750 tour buses & 5.2 million visitors annually ('01). The T&T WWW.state.nj.us/travel/ web site is great. You'll find industry information and resources that will help you promote tourism destinations in your area and keep you updated on current events and research. Make yourself a friend and a resource to all of the above agencies! Tourism is the second largest industry in New Jersey. Total N.J. visitor expenditures were $37.6 billion in 2006. You can help yourself to a piece of this business if you are able to seize the opportunity. Prepare yourself with the tourism industry knowledge and skills to be successful.
Date: ______________

To: _______________Fire Department
________________________
________________________
________________________

From: ____________________
________________________
________________________
________________________

To Whom It May Concern:

Enclosed with this letter is a list of the pesticides I currently have stored or may store during the coming year. I am required by the New Jersey Department of Environmental Protection Pesticide Control Program regulation N.J.A.C. 7:30-9.5(b) to provide this list to the local fire department by May 1st each year.

My pesticide storage facility is located at:
________________________
________________________
________________________

The exact location of the storage area on the above property is (either written description or diagram):
________________________
________________________
________________________

Thank you for your time on this matter. Please contact me at ________________ if you have any questions.

Sincerely,

________________________
# Pesticide Storage Inventory List

**Name or Establishment:** ________________________

**Date Updated:** ________________

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<th>Brand Name</th>
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April 2012

Atlantic/ Cape May/ Cumberland County News

NAP Production Reporting
Production records for individual crops need to be filed with our office to establish an approved NAP yield. If this is the first year you participated in NAP, you can provide production and acreage information from prior years to establish your yield. If you participated in NAP in previous years, you must report your production and acreage on a yearly basis to keep your yield up-to-date. Records submitted must be reliable and complete. Records need to show crop disposition. We recommend producers submit 2011 production records as soon as possible so we may update your file.

All production records must be submitted by the subsequent crop year’s final acreage reporting date, which is July 15th.

Direct and Counter-Cyclical Program (DCP)/ Average Crop Revenue Election (ACRE)
DCP contracts are available for the 2012 growing season to producers that operate farms with base acreage (history of reporting grain). If you would like to enroll in ACRE instead of DCP, please call or visit the office. You can sign up now until June 1, 2012. Payments will be issued in October. Payments are made on 83.3% of base acreage times the payment yield, the payment rate and the producer share. (ACRE direct payments are reduced by 20%)

We are prohibited from making payments on farms with 10 or fewer acres of crop base. (Crop base acres are not actual acres, but a history of crops reported to our office between 1998 and 2001 or prior.) If you have a farm(s) in this category, you may combine your farm with 10 base acres or less with another farm that has base acres to increase the amount of base to over 10 acres. If you do not own the farm, you will need to get the owner's signature on our reconstitution form in order to do this. If your farm is reconstituted after the sign up deadline, the contracts for the new resulting farm(s) must be signed within 30 days. All producers on a farm must designate their shares on the contract (CCC-509). The contract must be revised if there is a successor in interest. In order to be eligible, all forms must be on file, including an AD-1026, CCC-902, CCC-931 and any other applicable forms.

Any crop may be planted on DCP cropland in excess of the base acres on a farm. Our area is designated as a double cropping region which means a fruit or vegetable (FAV) may be planted on base acreage enrolled in DCP without violation or payment reduction if planted before or after a covered commodity. Planting of a FAV on base acreage (when not double cropped with a covered commodity) will result in payment reduction and possible violation if no FAV history is present on the farm or with the grower.

The ACRE program provides grain producers an option to protect against declines in market revenue. Producers who elect and enroll a farm in ACRE agree to: (1) forgo counter-cyclical payments, (2) a 20% reduction in direct payments, and (3) a 30% reduction in the marketing assistance loan rates for all commodities produced on the farm. You must annually report the farm’s crop acreage and submit production reports by farm number. Eligible commodities for ACRE payments include: Corn, Soybeans, Wheat, Oats, Barley and Grain Sorghum. ACRE payments are issued when both the actual State and Farm Revenues fall below the State and Farm ACRE Guarantees. Benchmark Farm Yields will be established using production evidence and/or crop insurance yields. When the ACRE payment acreage ex-
ceeds the total base acreage on the farm, you must choose the number of payment acres and commodity (not to exceed the total base on the farm). Once enrolled in ACRE on a farm, you cannot switch back to DCP through 2012. ACRE payments, if triggered, will be made one year later in October 2013, after the end of the marketing year. Please call for more details.

Supplemental Revenue Assistance Program (SURE)
The sign-up for 2010 losses runs through June 1, 2012. The Supplemental Revenue Assistance Program (SURE) provides benefits for farm revenue losses due to natural disasters that occurred in the crop year 2010. SURE is available to eligible producers on:
- Farms in counties with Secretarial disaster declarations, including contiguous counties, that have incurred crop production or quality losses, or both, and includes all crops grown by a producer nationwide, except grazed crops.
- Any farm in which, for the crop year, the actual production on the farm because of disaster-related conditions is 50 percent or less than normal production of the farm.

Hispanic and Women Farmers
A process to resolve the claims of Hispanic and women farmers and ranchers who believe they were discriminated against when USDA farm loans has been established. If you believe that the United States Department of Agriculture (USDA) improperly denied farm loan benefits to you between 1981 and 2000 because you are Hispanic, or because you are female, you may be eligible to apply for compensation.

For additional information on this and other settlement issues contact:
- Hispanic and Women Farmer Claims Process: www.farmerclaims.gov or call 1-888-508-4429
- Pigford – The Black Farmers Discrimination Litigation: www.blackfarmercase.com or call 1-866-950-5547
- Keepseagle – The Native American Farmers Class Action Settlement: www.indianfarmclass.com or call 1-888-233-5506

FSA Adopting GovDelivery
The USDA Farm Service Agency offices are moving toward a paperless operation. Producers are asked to enroll in the new GovDelivery system which will provide notices, newsletters and electronic reminders instead of a hard copy through the mail.

FSA, like many other organizations, is trying to work smarter and be more efficient. Moving to electronic notifications via email will help conserve resources and save taxpayer dollars.

County Committee ballots will continue to be mailed to all eligible producers.

Producers can now subscribe to receive free e-mail updates by going to http://www.fsa.usda.gov/subscribe.

Bank Account Changes
Current policy mandates that FSA payments be electronically transferred into your bank account. For timely payments to be made, producers need to notify the FSA office if the account has been changed or if another financial institution purchases your bank. Payments can be delayed if the FSA office is not aware of updates to your account and routing numbers.

Farm Loan Programs
The Farm Service Agency is committed to providing family farmers with loans to meet their farm credit needs. If you are having trouble getting the credit you need for your farm, or regularly borrow from FSA, direct and guaranteed loans are currently available.

Ask your lender about an FSA loan guarantee if your lender is reluctant to extend or renew your loan.

Farm ownership loans or farm operating loans may be obtained as direct loans for a maximum of up to $300,000. Guaranteed loans have a maximum limit of $1,214,000. This makes the maximum combination of direct and guaranteed loan indebtedness $1,514,000.

The one-time loan origination fee charged on FSA guaranteed farm ownership and operating loans has increased from 1 percent to 1.5 percent of the guaranteed portion of the loan, for loans obligated after October 1, 2011.

CRP General Sign-Up
There is a four-week Conservation Reserve Program (CRP) general signup which began on March 12, 2012 and ends on April 6, 2012.

CRP is a voluntary program available to agricultural pro-
ducers to help them use environmentally sensitive land for conservation benefits. Producers enrolled in CRP plant long-term, resource-conserving covers to improve the quality of water, control soil erosion and develop wildlife habitat. In return participants receive rental payments and cost-share assistance. Contract duration is between 10 and 15 years. Producers with expiring contracts and producers with environmentally sensitive land are encouraged to evaluate their options under CRP. Producers also are encouraged to look into CRP’s other enrollment opportunities offered on a continuous, non-competitive, signup basis.

For more information on CRP and other FSA programs, visit a local FSA service center or go online at www.fsa.usda.gov.

**New Continuous CRP Initiative**

FSA has announced a new conservation initiative to protect up to 750,000 acres of the nation’s most highly erodible croplands. This initiative will assist producers with targeting their most highly erodible cropland (land with an erodibility index of 20 or greater) by enabling them to plant wildlife-friendly, long-term cover through the Conservation Reserve Program (CRP).

Producers can enroll land on a continuous basis beginning this summer at their local Farm Service Agency (FSA) county office. With the use of soil survey and geographic information system data, local FSA staff can quickly determine a producer’s eligibility for the initiative.

Producers are encouraged to contact their local FSA office or visit FSA’s website at: www.fsa.usda.gov/crp for additional information regarding CRP.

**Actively Engaged**

USDA has amended the rules that govern the requirements to be ‘actively engaged’ in farming. These rules apply to eligibility for payments under the Direct and Counter-cyclical Program (DCP) or Average Crop Revenue Election (ACRE) program administered by FSA.

Normally the stockholder or a member of a legal entity must make contributions of active personal labor and/or active personal management for the farming operation. The contributions are to be performed on a regular basis, must be identifiable, and separate from the contributions of others.

The exception to this rule for a stockholder or member of a legal entity only occurs when both of the following apply:

- At least half of the interest in the legal entity is held by stockholders or members who are providing active personal labor or active personal management;
- The total direct payments received by the legal entity and each of the members can’t exceed $40,000.

**Acreage Reporting**

Acreage reporting time will soon be here. Filing an accurate acreage report for all crops and land uses, including failed acreage and prevented planting acreage, can prevent the loss of benefits for a variety of programs.

Failed acreage must be reported within 15 days of the disaster event and before disposition of the crop. Prevented planting must be reported no later than 15 days after the final planting date.

Acreage reports are required for many Farm Service Agency programs. For crops other than NAP (Noninsured Crop Disaster Assistance Program) crops, acreage reports are to be certified by the May 31st deadline on small grains and a July 15th deadline on all other crops.

Acreage reports on crops for which NAP assistance may be paid are due in the county office by the earlier of May 31st for small grains and July 15th for all other crops, or 15 calendar days before the onset of harvest or grazing of the specific crop acreage being reported.

**BCAP Project Area Sign-up**

Applications are being accepted for the USDA Farm Service Agency’s next round of Biomass Crop Assistance Program (BCAP) Project Areas. Proposals will be accepted until April 23, 2012.

BCAP provides incentives to farmers and forest landowners to grow non-food crops to be processed into biofuels. Because most energy crops are perennial and take time to mature before harvest, BCAP is designed to provide adequate quantities of feedstock will be available to meet future demand. Since these crops can grow where other crops cannot, it provides farmers new opportunities to diversify into more markets.

The BCAP Project Areas where these crops are grown will be selected from proposals producers or biomass facilities submit to FSA. The Request for Proposal and additional information can be found at:

You may contact the local FSA office for more details.

**Farming Operation Changes**

If you have bought or sold land, or if you have added or dropped rented land from your operation, make sure you report the changes to the office as soon as possible. You need to provide a copy of your deed or recorded land contract for purchased property. Failure to maintain accurate records with FSA on all land you have an interest in can lead to possible program ineligibility and penalties. Making the record changes now will save you time in the future.

**Power of Attorney**

For those who find it difficult to visit the county office personally because of work schedules, distance, health, etc., FSA has a power of attorney form available that enables you to designate another person to conduct your business at the office. If you are interested, contact any Farm Service Agency office near you for more information.

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