



HORTICULTURE NEWS

Winter 2003

2003 In Review

By John Farfaglia

It was another challenging year for the horticulture industry. Cool spring weather put pressure on early season sales and encouraged more disease problems later in the year. Nurseries and municipal arborists are concerned with the possibility of dealing with a new pest the emerald ash borer. This pest and others like the Asian long horned beetle have come into the U.S. on shipping crates from overseas. That makes at least two ways that free trade hurts agriculture!

Are Your Pesticides Still Legal? Check the EPA Numbers!

Several calls from growers and other pest managers in the last few months have highlighted an important issue. Some operations have pesticide products in inventory no longer legal to use or discontinued. In many cases the pesticide names have not changed, but the EPA numbers are different and this created confusion. This has caught most users by surprise, who were completely unaware of a potential violation of State law. Unfortunately it can be difficult for users to know when a product is no longer registered or has been discontinued. In New York a cooperative effort

between the NYSDEC and Cornell Pest Management Education Program has made it much easier to determine registration status there. A computer with internet access can be used to easily check each product or EPA number. There is even an archive for checking when an expired product was last registered in the State. For those without a computer, many local libraries can help with the process or you can contact your local NYSDEC or Cornell Cooperative Extension office for assistance. The website to use is: <http://pmep.cce.cornell.edu/pims/index.html>

Following is a selected list of insecticides and miticides that are discontinued or no longer registered in New York State. Discontinued products (*starred) still have active registrations in NY as of October 13, 2003 but are due to expire. Products not starred in the middle column are no longer legal for use. This is not a comprehensive list and does not include fungicides, plant growth regulators or herbicides, so be sure to verify all products in storage. This list pertains primarily to products used on ornamental plants; other formulations with different EPA registration numbers may not be included. While the list applies to New York, it may be helpful for growers in other states to check this list against their inventories and investigate state registrations of flagged materials. By Dan Gilrein Entomologist, CCE of Suffolk County

Building Strong and Vibrant New York Communities

Product	Old EPA number(s) Not registered or 'Discontinued' in New York	EPA number currently registered in New York
Address T/O	70506-1-707*	None
Astro ¹	279-3041	279-3141
Avid	618-96	100-896
Azatin XL	62552-10,62552-10-59807	70051-27-59807
BotaniGard 22WP	65262-10*	70810-8
BontaiGard ES	65626-8*	70810-6
Cinnamite	58866-12-65626	None
Closure ²	58185-18*	None
Cygon/Dimethoate – see Dimethoate		
Diazinon ³	See note	
Dimethoate/Coygon ⁴	769-948, several	34704-207, see note
DiPel DF	275-103*	73049-39
Dithio ⁵	1327-38	None
Dursban 50W ⁶	62719-255	62719-72
Dursban Pro ⁶		62719-166
Dycarb	58185-18	None
Enstar II	55947-82	2724-476
Floramite ⁷	See note	400-481, 400-508
Gnatrol	275-52*	73049-11
Hexygon 50WP ⁸	10163-208	10163-240, 10163-251
Joust	3125-437-59807	None
Kelthane	707-229*, 707-205	62719-414
Knox-Out GH	4581-379 or 4581-379-1001	None
Lindane	8660-52-51036	None
Malathion ⁹	See note	
Mavrik ¹⁰	20954-123/55947-101	2724-478
Methoxychlor ¹¹	655-742, 34704-102*	None
Morestan	3125-381	None
Pentac	20954-112	None
Plantfume 103 ⁵	8241-10	None
Pyrenone	4816-490	432-1033
Scimitar GC ¹²		10182-1088, 100-1065
Sumithrin	6218-41 or 6218-46-59807	None
Talstar 10WP	279-3057-538 or 279-3057	None
Talstar F ¹³	See note	279-3105-499
Tempo ¹⁴	3125-352*	3125-462, 3125-498, 3125-590
Topcide	10182-379	None
Triact	11688-9, 70051-8	70051-2-59807
Turcam	45639-59	None
Ultra-Fine oil	862-23	862-23-499
Xentari	275-104*	73049-40

*Registrations for these EPA numbers are listed as 'discontinued,' i.e. they are currently active in NY but due to expire. Check with state authorities to verify status in other states.

¹Astro:newest labels omit field nursery uses.

²Closure registration expires 3/31/04.

³Diazinon: Products under Syngenta labels are to be cancelled but can be used according to label while registrations remain active in each state.

⁴Dimethoate/Cygon: products no longer have residential uses and most no longer have label uses on ornamental plants in nurseries.

⁵Dithio and Plantfume 103: neither product is currently registered in NY. In states where still registered, last use date is 9/30/04.

⁶Dursban labels no longer have residential landscape uses.

⁷Floramite SC (400-508) is replacing Floramite 50WP (400-481) but both products can be used in New York.

⁸Hexygon 50DF (10163-251) is replacing Hexygon 50W (10163-240) but both products can be used in New York.

⁹There have been changes in various malathion registrations. Check specific EPA numbers.

¹⁰Mavrik: Newest labels omit most nursery uses.

¹¹This Methoxychlor registration (#34704-102) expires 3/31/04.

¹²The newest EPA number for Scimitar GC is 100-1065.

¹³Talstar (279-3105) has been replaced by Whitmire's label (279-3105-499), but both registrations are active in New York.

¹⁴Tempo: several other product registrations are active in NY.

By Dan Gilrein, Extension Entomologist, Cornell Cooperative Extension of Suffolk County

Important Dates

January 7, 2004 – Bedding Plants School, information call John Farfaglia at 716-433-2651

January 21, 2004 – Pesticide Credits 7pm at CCE – Niagara County, to register call Karen at 716-433-2651

**Growing For Profit –
Managing Crop Mix
According to the
Market**

There are no magic answers for running a profitable horticulture business. Everything you do in business must start with a “marketing philosophy” to MEET YOUR CUSTOMERS’ NEEDS, not to merely sell products. Making cropping decisions plays an important role in carrying out this marketing philosophy, and; you should not be simply growing what you grew last year. Your crop mix is the primary vehicle by which to transform your marketing opportunity into customer loyalty, growth in sales and, most importantly, profits. However, the process can be complex. There are more varieties than ever for growers to choose from. Today, growers can find more than 30 varieties of tomatoes in seed catalogs and choose from more than 80 poinsettia varieties in many shades and patterns. The key is to keep focus on the opportunities, select new products and be willing to change your product lines to develop the sales and profits these opportunities offer.

Knowing the Trends

Knowing industry trends is the first step to identifying opportunities in the market. The market for horticultural products is becoming more diversified. Increasingly consumers are buying more of their basics from discount merchandisers for the competitive prices. Nonetheless, more consumers are also willing to pay higher prices for desired services and product features – quality, uniqueness, convenience, locally grown, or organic, etc. For instance, while competition from mass marketers is intense, sales of more expensive options, such as bigger perennials, potted annuals, antique or unusual fruit and vegetable varieties, or branded products, are stronger than ever with independent garden centers and farm markets. Knowing market trends will help you segment your customer base and decide how to satisfy their needs and wants.

Develop a Process

What does all this mean to growers when selecting crops to grow for the coming season? Selling customers what they want to buy is an easier task than selling customers what you grow. Your production plan, what you plant, when you grow, and how you merchandise must be a process of identifying: (1) Who are your customers (discount chains, independent retailers, or consumers); (2) Your customers’

needs; (3) An intuitive understanding of what your customers might need and buy if it were available to them; plus (4) Which of the identified crops you can grow. This is an entirely different marketing philosophy than growing what you like or what you prefer to grow and trying to sell them.

The Product Portfolio

Your product mix is like an investment portfolio. As you study your investments and the return they bring, you often transfer one investment to another, or you increase the amount of investments by adding new investments to manage the portfolio for optimum return. The same principles apply to managing your product mix. One solution to guarantee profitability is to know your costs and be able to set the selling price to generate a profit. However, today’s growers are often faced with the reverse in some market sectors. The large retail chain buyers often set a price they’ll pay, and growers must figure out how to produce the product at that price for a profit.

Moreover, growers often need to carry a broad product line, including some unprofitable products, to remain an attractive supplier to big chain buyers or to become a destination site for retail shoppers. Therefore, if a low low-margin product is important to the product mix, it needs to be evaluated to see if it can be purchased less expensively than you can grow it. If so, that might be a good option for you. It is important to know the profit margin of each product and to optimize your return by selecting a good balance between low-margin or unprofitable but highly desirable crops and high-margin crops to satisfy your customers’ needs. You should not carry the product mix if you cannot sell it at a reasonable margin. Remember, sales generating zero margins cannot offer you any profit no matter how much more you sell.

Knowing the Competition

Finally, it is becoming more important to keep tabs on your competition to stay ahead. If you offer only what your competitor offers, there is little reason for a customer to deal with you unless you have the lowest price. In today’s economy, positioning your business as the low-price leader is a vulnerable competitive position.

As you plan your crop mix for the coming season, remember that you can't carry everything for everybody. Knowing what your target market wants and providing a mix of crops and services that will differentiate you from your competitors will ensure that you are growing for profit.

Wen-fei Uva, Dept. of Applied Economics and Management, Cornell University

Some Useful NYS DEC Information

The following is some information useful to those involved in the application and sale of pesticides.

Pesticide Reporting Law

For all information on reporting options, forms, or the Pesticide Reporting Law as it relates to commercial applicators, technicians, businesses, agencies, or commercial permittees E-mail: prl@gw.dec.state.ny.us or call toll free 1-888-457-0110.

Annual reports should be submitted to Pesticide Reporting Section, NYSDEC, PO Box 10699, Albany, NY 12201-5699 or submit your data electronically at www.nysprl.com

Annual Reports for Commercial Applicators/Technicians/Businesses/Agencies

Forms required:

- **Form 44-15-26 Applicator/Technician Pesticide Annual Report**
- **Form 44-15-26A List of Commercial Applicators (for businesses/agencies)**

Deadline: February 1 of the year immediately following the reporting year is the deadline to submit Annual Reports for commercial applicators/businesses/agencies. Application information from each commercially certified applicator and technician must be submitted on Form 44-15-26. Pesticide businesses/agencies are required to fill out and attach Form 44-15-26A to the front of the Annual Report Form 44-15-26 being submitted for applicators employed by the business/agency.

Forms can be obtained from the DEC or their website

<http://www.dec.state.ny.us/website/dshm/pesticid/prl.htm>

Annual reports can be submitted electronically. For more information contact the DEC or visit <http://www.dec.state.ny.us/website/dshm/pesticid/eforms.htm>

Annual Reports for Commercial Permittees

Forms required:

- **Form 44-15-25 Restricted Use Pesticides Annual Report for Commercial Permittees (Including Importers, Manufacturers and Compounders).** This form is required to report any sales of restricted use pesticides to New York purchasers.
- **Form 44-15-27 Commercial Permittee Annual Report for Sales of Restricted Use Pesticides and General Use Agricultural Pesticides to Certified Private Applicators.**

Pesticide Business/Agency Registration

Form required:

- **Pesticide Business/Agency Registration Application.**

Deadline: Renewal applications must be received by the last day of the month in which your present registration expires.

Forms can be obtained from the DEC or their website

<http://www.dec.state.ny.us/website/dshm/pesticid/appman/htm>

Requirements:

- Need to be a certified applicator or technician.
- Completed application.
- Valid insurance certificate for the business showing coverage currently in effect and showing the DEC Albany office as certificate holder.
- Street address of the business/agency must be included in the address.
- Insurance Company must be licensed or recognized by the NYS Insurance Department.

Effective April 1, 2002, the Environmental Conservation Law was amended changing the Business Registration fee to \$450 and the registration period to three years. Some Agencies may be fee exempt..

Mail form to:

NYS DEC
Division of Solid & Hazardous Materials
Bureau of Pesticides Management
Pesticide Certification Section
625 Broadway
Albany, NY 12233-7254

Commercial Permit Application

Required for distribution, sale, offer for sale, purchase for the purpose of resale or possession for the purpose of resale of a restricted use pesticide. Any person who engages in the sale of a restricted-use pesticide shall be certified by the Commissioner. Each business requiring a Commercial Permit must employ or retain under contract at least one applicator who is certified in NYS in any Commercial or Private category.

Form required:

- Commercial Permit Application

Deadline: Renewal applications must be received by the last day of the month in which your present registration expires.

Forms can be obtained from the DEC or their website

<http://www.dec.state.ny.us/website/dshm/pesticid/appman.htm>

Effective April 1, 2002, the Environmental Conservation Law was amended changing the Commercial Permit Application fee to \$300.

Mail form to:

NYS DEC
Division of Solid & Hazardous Materials
Bureau of Pesticides Management
Pesticide Certification Section
625 Broadway
Albany, NY 12233-7254

Pesticides Registered in New York

Pesticide products that are registered in New York State can be found at two websites:

- <http://www.dec.state.ny.us/website/dshm/pesticid/webinst.htm> and click on [pestprod.pdf](#) for an acrobat file.
- <http://pmep.cce.cornell.edu/pims/will> access a searchable database of registered products.

Fungus Gnats in Commercial Growing Media

Raymond Cloyd, Extension Entomologist, with the University of Illinois, presented data at the ESA meeting in Fort Lauderdale, FL in November on his work with fungus gnat contamination in bagged growing medium. Results indicate that commercially available bagged growing medium is contaminated with fungus gnats, particularly bagged growing medium ordered later in the season. This is why you cannot rely on sticky card catches to determine the level of fungus gnat adults or larvae. The information from our study should be available next year.

Source: Greenhouse IPM Notes, Cornell & Rutgers Cooperative Extension

Early Irrigation Impacts Plant Establishment

In a recently reported study in the *Journal of Arboriculture*, the effect of irrigation and container type on red maple growth 5 years after landscape planting was described. Plants were produced in seven different types of containers including low profile, copper treated, regular air root-pruning containers and a wooden box. After transplanting, trees were placed under of two different irrigation regimes. The authors reported that frequency of irrigation in the first 24 weeks following planting had a significant effect on root system structure even 5 years after planting. Frequent irrigation resulted in larger trunks, more roots, greater root cross-sectional area, and a more uniform radial root distribution. Trees planted from low profile air

root-pruning containers had larger trunks 5 years after planting. Frequent irrigation resulted in larger trunks, more roots, greater root cross-sectional area, and a more uniform radial root distribution. Trees planted from low profile air root-pruning containers had larger trunks 5 years after landscape installation than those planted from regular air root-pruning, containers, wood boxes with cupric hydroxide coating, or standard black plastic containers with cupric hydroxide coating. Despite significant differences in root weight and amount of deflected roots among container types when trees were planted in the landscape, root number, root depth, and radial root distribution around the trunk were identical 5 years after planting from all container types. The results suggest that irrigation management after planting had a more positive impact on landscape root growth and distribution than container type. (Gilman, Edward F., Jason Grabosky, Ann Stodola, and Michael D. Marshall. 2003. Irrigation and container type impact red maple [*Acerrubrum* L.] 5 years after landscape planting. *J. Arboric.* 29.231.235.)

Do Consumers Matter?

Dr. Robert A. Milligan, Professor, Cornell University

“Whatever color you want as long as it is black.” You have probably heard that famous statement from Henry Ford about the Model “T” Ford. The Model T was immensely successful!

Do you think a car manufacturer would be successful today with that attitude? Of course not! Today cars come in untold combinations of sizes, colors, trims, etc. What is the difference between the Model T and today?

The simple answer is that the Model T was produced in a producer-driven economy and today we are in a consumer-driven economy. This change occurred in the middle of the twentieth century. After the end of the Second World War, the producer-driven economy probably reached its peak. Consumers had money and goods were scarce due to the demands of producing for the war effort. Whatever was produced was purchased.

Within a few years, however, consumers still had unprecedented levels of income and as production caught up with demand, they started to exercise more choice. They began to “vote” with their pocketbooks. As the economy continued strong in the 1950’s and 1960’s, we moved more and more into a consumer-driven economy.

In the same period, Dr. W. Edwards Deming introduced Total Quality Management (TQM). Some have suggested that TQM was the single most important development of the twentieth century. TQM transformed how quality is managed, it led to the modern employee empowerment movement and it altered how the consumer is viewed.

The first two principles of TQM are that the consumer defines value and the producer adds value.

Let’s look at how this impacts cars. Henry Ford looked at his Model T as simply a car. When he produced it at a very low price, almost everyone bought one. Today the automakers must look at a car through the eyes of the consumer; they look at attributes including price, status, fuel economy (including environmental perspectives), color, and comfort.

Let’s apply this same analysis to agricultural products. Using milk as an example, the equivalent of “whatever color you want as long as it is black” was “however you would like your milk as long as it had 3.5 percent butterfat.” Just as cars changed so have dairy products. We now have multiple fat levels, calcium added, flavored milk, yogurt, untold types of cheeses and much more.

You can similarly think of the attributes of the agricultural or horticultural products that you produce.

Look at your product through the “eyes” of the consumer. Just as with cars, if the consumer values the attribute, she or he will pay for it. Any attribute that consumers will pay for is an opportunity for producers.

Happy Holidays!