

Strawberry Plant Health Meeting Held

What can be done to reduce both the incidence and the damaging effects of viruses and diseases in the strawberry plant supply? This question was on the minds of the more than 60 people who participated in a Strawberry Plant Health Mini-Symposium and Discussion held on March 27 at the NCSU University Club in Raleigh. This meeting arose out of a discussion held at the Southeast Strawberry Expo last November. Attendees came from near and far, and included representatives from nurseries in Canada, California, Virginia, and North Carolina, from the Florida Strawberry Growers Association and certification programs in California, Washington state, and North Carolina, and NCSA board members, research/extension specialists from Oregon, North Carolina, Virginia, South Carolina, and Nova Scotia, and more.

The lead speaker was Dr. Bob Martin, USDA-ARS Corvallis, Oregon, who has played a key role in identifying the cause of stunted plantings in Florida, North



Participants in the Strawberry Plant Health Symposium gather their thoughts before the final discussion period.

Carolina, South Carolina, Virginia, and other states within our production region. (Articles on this were published in *The Strawberry Grower* in the December, January-February and March issues.) A widely acknowledged expert on strawberry viruses, Dr. Martin had tested samples sent to him and determined that problems were caused by a combination of two viruses, Strawberry Mild Yellow Edge Virus (SMYEV) and Strawberry Mottle Virus (SMoV). As is

often the case with viruses, plants with one virus were asymptomatic; they had to have both. The two viruses are aphid-vectored. Dr. Martin also described a similar outbreak that had occurred on the West Coast a few years ago and explained how it had been overcome. He discussed how to prevent problems from reoccurring in the nursery situation and protocols and practices for monitoring and testing for both virus and aphids.

Dr. Barclay Poling then described how the new and mysterious symptoms were investigated by a multi-state team of extension, researchers, and growers. Attendees heard from Certification and plant stock management programs in several states and Nova Scotia, and from nursery producers in California, Virginia, Prince Edward Island, and Nova Scotia about their programs and production systems. Joe Cooper of Balamore Farm, a nursery producer from the area of Nova Scotia where the virus complex emerged, spoke of the aggressive steps that he and other strawberry growers in the area are taking to assure that the same problems do not occur in 2013 nursery plantings and to monitor and test their fields. While viruses were a main topic of conversation, the importance of other plant-source-related disease concerns, including anthracnose and angular leaf spot, was also acknowledged.

Several speakers described the
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You Can Still Order Promotional Materials

If you were too busy to order earlier or find you need something more during the season, it's not too late. Although a March 20 deadline was listed on the order form in last month's newsletter to help calculate amounts to print, we ordered extra of everything and should have signs, *Strawberry Time* booklets, stickers, and brochures available throughout the harvest season. You can find the prices and order form in the March newsletter or on our website at www.ncstrawberry.org/docs/2013PromoCatalogOrderForm.pdf. It's fine to call or email in your order as well, since this is a very busy time of year!

Shown at right is the front of our new strawberry recipe brochure. Designed for NCSA by the NCDA&CS Marketing Division's art department, it suggests getting extra berries for gifts, freezing, or drying, gives instructions for drying and freezing, and provides recipes for strawberry salsa, a strawberry dip, freezer jam, a strawberry buttermilk sherbet – from chef Bill Smith of Crook's Corner restaurant in Chapel Hill – and a Strawberry Trifle, the winning recipe in the 2012 Strawberry Dessert contest at the State Farmers Market. The back panel has space to stamp or sticker your own farm information. ❖





**June 18–20, 2013
Charlotte, NC**

The Berry Health Benefits Symposium is the only conference focusing solely on the impact berries have on wellness. The symposium features research scientists from around the world presenting their cutting edge work.

“The Berry Sessions” is a special one-day event on June 18 at the Symposium:

Berry Research Trends from the Lab to the Consumer – Learn how scientific research moves from the lab to the table through marketing, food service and retail channels.

Health Claims in Labeling & Advertising – Hear the latest information on what you can and can not say on labels and in advertising regarding berries and health.

Marketing Berry Health to Social Media Outlets – A panel discussion with large and small berry groups focusing on how they utilize the best of social media to reach consumers.

Berryology 101 – Understand the terminology used in speaking about berry health and a look at the ORAC debate and how to express berry health benefits beyond antioxidants.

Developing Effective Outreach with Market Research – How to know what the consumer is thinking about your product/outreach and tools to target effective campaigns.

Current Research Forum – Hear the latest in berry health research from berry groups and companies in lay terms. is geared for all those who want to learn more on berries and health in a short time.

Visit www.berryhealth.org for more information

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National Clean Plant Network (NCPN), including Dr. Erich Rudyj, the overall Coordinator of this relatively new federal program (see <http://nationalcleanplantnetwork.org/>). Dr. Martin leads the Berries section of the NCPN, and both the NCSU Micropropagation Unit and Repository at NCSU, led by Dr. Zvezdana Pesic-vanEsbroeck, and Dr. Martin’s USDA-ARS center in Oregon are clean plant centers for berries. NCPN subgroups are already working on developing best practices to assist the caneberry and blueberry nursery industry.

The final discussion focused on “Where

do we go from here?” Many participants spoke in favor of ongoing and open communication among the many stakeholders in the strawberry nursery industry, including across state, regional and national lines; nursery representatives in particular were interested in enhancing communication and information sharing among themselves. An executive summary of the meeting will be developed and made available. Further discussions will likely occur at the Southeast Strawberry Expo in December.

This meeting was funded by the Southern Region Small Fruit Consortium; the lead planning committee consisted of Dr. Powell Smith, Clemson University (who chaired the meeting), Dr. Barclay Poling, and Dr. Zvezdana Pesic-vanEsbroeck of the MPUR. ❖



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