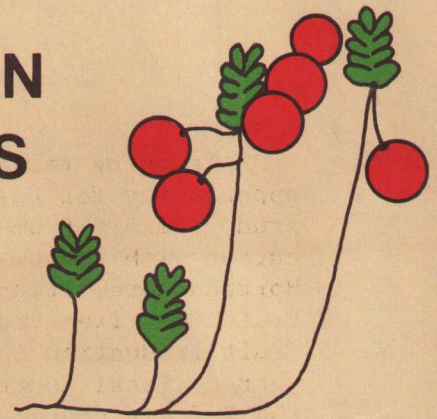


# WISCONSIN CRAN TIPS

November, 1987



DEAR WISCONSIN CRANBERRY GROWER:

It's great to be back! As you may recall my wife and I traveled to Finland in May and returned October 1. The trip involved a research leave funded in part by a Fulbright grant I received for research on lingonberry genetics and culture. During our stay we lived and worked at the Horticulture Experiment Station near Piikkiö in southwest Finland. In search of lingonberry plant material, we were fortunate to be able to travel extensively throughout Finland. I'll share more details on this at cranberry programs in the future.

The lingonberry, Vaccinium vitis-idaea, is a close relative of cranberries, both the European species, V. oxycoccus and the North American cranberry, V. macrocarpon. Fruits are much smaller (the size of a large pea), similar to cranberry in flavor but lacking the slight bitterness of cranberry attributed to benzoic acid in the fruit. Lingonberries are well known in northern Europe and widely used for juice, preserves, sauces, jams and jellies.

My objectives in the research leave were to 1) assess the genetic diversity and collect representative plant material 2) learn the general cultural requirements of the plant and 3) mutually exchange culture and scientific knowledge with scientists in Finland. Despite normal language difficulties I'm pleased to say these objectives were largely accomplished. Further research here in Wisconsin is intended to possibly introduce the lingonberry as an alternative commercial crop. More on this later . . .

General consensus appears to be that the 1987 Wisconsin cranberry crop will be down slightly from 1986. Fruit quality and color in my opinion is the best in ten years, perhaps a response to increased heat units this summer? With some exceptions, most growers appear to be satisfied with the harvest with a good outlook for 1988.

## Dr Mac to Retire

Professor Malcolm N. Dana will retire from the Department of Horticulture Faculty on December 31, 1987. Having reached the "normal" retirement age, Dr. Dana will accept the opportunity to turn over his 7:45 a.m. classes to other hands and minds.

Dr. Dana was appointed to the faculty on August 1, 1952, eight days after receiving a Ph.D. at Iowa State College. Five weeks later he met his first class and was assigned his first graduate student--a young man interested in attaining a master's degree.



Teaching rather than learning was a novel experience, for no opportunity for teaching had been sought or granted during the advanced study years. From that fateful September day in 1952 to the end of his career with the UW-Madison, Prof. Dana conducted classes in Survey of Horticulture, Principles of Fruit Production, Plant Propagation, Small Fruits and Tree Fruits in the Long Course and also offered Fundamentals of Fruit Production in the Farm and Industry Short Course in 23 of his 35 years. Total undergraduate enrollment in his classes was about 5,000 with the 2 fruit courses accounting for about 1700 of that total.

"I have drawn great personal satisfaction from my association with students both as teacher and academic adviser," Dr. Dana says.

He admits that at the inception of his career, teaching was far down the list of priority goals. But with the development of confidence in his knowledge and an element of "ham" acting Dr. Dana has enjoyed a successful teaching career.

Recognition of his abilities and contributions to the classroom were documented by teaching awards from the College of Agricultural and Life Sciences in 1971, the University of Wisconsin-Madison in 1983, the American Society for Horticultural Sciences in 1986, and the Farm and Industry Short Course in 1987.

Dr. Dana established a program for herbicide evaluation in the state's cranberry and strawberry industries and was instrumental in providing data leading to the label registration and safe use recommendations for several materials that are standard in the industries today. His analysis of the weed control problem in cranberries led to studies of plant nutrition that have improved fertilizer practice in the field.

Although not a member of the Cooperative Extension staff, Prof. Dana has maintained a close working relationship with Extension personnel and has freely shared his expertise in fruit culture with grower groups, community organizations and individuals. He has spoken to grower groups from New Hampshire to Nebraska and Tennessee to Manitoba most commonly on cranberry, strawberry and raspberry culture. The widely published "Ten P's to Profit," a presentation outlining the principles supporting successful pick-your-own harvest of strawberries was first given to a grower meeting at Black River Falls in the late 1950's.

A stint as chairman of the Department of Horticulture from 1973-78 was followed by the involvement in a strawberry cultivar selection program developed cooperatively with Dr. Galletta of the United States Dept. of Agriculture. The selections from that program will receive final evaluations in the two or three years following retirement. A few of the selections merit continued evaluation for possible cultivar status.

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Editor Note: Dr. Dana remains a true friend of the cranberry industry everywhere, especially in Wisconsin. We know you'll join us in recognizing his contributions and in wishing him and his wife Judy all the joys and exciting opportunities retirement can bring!



## TWO CRANBERRY PROGRAMS IN 1988!

It appears some confusion was created by a recent mailing from the UW Farm and Industry Short Course office in the College of Agriculture. Please note: There are TWO cranberry educational programs scheduled for January, 1988. The WI CRANBERRY SCHOOL is scheduled for January 18-20, 1988 at the Mead Inn in Wisconsin Rapids. As planned at present the Wisconsin Cranberry Grower's Association meeting is scheduled for the afternoon of January 18, Cranberry School, with discussions on cranberry crop management on January 19, and Cranberry Pesticide Applicator Training and Certification on January 20. Tod Planer, Wood County Extension, will provide further details and registration forms in a late December mailing, as in the past.

Some special features of Cranberry School:

1. A special spouse's program is being prepared for those who do not want to participate in the entire School program.
2. 1988 is a very special year, the Centennial Year for the Wisconsin Cranberry Growers Association. Special activities are being planned by the WCGA Centennial Committee to celebrate 100 years of the organization. One of these activities will be special historical exhibits at the Annual Meeting and School January 18-20.

EXHIBITORS, PLEASE NOTE: In light of space limitations and the emphasis on the Centennial celebration, the WCGA Executive Board and Centennial Committee have asked that there be NO commercial exhibits in the lobby or meeting rooms at Cranberry School in 1988. Your understanding and conforming to this policy is requested. Thanks!

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The second cranberry educational activity, the Farm and Industry Cranberry Crop Management Short Course scheduled January 4-8, 1988 is at present a one-time program. In brief, this short course replaces a three week short course previously called Fundamentals of Fruit growing. Tentative plans at present are to cycle the one-week intensive course annually to encompass the major commercial fruit crops in Wisconsin, for example cranberries (1988), apples (1989), berries (1990), etc.

The plan for the 1988 Cranberry Short Course to be taught on the UW campus in Madison is to provide 20 hours of in-depth instruction on cranberry plant growth and development, plant nutrition, irrigation management, IPM programs, insect, disease and weed recognition and control, pest control equipment, and basic record keeping, taught by UW research and Extension faculty. The course is especially designed for cranberry marsh foremen and workers interested in a better understanding of the whys of cranberry production, beyond the level possible in Cranberry School. The



objective of the Short Course is not, however to teach How to Grow Cranberries. Only on farm experience will accomplish this.

The short course is limited to 48 persons, with priority for Wisconsin cranberry operators. Deadline for registration is mid-December. If you are interested please refer to the information you were previously sent or call or write the FISC Short Course office, College of Agricultural and Life Sciences, 105 Agriculture Hall, University of Wisconsin-Madison, 1450 Linden Drive, Madison, WI 53706 (Tel: 608-263-3918) as soon as possible.

#### New faces in old places . . . .

Elsewhere in CranTips is a note concerning Professor Malcolm N. Dana's impending retirement. As of January 1, 1988, I will terminate my role as Cooperative Extension specialist for fruit crops and assume Professor Dana's fruit crop research and teaching duties in the Department of Horticulture at UW-Madison.

I look forward enthusiastically to the challenges of new responsibilities and to more contact with students. Like Professor Dana, however, it is my intent to continue a close working relationship with fruit growers, fruit crop organizations and Cooperative Extension personnel in Wisconsin in the years ahead.

I'm also very pleased the UW College of Agriculture and Cooperative Extension administrations have made the decision to refill the position left vacant by my shift to teaching and research.

The search for a new fruit crops Extension specialist is now underway. Hopefully the search will soon be successful and a new specialist will be on board in the near future. In the meantime, we'll ask for your patience and understanding. Winter fruit crop programs in 1988 will continue as planned. See you there!

Elden J. Stang

#### Smile . . . .

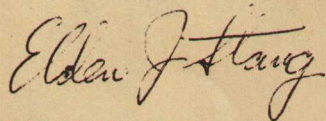
Cooperation is doing with a smile what you have to do anyhow.  
-Quote Magazine

Eternity is two people and a turkey.  
-James Dent

HAPPY THANKSGIVING

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