Project Title: Sustainable Cranberry Production

Project Leader: Hilary Sandler

Project Overview

The cranberry industry in Massachusetts faces many challenges. Growers struggle to remain economically competitive and environmentally sustainable. It is anticipated that the industry may lose some acreage due to attrition and that smaller growers may sell their land. As with all farmers, energy costs are rising quickly, impacting the bottom line. Growers must develop and adopt innovative technology to remain competitive. The additional pressure of marketing fruit for export (foreign) markets that mandate restrictive thresholds for pesticide residues present yet another challenge. Growers must understand the biology of cranberry pests to properly utilize new management tactics. Additionally, they must contend with increasing urban pressure on the farm's margin as many parties compete for resources. The goal of the UMass Extension Sustainable Cranberry Project is to provide cranberry growers with pertinent and timely information so they may sustain their operations in Southeastern Massachusetts.

Activity Summary - 2014

- Annual Meeting - Cranberry Management Update (1)
- Bogside Workshops (3)
- Cranberry Station Newsletter (1)
- Cranberry Station web site (1)
- Development of BMPs for maintaining and enhancing native pollinator habitat (1)
- Graduate Student Applied Research (20)
- Implementation of tile drainage for improved cranberry health and pest management (1)
- Research in support of reduced-risk pesticide registration (1)
- Use of analytic hierarchy process (AHP) to determine grower preferences for integrated management of dodder, a serious weed pest in cranberry. (1)

Total educational contacts

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<th>Adult Contacts</th>
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<tr>
<td>In Person</td>
<td>346</td>
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<tr>
<td>Indirect Contacts (Print, Web, etc...)</td>
<td>25,939</td>
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Narrative Summary and Impact

Our 2014 meetings allowed 278 attendees to obtain 1046 contact hours towards pesticide recertification. Based on survey data (148 respondents from 257 attendees) from our 2014 Update Management meeting, 81 and 29 (phosphorus loss management during harvest), 85 and 24 (targeting herbicide applications), 90 and 32 (poison ivy and moss management), 102 and 31 (fruit rot in NJ), 89 and 24 (adjuvant technology), 68 and 24 (nutrient management), 81 and 27 (frost cycling), 92 and 20 (cranberry fruitworm management), and 88 and 21 (pollination) growers got new information and/or got information they will likely use on their farm, respectively. The relevant topics for the responses are in parenthesis.

Web access continues to be an excellent resource for our constituents and people interested in sustainable cranberry production. Many of our fact sheets, presentations, and publications are available on Scholarworks, a digital repository. Based on the metrics generated by BeePress (which supports Scholarworks for UMass), visitors to the Scholarworks site downloaded 2,001 copies of various sections the UMass Cranberry Station Chart Books (+69% from last year), 259 copies of the Cranberry Production Manual CP-08 (-29% from last year), 1,103 copies of BMPs (-24% from last year; IPM was downloaded most often, 269 times), 2,496 copies of our Extension PowerPoint presentations (-19% from last year; pesticide compatibility chart was the most popular with 110 downloads), and 420 fact sheets (-2% from last year; physiology of cranberry yield was the most popular with 150 hits).

Collaborating Organizations

- Cape Cod Cranberry Growers Association
- Cranberry Institute
- Ocean Spray Cranberries, Inc.
- Cranberry Research Foundation