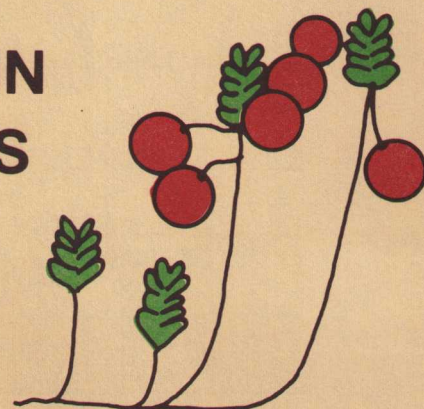


December, 1985

WISCONSIN CRAN TIPS



DEAR WISCONSIN CRANBERRY GROWER:

This is our final issue of Cran Tips for 1985. This year like others, has brought changes, joys and for some, disappointments. For many the 1985 Wisconsin cranberry crop was among the best ever, for others hail and other storm related damage caused havoc. Severe hail damage to cranberry plants will undoubtedly carry over in its effects on the 1986 crop. At this point however, none of us can be certain to what degree this carryover will reduce or alter cropping or crop management.

The beauty and quiet of winter and the Holiday season upon us will hopefully allow all of us the opportunity to reflect on the many reasons we have to be thankful.

From all of us, our best wishes for all the joys of the Holiday season and a prosperous 1986 to each of you and your families!

1986 WCGA Annual Meeting and Cranberry School Jan. 22-24, 1986

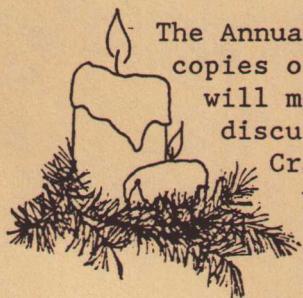
The program for the WCGA Annual meeting and for the UW Extension/WCGA Cranberry School are now essentially complete. Thanks to the WCGA program committee, many useful program ideas were suggested and have been included as topics. Among others they include:

- The Physiology of Freezing Damage in Plants
- Cranberry Flea Beetle - An Overlooked Pest?
- The Status of Cranberry Cottonball
- Cranberry Fruit Set - Practical Reminders
- The Russian Project and Cranberry Cultivars
- The Characteristics of Cranberry Soils
- The Nitrogen Cycle - Back to Basics

Based on the apparent success of the 1985 grower panel, this year's grower panel of Larry Rezin, Jerry Brockman, Jere Westfall, Wayne Duckart and Lloyd Peterson will discuss Cranberry Plant Nutrition in Practice. Also new this year will be a discussion of Wisconsin's proposed Integrated Pest Management (IPM) program, described in greater detail below. Guest speaker is Sherri Roberts, previously Cranberry IPM coordinator for the Massachusetts program. Sherri will outline how the program operates and its results.

The WCGA Annual Meeting begins at 1:30 p.m., January 22 followed by the Cranberry School on January 23-24, 1986. Both will be held at the Mead Inn in Wisconsin Rapids, not at the Library as in the past.

The Annual meeting program will differ in that growers will receive copies of 1985 research reports by mail with the programs. Tod Planer will mail out all of this shortly after January 1. A question and discussion period on this research supported by your funds via the Cranberry Marketing Board will be held in place of formal presentations by each of the researchers.



We hope to see each of you at the Annual Meeting and Cranberry School!

KUDOS TO OCEAN SPRAY, INC!

Congratulations to Ocean Spray on surpassing the \$500 million mark in sales in August, 1985! As noted by the company's president, the \$500 million mark is "not a goal in itself" but rather a milestone and a tribute to the efforts of the cooperative's growers and employees.

BRAVO 500 NOW LABELED FOR CRANBERRY DISEASE CONTROL

Too late for the last issue of Cran Tips, SDS Biotech Corporation notified research personnel that BRAVO 500 (chlorothalonil) has now been registered for use on cranberries. You may add this product to your list of options for disease management in Bulletin A3276, "Cranberry Pest Control," which will not be revised in 1986. This is a broad spectrum fungicide that is active against many of our fruit rotting fungi. BRAVO has performed well in experimental plots both here in Wisconsin and in New Jersey. It is formulated as a flowable, and recommended rates are 6 to 10 pts per acre. Applications should begin at late bloom and be continued at 10- to 14-day intervals. Under normal conditions, the low rate applied on a 14-day schedule is probably sufficient. BRAVO 500 should NOT be applied: 1) more than three times during the season; 2) within 50 days of harvest; or 3) to bogs when flooded. Irrigation water in treated bogs should not be released for at least 3 days following application. A copy of the supplemental label is available at your county extension office or from you dealer. Remember: always read and follow the directions on the pesticide label.

S. N. Jeffers

NOT FOR THE BIRDS . . . ?

Enclosed for your leisure time reading is a copy of UW Extension Bulletin G3176, "Bird Feeding," an excellent publication by professors Scott R. Craven and Robert Ruff, Wildlife Ecology. If you already have a copy, please pass this on to a friend or relative who might have an interest.

Another related superb publication available from county Extension offices statewide is G2091, "Shelves, Houses and Feeders for Birds and Squirrels." Price is \$2.00.

DID YOU KNOW . . . ?

U.S.D.A. statistics show that while food prices rose in 1984, they are still a bargain compared to most items. They also show that only a small amount of the higher prices paid by consumers made it into farmers' pockets.

The U.S.D.A. reports that food prices, measured by the Consumer Price Index (CPI), rose 3.8% in 1984, nearly the same as 1982, but above the 1983 increase of 2.1%, the smallest yearly increase since 1967.

Food costs lagged behind the CPI average increase of 4.3% for all items and well behind the 4.5% increase for transportation and 6.2% increase for medical care in 1984.

Since 1984, the farm value of food products has risen only 7% while the farm-to-retail spread, which is the difference between the retail price and what farmers receive, has risen 17%.

Currently, farmers receive an average \$.27 of each dollar spent on food. This compares to \$.33 for labor costs, \$.08 for packaging charges and \$.05 for before-tax profits.

Food purchases, although rising, are still a very small part of consumer income. In 1984, the average consumer spent only 15.2% of his total personal disposable income on food, down from 16.8% ten years ago. The U.S. consumer still spends less on food than any nation in the world and less than at any time in history.

For more info request "What's Happening to Food Costs" from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Adapted from AgriAction, WI AgriBusiness Council, Vol 1, 1985.

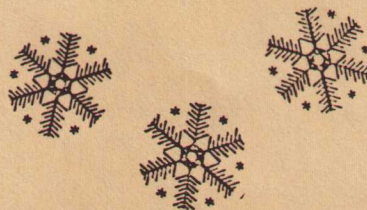
RANDOM 'PICKINS' . . .

Statistics show that in 1940 each car on the road had an average of 2.2 persons; in 1950 it was 1.4. At this rate by 1990 2 out of every 3 cars on the road will be empty.

* * * * *

Most dull speeches are delivered by people with nothing to say who are anxious to say it. (Editors note: Hopefully not applicable to newsletters!)

Happy Holidays



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