Project Title: Sustainable Fruit Production and Marketing

Project Leader: Sonia Schloemann

Project Overview

Fruit farms and vineyards provide open space and scenic vistas that add significantly to the quality of life in Massachusetts. The lands surrounding agricultural production provide buffer zones for native species of plants and animals and corridors for their movement or expansion. To remain a vital part of the Massachusetts economy, both new and established growers must learn to produce crops sustainably and to adapt production systems to market opportunities. New varieties provide fruit farmers with opportunities for enhancing production, quality, sales and consumption. UMass Extension provides farmers with access to current research information on new and alternative species and varieties, advanced horticultural management techniques, marketing and business management strategies, pest-ecology, and pest-management procedures. Research on pest ecology and management informs approaches that optimize control, reduce chemical use and increase fruit quality. The knowledge and resources provided by Extension forge successful partnerships with Massachusetts’s fruit producers that in turn foster a more secure, diverse and healthful food supply for the Commonwealth.

Activity Summary - 2018

- Berry Notes Newsletter (12)
- Articles published in refereed publications (31)
- Conferences and Symposia (12)
- Demonstration Projects (12)
- Fruit Notes (4)
- Healthy Fruit - Online Version (22)
- Mass Aggie Seminars (7)
- Master Gardener Trainings (4)
- NE Small Fruit Pest Management Guide - Online Version (1)
- NE Small Fruit Pest Management Guide - Print Version (1)
- NE Tree Fruit Management Guide - Online Version (1)
- NE Tree Fruit Management Guide - Print Version (1)
• Cranberry Station Newsletter (7)
• Healthy Fruit Alerts (22)
• Grape Notes/Northern Grapes Project (23)
• IPM Berry Blast (13)
• Berry Notes (12)
• Healthy Fruit Newsletter (20)
• Twilight Meetings (7)
• NE-1020 Multi-state Evaluation of Winegrape Cultivars and Clones (1)
• Phone and email consultations (1143)
• Presentations at On-Farm/Twilight Meetings and Workshops (24)
• Presentations at Professional Conferences and Meetings (24)
• Research Projects (8)
• Site Visits (243)
• UMass Fruit Advisor Website (1)
• Vegetable/Fruit IPM Facebook Page Posts (13)

Total educational contacts

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<th>Adult Contacts</th>
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Narrative Summary and Impact

Fruit farms and vineyards provide open space and scenic vistas that add significantly to the quality of life in Massachusetts. The lands surrounding agricultural production provide buffer zones for native species of plants and animals and corridors for their movement or expansion. To remain a vital part of the Massachusetts economy, both new and established growers must learn to produce crops sustainably and to adapt production systems to market opportunities. New varieties provide fruit farmers with opportunities for enhancing production, quality, sales and consumption. UMass Extension provides farmers with access to current research information on new and alternative species and varieties, advanced horticultural management techniques, marketing and business management strategies, pest-ecology, and pest-management procedures. Research on pest ecology and management informs approaches that optimize control, reduce chemical use and increase fruit quality. The knowledge and resources provided by Extension forge successful partnerships with Massachusetts’s fruit producers that in turn foster a more secure, diverse and healthful food supply for the Commonwealth.

Collaborating Organizations:

• Massachusetts Cultivated Blueberry Growers Association
• Massachusetts Department of Agricultural Resources
• Massachusetts Farm Winery & Growers Association
• Massachusetts Fruit Growers' Association
• Massachusetts Horticultural Society
• Massachusetts Master Gardeners Association
• New England Vegetable & Berry Growers Association