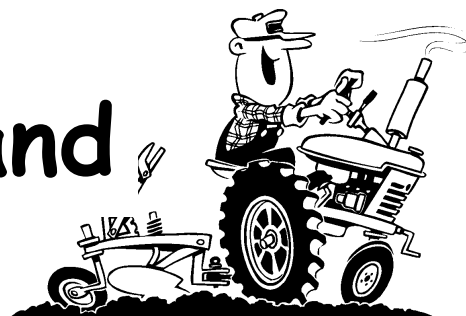


Cultivating Cumberland

May-2011 VOL. 16, ISSUE 5



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Attachments:
Exporting 101: Educational Seminar

USDA Proposal to Create National Leafy Green Marketing Agreement

The USDA is moving forward with rulemaking for the National Leafy Green Marketing Agreement (NLGMA). The agreement was proposed in 2009 by produce industry representatives. USDA held 7 hearings across the country during 2009 and received over 5000 pages of testimony. They have made changes to the proposal after the first comment period among those are:

1. Leafy greens are arugula, cabbage, chard, cilantro, endive, escarole, kale, lettuce, parsley radicchio, spinach and "Spring Mix (baby lettuces, mustards, chards spinach and chicories). Others could be added.
2. The number of administrative zone were increased to 8 state groupings based on similar climates, production environments, crops , agricultural practices, etc. New Jersey is in zone 8 with Pennsylvania, New York, New Hampshire, Maine, Massachusetts, Connecticut and Rhode Island.
3. The administrative board would be made up of 26 members of which 10 would be growers including two small growers, 12 handlers (buyers), 1 retail person, 1 public member, 1 foodservice person and 1 importer; all appointed by the Secretary of Agriculture.
4. A Technical Review Committee would assist the board in developing standards for third party audits. The committee will be made up of growers, handlers, food safety experts, FDA, NRCS, etc.
5. All standards that are developed would go out for public comment before taking affect.
6. Any regulations developed by FDA for the Food Safety Modernization act would apply.
7. This is a voluntary handler agreement, however if a handler signs up then he must buy his leafy greens from a grower who is third party audited.
8. An assessment per carton will not exceed \$0.05 per 24-pound carton of leafy green vegetables to cover administrative costs and verification audits for first handlers and their producers, research and education.
9. If a handler signs up and imports leafy greens that product is also covered under the agreement.
10. If you are a grower (no matter what size) that sells to a handler that is a signatory to the Agreement then you would need to follow the agreement.

The full proposal text will be published in the Federal Register on April 29. Go to www.ams.usda.gov for a copy. There is a 90 day comment period where anyone can comment anonymously if desired. Read the document and make your feelings known. This will be critical for the leafy green industry in New Jersey.

Seminar Planned On Food and Agricultural Exporting

Lynne Richmond, NJ Department of Agriculture
(609) 633-2954

lynne.richmond@ag.state.nj.us

The New Jersey Department of Agriculture and Food Export USA-Northeast will present, "Exporting 101; Educational Seminar" on Thursday, May 19 at the Hilton East Brunswick Hotel.

The seminar is for individuals or companies who want to get started in food and agricultural exporting, or currently export U.S. food and agricultural products but are not aware of federal export assistance programs or might be eligible for a 50% matched funds reimbursement of their export promotion expenses through the "Branded Program."

Dennis Lynch, an export counselor with Food Export USA-Northeast with 30 years of experience in international trade will speak on:

- How to develop export readiness skills
- Understanding the harmonized system for import-export purposes
- Export pricing, quoting and terms of sale
- Export documentation and logistics
- Federal assistance programs available to help U.S. food exporters break into new markets

Companies that register before May 6 will receive a free market analysis of the top 10 foreign markets for their products.

For more information and to register, visit: http://eweb.foodexport.org/eweb/ProfilePage.aspx?WebCode=CSCEventInfoSC&evt_key=b0c7f81b-6dd7-4199-8536-99c468ed49c3.

Food Export USA-Northeast, a non-profit organization that promotes the export of food and agricultural products from the northeast region of the U.S., receives federal export development funding from the United States Department of Agriculture and administers export education and promotion programs on behalf of the 10 northeastern state Departments of Agriculture.

Food Safety Modernization Act

The Food and Drug Administration has revamped their website to better address the implementation of the new act. There is a wealth of information including videos, webinars, meeting dates, public hearings and workshops about the new law. A full text of the law can be downloaded and there is a series of frequently asked questions posted. They also have initiated a sending email updates anytime FDA posts new information about the law. Go to <http://www.fda.gov/Food/FoodSafety/FSMA/> to sign up or review the information available.

Pesticide Applicator/Inventory Due to Fire Department

Patricia Hastings, Pesticide Safety Education Program Coordinator

All licensed pesticide applicators, as well as dealers, who store pesticides are required by law to send a copy of their storage inventories with an explanatory cover letter to the local fire company by May 1st each year. In New Jersey, all licensed pesticide applicators and dealers who store pesticides are required per N.J.A.C. 7:30-9.5 to maintain a list of the pesticides stored or likely to be stored during the license year. A storage inventory should be kept separate from the actual storage area.

The Rutgers NJAES Pest Management Office "Records & Forms" webpage provides two editable templates for submittal to the Fire Department that meet the minimum regulatory requirements. See the webpage at: www.pestmanagement.rutgers.edu/PAT/record_forms.htm

You may also devise your own format that suits your needs as long as it meets the requirements of N.J.A.C. 7:30-9.5.

1. **Pesticide Storage Inventory Form** - The purpose of the inventory is to provide local fire departments with an accurate description of things stored by location in case of fire or other emergency. We suggest filling out a form per storage address of your establishment.

2. **Cover letter** - All licensed pesticide applicators and dealers who store pesticides are required by law to send a copy of their storage inventories with an explanatory cover letter to the local fire company. Specifically, NJDEP regulations provide: "The cover letter shall explain that this list has been sent pursuant to N.J.A.C. 7:30-9.5(b).4".

3. Recent revisions to the New Jersey regulations now require a **written description or diagram depicting the exact location of the area on the property where the pesticide is stored**. Our template cover letter provides a space to write that description or indicate that a diagram is enclosed.

Submittal to the fire department is required annually by May 1st of each year (this does not pertain to pesticides stored for personal use, or to those storing pesticides at loading or application areas for less than 7 days). Applicators and dealers must keep the cover letter on file for a minimum of three years and should have it available for NJDEP upon request.

Cyclamen Mites on Strawberries

Molly Shaw, Cornell Cooperative Extension

Reprinted from the Feb. 2011 issue (Vol. 10 No. 2) of the New York Berry News

<http://www.fruit.cornell.edu/nybn/>

Last spring a question came up during a phone call with berry extension specialists around the state—How prevalent are cyclamen mites in our strawberry fields? Summer 2010 presented a perfect chance to find this out in the southern tier. Since we were out taking soil and leaf tests for another project, I simply took another set of leaf samples on strawberry farms to examine for cyclamen mites. Cyclamen mites are microscopic arthropods (technically not insects, just as spiders are not insects) that hide out in plants and make their living by sucking on plant cells. Ontario Ministry of Agriculture, Food, and Rural Affairs (OMAFRA) has a good fact sheet with pictures, <http://www.omafra.gov.on.ca/english/crops/facts/cyclam.htm>.

In the past cyclamen mites have been considered a minor pest of old strawberry fields that ought to have been removed anyway. But in 2010, we found them with surprising frequency in young strawberry fields. Cyclamen mites live in the crown of the strawberry plant, so you can usually only find them on the newest not-yet-unfolded leaves. Pick a leaf, gently spread it out, and look for almost-microscopic white graininess down by the leaf base. On heavily infested leaves I could see these white grains without a hand lens, but none of the farmers could. To reliably diagnose them you need a good hand lens, and I found a dissecting microscope came in very handy when finding small populations. (*Note from KD – even if you have good enough eyes to see the grains Molly refers to, they are difficult to tell apart from sand or clay particles. I can only zero in on the mites or eggs with a dissecting scope.*) My typical practice was to pick 25 baby leaves from each strawberry variety and examine them under the scope back at the office. Strawberry plants heavily infested with cyclamen mites will be stunted with deformed leaves. Interestingly, we found those symptoms on only a handful of plants on a couple farms, while nearly every farm had cyclamen mites on symptomless plants. In fact, of the 8 strawberry farms we sampled, only one was free of the cyclamen mites. What was even more surprising was that plants just planted in spring 2010 had cyclamen mites, sometimes as high as 40% of the leaves had mites, but typically they were at a somewhat lower level (10- 20%). This suggests that the mites were coming with the plants from the nursery—and most of the growers were using quite reputable nurseries!

So what? You can't see them, customers can't see them, and I just said that it's hard to tell if you even have them by visual symptoms! The threshold for when their sucking activity takes a toll on the plant isn't completely agreed upon. In California, 1 mite in 10 new leaves is considered a potential problem, while Manitoba uses 1 infested leaf in 15 as their threshold for treatment, with the added clarification that when you get to 45-65 mites per leaf it can cause a 1/3 yield reduction.

These mites reproduce quickly, from egg hatch to adult in 2 weeks when conditions are right, and females don't need males to lay viable eggs. With this type of exponential growth, going from a couple mites to the levels that cause 33% yield reduction can happen really fast! Besides yield reduction, the mites can cause general reduced vigor and winter hardiness, compounding problems for the poor plant. Cabot is a variety that some growers love and others can't quite get to perform well after the first year, and coincidentally Cabot had some of the highest mite levels. Could the challenge with Cabot really be a cyclamen mite challenge at its root?

What can you do if you have cyclamen mites? That's the problem, once you have them it's really hard to get rid of them since they reside way down in the protected crown of the plant. Endosulfan, a strong insecticide, is the only in-field treatment labeled in NY, and the label will end in 2016. It's supposed to be applied after renovation when the leaves have been mowed off, with high pressure and at least 200 gallons of spray/A. Anecdotally, growers haven't found even this treatment to be very effective. Usually the best thing to do for a serious infestation is to start over with clean plants. But clean plants from where? This year we found disturbingly high levels of cyclamen mites on 2010 plants, which suggests that they might have come infested from the nurseries, and reputable nurseries at that. Hot water dips for dormant crowns used to be recommended (110 F for 30 minutes, with tight control on the exact temperature achieved), but varieties are different in their heat sensitivity and many new ones haven't been tested. This is one of those areas where we don't have enough information. Ideally nurseries would have techniques in place to assure that they're shipping clean plants, but that's easier said than done. More research is needed to establish where the infestations are coming from and to find environmentally sound controls. In the mean time, take a look at your plants this spring, bring leaf samples to your local extension office where you can use a microscope to examine them, and check out the fact sheet mentioned above for excellent pictures of what you're looking for. The first part of the solution is identifying the problem.

Follow-up info for PA growers on cyclamen mites:

K. Demchak, Penn State Horticulture

The above article is especially timely because in addition to a renovation, a second time that chemical sprays can be applied for cyclamen mite management is as soon as straw is pulled off in the spring when sprays can still get into the crown area, which is critical for effectiveness. Other chemical options in PA besides endosulfan are Portal, for which a 2(ee) label was issued for cyclamen mite control, and Temprano (same active ingredient as in Agri-Mek) which is labeled for cyclamen mite suppression. Finally, it should be pointed out that predatory mites can be quite effective in searching out cyclamen mites, and if the cyclamen mites are present in only certain areas of the field, predatory mites can be released in the problem areas, though sprays toxic to predatory mites should be avoided. (Ask the company from which you order predatory mites what specie(s) they recommend for your situation.) Typically we think of cyclamen mites as being a matted-row issue, rather than a problem in plasticulture. However, especially if dormant plants are used as the plant material, cyclamen mites could potentially be a problem in either production system.

Heat Units for Scheduling Plantings of Vegetable Crops

Mike Orzolek, Penn State Horticulture

The heat unit, or heat summation, system is a technique used in scheduling successive plantings of vegetable crops in order to provide a continuous supply of high quality vegetables during the annual growing and harvesting season. It has been used primarily with processing crops, especially peas and sweet corn, but can be used with scheduling many fresh market crops. Use of scheduling sequential plantings of various vegetables helps to eliminate oversupply and/or undersupply during the growing season.

For a given crop it is known that there is a minimum temperature at or below which little or no growth takes place (Table 1). This is called the threshold or base line temperature. As the temperature rises above the threshold, the growth rate of the crop increases. There is also an optimum temperature, at which the growth rate is most rapid, and a maximum temperature above which plant growth ceases and injury results. However, the optimum and maximum temperatures are not commonly used in heat unit calculations.

(cont. on page 7)

(continued from page 6)

A heat unit, frequently called a growing degree day (GDD), is defined as one degree (F) above the threshold or baseline temperature for one single day. Daily mean temperatures are normally used for the calculations. The number of heat units or GDD for a given day is obtained from the following equation:

$$\text{Heat units} = \frac{\text{Maximum temperature} + \text{Minimum temperature}}{2} - \text{Base line}$$

Normally, a 30 heat unit interval or GDD is commonly used over the whole growing season to separate different or sequential planting dates. Example: if the high temperature for May 15 was 75°F and the low temperature was 45°F and the base line temperature from Table 1 for pumpkin is 50°F, then the heat units for May 15 would be $75 + 45 = 120$ divide by $2 = 60 - 50$ base temp = 10 heat units. If day temperatures stayed the same for 4 days, then a second planting of pumpkins could be made 4 days after the first seeding or transplanting of the initial planting date.

Table 1. The minimum and maximum temperatures for optimum growth of various vegetable crops.

Vegetable	Temperature (°F)	
	Minimum	Maximum
Chicory, chive, garlic, leek, onion, salsify, and shallot.	45	85
Beet, broccoli, Brussels sprout, cabbage, chard, collards, horseradish, kale, radish, kohlrabi, parsnip, rutabaga, spinach and turnip.	40	75
Artichoke, carrot, cauliflower, celery, Chinese cabbage, endive, fennel, pea, Lettuce, mustard, parsley, and potato.	45	75
Lima bean and snap bean.	50	80
Sweet corn, southern pea and New Zealand spinach.	50	95
Pumpkin and squash.	50	90
Sweet pepper and tomato.	65	80
Eggplant, hot pepper, okra, sweet potato and watermelon.	65	95

From "Knott's Handbook for Vegetable Growers". 5th edition by Don Maynard and George Hochmuth. 2007. Pp 107.

Produce Safety Alliance Recruits Members for Working Committees, Launches Website

John Carberry, Cornell University

Note: This is your opportunity to suggest the information and materials needed for you to develop your food safety program and training materials for your workers. I will be involved, but we are need growers and buyers to get involved with the process. Wes Kline

The Produce Safety Alliance (PSA) today announced the official launch of its website (www.producesafetyalliance.cornell.edu) and issued a call for farmers, researchers, state officials, produce industry experts and others interested in produce safety to join an Alliance working committee. The committee members will assist in the development of a national Good Agricultural Practices (GAP's) education curriculum focused on understanding and implementing fresh fruit and vegetable food safety practices.

The Alliance is a broad-based partnership charged with developing a national education and training program for farmers, packers, and regulatory personnel of fresh produce in anticipation of a new produce safety rule from the U.S. Food and Drug Administration (FDA). It is housed at Cornell University's National GAPs Program and is funded by the U.S. Department of Agriculture (USDA) and the FDA.

The Alliance has created ten working committees, each focused on a specific aspect of produce safety, ranging from production and post-harvest handling issues related to risk assessment and preventive practices through food safety plan writing to certification-related activities.

"It is in our best interest to cast a wide net to encourage broad participation in order to obtain the best information, scientific knowledge, and in-the-field experience available to inform these efforts," said Betsy Bihn, project director of the Alliance. "The website is one key information and outreach vehicle, but it is our intention to use various communications channels to inform and engage all interested stakeholders".

"By collaborating with other experts in the field, the Alliance will review existing GAPs educational and instructional materials, seek to identify and fill any areas where information is lacking, and then develop and continuously update multi-formatted education programs on food safety, as well as how to co-manage for food safety and environmental concerns."

Working committees will select a chair that will then serve on a Steering Committee for the Alliance. The Alliance's steering committee will play a leading role in bringing forward recommendations to the Alliance's Executive Committee on curriculum content as well as what education and outreach materials will be most effective in assisting farmers and packers in establishing or upgrading food safety systems for their operations.

The Alliance is governed by an Executive Committee which includes members from Cornell University, the Association of Food and Drug Officials, the National Association of State Departments of Agriculture, the FDA, USDA's Agricultural Marketing Service, and USDA's Natural Resources Conservation Service. The Executive Committee is charged with ensuring that educational outreach materials will be used in an effective and efficient manner.

(continued on page 9)

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“There is no more fundamental function of government than protecting consumers from harm, which is why food safety is one of USDA’s top priorities,” said Deputy Secretary of Agriculture Kathleen A. Merrigan. “The Alliance will bring a wide range of voices to the table and use that information to develop a valuable curriculum for fresh fruit and vegetable food safety practices. I encourage all interested parties to assist in these efforts as we move forward.”

“The Alliance has set an ambitious agenda,” said Michael R. Taylor, the FDA’s Deputy Commissioner for Foods. “Tapping into the expertise and experience of farmers, researchers, and food safety professionals for these working committees will be key to its success.”

To ensure the widest possible level of participation each working committee will meet by teleconference on a regular basis as set by that working committee. Individuals interested in joining a PSA working committee can download a membership form from the Alliance website at <http://producesafetyalliance.cornell.edu/working.html>. For those without computer access, they can request a membership form by calling 315 787 2625 or writing to Betsy Bihn, 630 W. North Street, Hedrick Hall-NYSAES, Geneva, NY 14456.

“We encourage all those with expertise and knowledge in the produce food safety area to come forward and assist in these efforts as it will lay the foundation for the Alliance’s GAPS Educational Materials Conference to be held in June in Orlando, FL,” said Bihn. “During the conference, the Alliance will review existing materials, determine where new or additional materials are needed, and begin developing those materials. We encourage participation in this process.”

To view a complete list of working committees and details on the scope of work of each committee, visit: <http://producesafetyalliance.cornell.edu/working.html>.

Calendar of Important Events

📅 Indicates the newly added event since last calendar

May 2011

May 3

Weed Management, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ, 9-noon; \$20. Credits: 6-3A & PP2. For info call Viola Carson 856-451-2800 x4.

May 4

Stormwater Management in Your Backyard, RCE Gloucester County, 1200 N. Delsea Dr., Clayton, NJ. 8:45-noon; \$20. For info call Mary Cummings 856-307-6450 x1 or email: cummings@njaes.rutgers.edu

May 11

Plant Pathology, RCE Gloucester County, 1200 N. Delsea Dr., Clayton, NJ. 8:45-noon; \$20. Credits: 6-3A and PP2. For info call Mary Cummings 856-307-6450 x1 or email: cummings@njaes.rutgers.edu

May 16 - 18

Bee-ginner's Beekeeping, For more information or to register call 732-932-9271 or visit: www.cpe.rutgers.edu/bees

May 18

Tree & Small Fruit Production, RCE Gloucester County, 1200 N. Delsea Dr., Clayton, NJ, 8:45-noon; \$20. Credits: 3-3A & PP2. For info call Mary Cummings 856-307-6450 x1 or email: cummings@njaes.rutgers.edu

May 24

Twilight Blueberry Growers Meeting, Philip E. Marucci Center for Blueberry and Cranberry Research and Ext., 12a Lake Oswego Chatsworth, NJ. For info call Gary Pavlis 609-625-0056

May 31

Twilight Wine Grape Growers Meeting, Site to be determined in Southern NJ. For info call Jerry Frecon 856-307-6450 or Gary Pavlis 609-625-0056.

June 2011

June 1

Twilight Wine Grape Growers Meeting, Site to be determined in Northern NJ. For info call Win Cowgill 908-788-1339 or Gary Pavlis 609-625-0056.

June 7

Turf Pest Problems, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ, 9-noon; \$20. Credits: 6-3B & PP2. For info call Viola Carson 856-451-2800 x4. Pre-registration required.

June 16

Twilight Cranberry Growers Meeting, Site to be determined. For info call Ray Samulis 609-265-5050.

June 21-23

International Potato Processing & Storage Convention, Crowne Plaza Hotel, Denver. For more info visit: www.potatoconvention.com

June 27-29

Berry Health Benefits Symposium, Westlake Village, California. For more info visit: www.berryhealth.org

August 2011**August 14-18**

95th Annual Meeting of the Potato Association of America, Wilmington, N.C. For more information visit: www.paa2011.org

October 2011**October 15-17**

Produce Marketing Association Fresh Summit, Atlanta. For more info visit: <http://show.pma.com/freshsummit>

November 2011**November 16-17**

Pacific Northwest Vegetable Association Conference & Trade Show, Three Rivers Convention Center, Kennewick, Wash. For more info call 1-509-585-5460 or visit: www.pnva.org

November 28-30

Southeast Vegetable & Fruit Expo, Kingston Plantation Embassy Suites Resort, Myrtle Beach, S.C. For more info call Cathy Price 1-919-334-0099.

December 2011**December 6-8**

Great Lakes Fruit, Vegetable & Farm Market EXPO, DeVos Place Convention Center, Grand Rapids, Mich. For more info visit: www.glexpo.com

January 2012**January 4-6**

Potato Expo 2012, Loews Royal Pacific, Orlando, Fla. For more info visit: www.potato-expo.com

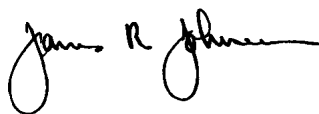
REGULARLY SCHEDULED MEETINGS

✓ Indicates meeting will be held at RCE of Cumberland County

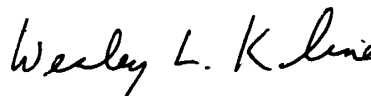
<p>✓</p> <p>Pesticide Certification Exam Schedule—Cumberland County 291 Morton Avenue Millville, NJ 08332 (Between Rosenhayn & Carmel)</p> <p style="text-align: center;"><u>2011</u></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">May 4</td> <td style="width: 33%;">Jun 2</td> <td style="width: 33%;">Sep 2</td> </tr> <tr> <td>Oct 28</td> <td>Nov 9</td> <td>Dec 14</td> </tr> </table> <p style="text-align: center;">To Register call 609-984-6614 For directions call 856-451-2800 *****</p>	May 4	Jun 2	Sep 2	Oct 28	Nov 9	Dec 14	<p>✓</p> <p>Cumberland County Agriculture Development Board 291 Morton Avenue Millville, NJ 08332 (Between Rosenhayn & Carmel)</p> <p style="text-align: center;"><u>2011</u></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">May 11</td> <td style="width: 33%;">Jun 8</td> <td style="width: 33%;">Jul 13</td> </tr> <tr> <td>Aug 10</td> <td>Sep 14</td> <td>Oct 12</td> </tr> <tr> <td>Nov 9</td> <td>Dec 14</td> <td></td> </tr> </table> <p style="text-align: center;">Meetings start at 7 p.m. Call DeAnn at 856-453-2211 *****</p>	May 11	Jun 8	Jul 13	Aug 10	Sep 14	Oct 12	Nov 9	Dec 14		<p>✓</p> <p>Cumberland County Board Of Agriculture 291 Morton Avenue Millville, NJ 08332 (Between Rosenhayn & Carmel) 7 pm meetings</p> <p style="text-align: center;"><u>2011</u></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">May 19</td> <td style="width: 33%;">Sep 15</td> <td style="width: 33%;">Oct 20</td> </tr> <tr> <td>Nov 17</td> <td>Dec 15</td> <td></td> </tr> </table> <p style="text-align: center;">For info call Shirley Kline, President 856-685-3784 *****</p>	May 19	Sep 15	Oct 20	Nov 17	Dec 15	
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Nov 17	Dec 15																						

<p>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</p>		
May 20	Jun 17	Jul 15
Aug 19	Sep 16	Oct 21
	Nov 18	

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.

Remember to keep up with all the news! Visit our website for present/past issues of "Cultivating Cumberland".

<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.

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Cooperative Extension of Cumberland County
Extension Education Center
291 Morton Avenue
Millville, NJ 08332-9791

RUTGERS
New Jersey Agricultural
Experiment Station

Exporting 101: Educational Seminar

May 19, 2011 • East Brunswick, New Jersey • 8:00 am –12:30 pm*



Questions?

Phone: 609.984.2503
Email: jdarlaea@gmail.com

What is the Branded Program?

The Branded Program is a service offered to small Midwestern and Northeastern food and agricultural companies to help them off-set international marketing expenses. It's a cost-share program that reimburses 50% of approved promotional expenses such as trade show fees, brochures, advertising, label changes (if required by market regulations), and more. This means you could place twice the number of ads, attend two trade shows instead of one, ship products to four potential clients instead of two, etc. Bottom line—it can save you money in your international exporting endeavors!

Contact Us
Food Export Association of the Midwest USA
312.334.9200
info@foodexport.org www.foodexport.org
Food Export USA-Northeast
215.806.9111
info@foodexport.org www.foodexport.org

About Us
Food Export-Midwest and Food Export-Northeast are private, non-profit associations that offer a variety of programs and services to help grow exports of value added food and agricultural products. Many services are administered through Market Access Program (MAP) funding from the USDA Foreign Agricultural Service.

Food Export-Midwest and Food Export-Northeast do not discriminate on the basis of age, disability, national origin or ancestry, race, gender, religion, sexual orientation, marital status, political affiliation or military status. Persons with disabilities who require alternate means for communication of program information can contact us. Food Export-Midwest and Food Export-Northeast reserves the right to deny services to any firm or individual which, in the sole opinion of Food Export-Midwest and Food Export-Northeast, does not comply with USDA Foreign Agricultural Service, MAP or Food Export-Midwest and Food Export-Northeast regulations or policies, or otherwise offer the best opportunity to achieve its mission of increasing food and agricultural exports. Submission of any false or misleading information may be grounds for rejection or subsequent revocation of any application or participation.



New Jersey Department of Agriculture
Justin Darlea
P: 609.984.2503
jdarlaea@gmail.com

Learn about the opportunities and challenges that exist for your products in the worldwide food export market

Join Food Export-Northeast and the New Jersey Department of Agriculture as Dennis Lynch, Food Export's Helpline Counselor, discusses the best way to get started or improve your skills in the food and agricultural export market. This seminar will keep you up to date on important changes in the food export market from the last year.



In 2010, all U.S. agricultural exports worldwide totaled a record of more than US\$ 115.8 billion, a new record high and a growth of 18% from that of 2009.

You'll learn the keys to exporting success:

- How to develop export readiness skills
- Understanding the harmonized system for import-export purposes
- Export pricing, quoting, and terms of sale
- Export documentation and logistics
- Federal assistance programs available to help U.S. food exporters break into new markets

All pre-registered attendees will receive:

- **Global Food Marketer**, Food Export-Northeast's and Food Export-Midwest's newsletter
- Companies registered before the deadline will receive, at no additional cost, a market analysis of the top markets for their products

*** BONUS OPPORTUNITY! – Starting at 1:30 pm, individualized consultations with our Export Counselor, Dennis Lynch. Meeting time slots are on a first-come, first-served basis. Sign up early to schedule a time that's best for you!**

Dennis Lynch, M.I.B.A., CGBP, is a 30-year veteran of international trade who has held a variety of positions in the public and private sectors. He has been directly involved in monitoring, troubleshooting, and facilitating export transactions for more than 20 years.

As the export counselor behind Food Export-Midwest's and Food Export-Northeast's Food Export Helpline, Dennis provides customized technical export assistance to a variety of food and agricultural firms. He is a dynamic and informative speaker who speaks regularly at educational seminars throughout our organizations' Midwest and Northeast regions.

Dennis is a Certified Global Business Professional (CGBP) and a member of NASBITE, the National Association of Small Business International Trade Educators.

Registration Deadline: May 6, 2011 FEE: \$50 per person

HURRY! Register for the seminar today. Space is very limited.

Additional Assistance

For the most up-to-date information on registration dates, fees, and additional services, please visit the activity calendar at www.foodexport.org.

FOR MORE INFORMATION Contact us at 312.334.9200 or info@foodexport.org for further information, or fax this back to 312.334.9230.

(Note: This is not a registration form.)

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PRODUCTS

Check here and provide your company email address _____ If you no longer want to receive emails from Food Export-Midwest and Food Export-Northeast. You can also call or email us at 312.334.9200 or info@foodexport.org. If you would like to hear about future Food Export-Midwest and Food Export-Northeast promotions via email, please provide your email address _____

Please note that this activity is pending funding from the USDA Foreign Agricultural Service. Please visit our website for more event information.