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NF92-106 Reference Material for Commercial Vegetable Producers and Extension Agents

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Published by Cooperative Extension, Institute of Agriculture and Natural Resources,
University of Nebraska-Lincoln

Reference Material for Commercial Vegetable Producers and Extension Agents

by Laurie Hodges, Extension Vegetable Specialist, Department of Horticulture

AMERICAN VEGETABLE GROWER and/or AMERICAN FRUIT GROWER

Meister Publishing Co.
37733 Euclid Avenue
Willoughby, OH 44094
\$14/year, \$7 for new subscribers.

Monthly magazine with articles on applied production and both wholesale and direct marketing. Includes some greenhouse production information, advertising sources for equipment and supplies for the commercial grower. Feature articles and editorials on the state of the industry are also included. Good classified ads for new and used equipment.

THE GROWER

10901 W. 84th Terrace
Lenexa, KS 66214
913-451-2200
FAX: 913-438-0697.
No charge for qualified, commercial readers, others pay \$18.

Monthly magazine for commercial fruit and vegetable growers. Lots of advertising keeps the reader informed of new products and equipment. Articles tend to have slightly more content relating the impact of consumer issues on the commercial grower. Good classified ads for new and used equipment.

KNOTT'S HANDBOOK FOR VEGETABLE GROWERS, Third edition

O. A. Lorenz & D. N. Maynard
John Wiley & Sons, Publishers
Dept 063
One Wiley Drive
Somerset, NJ 08875-9977
\$37.50

A true handbook and reference. General guidelines for production and plant characteristics of all vegetable crops. If you can't find it anywhere else, try Knott's Handbook. Subject matter includes diseases, insects, pesticides, fertilizers, harvest, handling and storage, seeding rates, cold and heat susceptibility, plant nutrition and food value.

VEGETABLE DISEASES AND THEIR CONTROL

Second edition, 1986

A. F. Sherf and A. A. MacNab

John Wiley & Sons, New York

\$64.95

Textbook with very clear descriptions. This is a good reference for county agents and others who work with several crops. For each crop and disease, the chapter outline is as follows: Introduction, symptoms, cause and disease cycle, control and references. With the recent changes in fungicide registration, the control section is becoming outdated in recommendations, however, many very practical non-chemical aspects of disease control are included.

TOMATO DISEASES: A PRACTICAL GUIDE FOR SEEDSMEN, GROWERS AND AGRICULTURAL ADVISORS

Jon C. Watterson, 1985

Petoseed Co., Inc

P.O. Box 4206

Saticoy, CA 93004-0206

805-647-1188

\$10

Excellent color photos and brief outline of major diseases, distribution, symptoms, conditions for disease development, control and resistant/tolerant varieties. Obvious recommendations of Peto varieties, especially those adapted to California conditions, may or may not be appropriate or successful in Nebraska. Primarily useful as a diagnostic tool. Includes some common herbicide, nutritional and environmental responses and disorders.

DISEASE COMPENDIUM SERIES OF THE AMERICAN PHYTOPATHOLOGICAL SOCIETY

Alfalfa Diseases

Bean Diseases

Beet Diseases and Insects

Pea Diseases

Peanut Diseases

Potato Diseases

Sweet Potato Diseases

Tomato Diseases

American Phytopathological Society

3340 Pilot Knob Road

St. Paul, MN 55121-2097

612-454-7250

This is an excellent series and includes information on several field crops, fruits, greenhouse crops, turf and ornamentals. Descriptions of diseases are very comprehensive and include photographs of both

symptoms and causal agents. Some abiotic or physiological symptoms and causes described. These publications are written for the professional or advanced amateur. Price for each compendium varies, around \$30.

IDENTIFYING DISEASES OF VEGETABLES

A. A. MacNab, A. F. Sherf, and J. K. Springer, Pennsylvania
State University, U.Ed. 81-252
1983

Pennsylvania State University
College of Agriculture
University Park, PA 16802
Estimated price is about \$10.

Good photos of major diseases of the major vegetable crops.

FRESH GARLIC ASSOCIATION

P.O. Box 2410
Sausalito, CA 94966-2410

Quarterly newsletter. Write for current subscription price. This is a relatively inexpensive newsletter.

THE GREAT LAKES VEGETABLE GROWERS NEWS

P.O. Box 128
Sparta, MI 49345
616-887-1926

Monthly news journal format. Includes excellent updates on research and successful grower operations. News on local, regional and national policies affecting horticultural production is also covered. Classified ads are a major source for new and used vegetable equipment. Emphasis is on production information, whereas The Packer focuses on marketing information.

SELECTED FRUIT AND VEGETABLE PLANNING BUDGETS

Charles D. DeCourley and Kevin C. Moore
Department of Agricultural Economics
University of Missouri-Columbia
EC 959 Printed 10/87

Cooperative Extension
University of Missouri
Columbia, Missouri 65211

Commercial production budgets for most major vegetables and small fruits. Useful as general guide in planning or evaluating production costs. Shows how to develop budgets by establishment period, growing period and harvest period costs.

ATTRA (APPROPRIATE TECHNOLOGY TRANSFER FOR RURAL AREAS)

Jim Lukens, Program Manager
P. O. Box 3657
Fayetteville, AR 72702
1-800-346-9140

A non-profit corporation funded by The United States Fish and Wildlife Service, the publication provides specialized, technical information for farmers interested in technologies and processes which conserve and more effectively utilize resources. The publication also provides sustainable economic development with emphasis on assistance to low-income people. Information packets containing a summary of sustainable production techniques, trade and grower organizations and marketing potentials and copies from a variety of publications, trade journals, newsletter and books are available. Information on organic culture of blackberries and raspberries, organic blueberry production, low-spray apple production, green manures/covercrops, IPM and agricultural alternatives is also included.

INTEGRATED PEST MANAGEMENT FOR COLE CROPS AND LETTUCE

Univ. of Calif. Publication 3307

1985 112 pp. \$22.00

Comprehensive production guides for these crops. Although biased toward California conditions, much is also appropriate for more general application. Excellent color photos. Clear explanations of physiological responses to environmental conditions and production practices.

INTEGRATED PEST MANAGEMENT FOR TOMATOES

University of California Publication 3274

1985 3rd edition, 104 pages \$22.

Publications

Division of Agriculture and Natural Resources,

University of California

6701 San Pablo Avenue

Oakland, CA 94608-1239

call for price: 415-642-2431 (estimate \$15-20)

THE PACKER

Circulation Dept.

P.O. Box 2939

Shawnee Mission, KS 66201

800-255-5113, 913-438-8700, ext. 327

FAX: 913-438-0657

\$65/year

The Wall Street Journal of the produce industry. Current trends in the industry, ads for used equipment and suppliers, weekly wholesale FOB prices for all major fruit and vegetables from major shipping points are included. A very useful publication to gain an understanding of the dynamics of the industry. National business weekly newspaper for the fruit and vegetable industry. Includes FOB prices, a wide range of articles and features, retail and wholesale market trends, regulations, packaging and some production information.

CHICAGO WHOLESALE FRUIT & VEGETABLE REPORT

Fruit & Vegetable Market News Service

USDA

536 S. Clark Street., Rm 942

Chicago, IL 60605

312-353-0111

FAX: 312-886-3766

Chicago wholesale prices only. Issued daily at 10 a.m. with source (state), package type and price range. Includes mushrooms. Same source also publishes market reports on herbs and ornamental flowers. Available by yearly subscription for \$180. Selected months, either daily (\$15/month) or weekly (\$8/month, Monday's report). Yearly summaries are available for \$10 each. FAX fees are base rates plus long-distance phone charges. Sample copies available by request.

CONTROL OF INSECTS, DISEASES AND NEMATODES ON COMMERCIAL VEGETABLES

Michigan State University Cooperative Extension

Extension Bulletin 312

Order from: Michigan State University

Room 10B Ag Hall

East Lansing, MI 48824-1039

This publication is updated each January. Order directly from Michigan State, or at cost through the University of Nebraska-Lincoln Horticulture Department. \$1.50 per copy in 1993. Best source for what is legal on a wide variety of commercial production, but is not generally appropriate for home gardeners.

NORTH CENTRAL WEED CONTROL GUIDE FOR VEGETABLE CROPS

North Central Regional Publication

No. 330.

This publication is also updated each January. Order from:

Michigan State University

Room 10B Ag Hall

East Lansing, MI 48824-1039

\$1 each in 1993. Also available at cost through the UNL Horticulture Department. This could be the best source for weed control information on a commercial scale, but generally is not appropriate for home gardeners.

TOM-CAST,

a video tape available through Media Resources Center

Iowa State University

Ames, IA

515-294-1540

Explains how commercial tomato growers in Iowa and other midwestern states can reduce the amount of fungicide they use while improving profits. Content specialist was Dr. Mark Gleason, extension plant pathologist. The video tape is 14 minutes long and can be used to help growers save on spraying, reducing environmental pollution.

Leafy Greens Council

c/o Ray Clark

P.O. Box 76067

St. Paul, MN 55175

612-222-3232

Formed to build consumer awareness and initiate food service marketing promotion on a national level, the Leafy Greens Council represents growers, packers and shippers, distributors and terminal market

operators. The Council provides a variety of useful information about greens produced in the United States.

LEAFY GREENS & CABBAGE PRODUCTION

Bulletin #1067

Extension Publication Office

Hoke Smith Building

University of Georgia Cooperative Extension

Athens, GA 30602-4356

1992.

Cost: \$1.25 per copy includes shipping.

Phone: 404-542-8946

A 39-page detailed bulletin covering all aspects of cabbage production, including irrigation, harvesting, marketing and production costs. Georgia is one of the major states for cabbage production. Excellent color photographs of diseases and insects pests. Final summary statement: "For these highly competitive commodities, cabbage and greens, the better marketeers will be the ones most likely to survive."

File NF106 under HORTICULTURE

C-8, Vegetables

Issued December 1992

Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Elbert C. Dickey, Director of Cooperative Extension, University of Nebraska, Institute of Agriculture and Natural Resources.

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