

Kentucky Fruit Facts

April-May 2013/ (4-5/2013)

Fruit Facts can be found on the web at: <http://www.uky.edu/hort/documents-list-fruit-facts>

John Strang, Extension Fruit Specialist, Editor
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Fruit Crop News

By John Strang, U.K. Extension Horticulturist

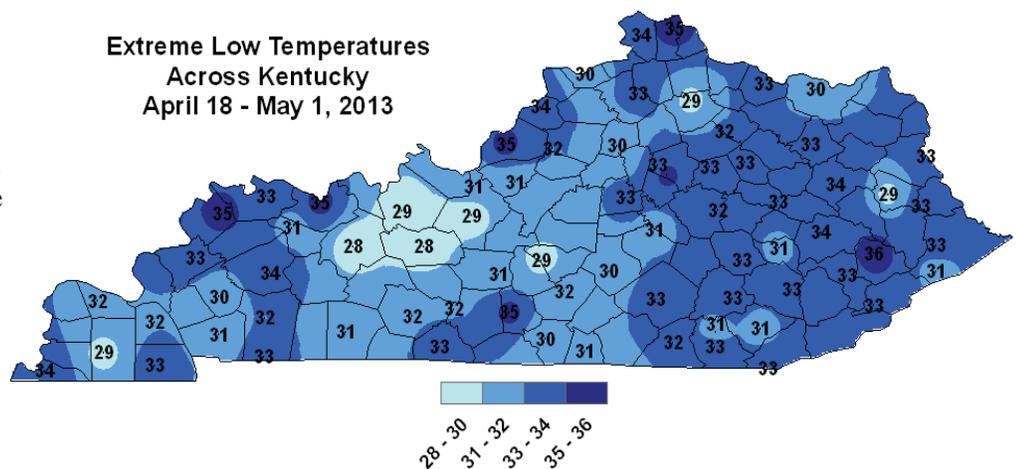
This spring is looking very good as far a fruit and nut crops are concerned although it may get frosty this Monday. Floral development times are close to normal. We experienced freezing temperature in a few areas across the state on the mornings of April 20 and 25th. Figure 1, prepared by Matt Dixon in the UK Ag Weather Center shows several smaller areas and an area covering Ohio, Breckenridge, Grayson and Hardin counties that was particularly cold from April 18 to May 1. There have been a few reports of some strawberry and hickory flower losses.

Apple, pear and peach thinning are extremely important this spring as trees have set very heavily. The cool, cloudy, rainy weather should make chemical thinners work a little more effectively

on apples. The 2013 Midwest Tree Fruit Spray Guide (pages 54 and 55) provides chemical thinning recommendations. Hard copies of this spray guide are available through County Cooperative Extension Offices or on the web at: http://www.ca.uky.edu/ag-college/plantpathology/ext_files/PPFShtml/MwTree-FruitSprayGuideID92.pdf

The optimum time to thin is during a warming trend when temperatures are from 70 to 80 °F and fruit are in the 8-13 mm range or 11-15 days after full bloom. Chemical thinners are not effec-

Extreme Low Temperatures
Across Kentucky
April 18 - May 1, 2013



tive at temperatures below 65°F. Chemical thinning is difficult even for seasoned growers as there are many factors that influence the amount of thinning. It is a good idea to make an early thinning application and then reassess the thinning in another 10 days and make another application if more fruit need to be taken off.

Thinning chemicals work by affecting the carbohydrate levels in flowers and fruitlets. Weak flowers or fruitlets have lower carbohydrate levels and drop from the tree, while the stronger fruitlets survive. Thinners like NAA and NAD reduce photosynthesis and resultant carbohydrate levels. Sevin reduces the movement of carbohydrates from the

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increase the respiration rate and reduce the carbohydrate supply. Combinations of chemical thinners are often used particularly on difficult to thin varieties. Maxcel, Rite Size and Exilis Plus are not compatible with NAA or NAD as this produces pigmy fruit.

Upcoming Meetings

May 10 Pecan Grafting Workshop, Skip & Jenny Shearouse Farm, Boaz, KY. 1:30 p.m. CDT The actual street address is 3474 KY 1684 and is on Hwy 1684 about 2 miles north of Dogwood, KY. This workshop will be conducted by Dr. Bill Reid, Kansas State Pecan Specialist. Participants will have the opportunity to graft wild pecan seedlings growing on the Shearouse's farm, so bring a sharp knife and other grafting tools if you have them and a lawn chair. Pecan graft wood will be available. Dr. Reid will also address pruning questions and other pecan topics. Questions, contact the Graves County Extension Office: 270-247-2334.

May 11 Commercial Blueberry Production Workshop, Metcalf County Extension Office, 422 East Street, Edmonton, KY 42129. 9:00 a.m. – 4:00 p.m. CDT Contact Brandon Bell 270-432-3561. See program and directions below.

May 15 Fruit Grower Orchard Meeting, Fegenbush Farms, Maurice Fegenbush owner, 502-252-5316, 4940 Plum Run Road, Bloomfield, KY. 10:00 a.m. EST. Contact John Strang 859-257-5685; email: jstrang@uky.edu. See program below.

Jun. 27 UKREC Horticultural Field Day, Princeton, KY. Contact Winston Dunwell 270-365-7541 X 209.

Jan. 6-7, 2014 Kentucky Fruit and Vegetable Conference and Trade Show, Embassy Suites Hotel, Lexington, KY. Contact John Strang 859-257-5685; email: jstrang@uky.edu

Commercial Blueberry Production Workshop

Saturday May 11
Metcalf County Extension Office
422 East Street, Edmonton, KY 42129

Directions:

From the Louie B Nunn Cumberland Parkway take the US-68/KY-80 exit 27 toward Edmonton (0.2 mi)

Turn right onto US-68E/Glasgow Rd. continue to follow US-68 (3.2 mi)
Stay straight to go onto E Stockton St. (0.07 mi)
Take the first right onto East St. (0.7 mi)
422 East St - Edmonton County Cooperative Extension Service

- 9:00 Registration, coffee
- 9:30 Welcome, overview of blueberry production, current issues
- Brandon Bell, ANR Agent, Metcalfe Co.
- 10:00 Intro - site selection, growth and development
- John Strang, Extension specialist, horticulture
- 11:00 Nursery production - media, drainage, and propagation
- Win Dunwell, Extension specialist, nursery production
- 11:45 Pruning - 15 min ppt, 15 min demo
- Chris Smigell, Extension associate, horticulture
- 12:15 Lunch
- 1:30 Insect management, spray schedule
- Ric Bessin, Extension specialist, entomology
- 2:30 Diseases and their management
- Nicole Ward, Extension specialist, plant pathology
- 3:00 Phytophthora Root Rot
- Nicole Ward, Extension specialist, plant pathology
- 3:30 Conclude

A \$10 registration fee will be collected at the door, but we request that you **call the Metcalfe Co. Extension Office (270) 432-3561 to RSVP**. This will assure that enough handouts will be available. Lunch is included with registration.

Fruit Grower Orchard Meeting

Wednesday, May 15

Morning:

Nelson County Extension Office
317 S. Third St, Bardstown, KY 40004
Office phone: 502-348-9204

Directions:

From Elizabethtown on Bluegrass Parkway (approx 21 miles):

Take exit 21 (Bardstown/Hodgenville) from the Bluegrass Parkway, turn LEFT

Follow 31-E into Bardstown
 Turn RIGHT onto West Stephen Foster Avenue (62)
 Go one quarter way around the roundabout and turn
 right on South Third Street
 Go through the 2nd stop sign
 The Extension Office building will be on the LEFT
 hand side of the street

From Lexington on Bluegrass Parkway (approx 60 miles)
 Take exit 25 (U.S. 150 west) into Bardstown, turn
 RIGHT
 First traffic light (straight through)
 Second traffic light (McDonald's on your left) straight
 through
 Will pass My Old Kentucky Home State Park and
 Amphitheater entrances
 Third traffic light (straight through)
 Continue up the hill in LEFT lane and prepare to turn
 LEFT onto First Street
 At the stop sign turn RIGHT onto Muir Avenue
 Go through the next to stop sign
 Turn LEFT at the next to stop sign - Extension office
 is located on the LEFT



Figure 2 Fegenbush Farm peaches

Afternoon:

Fegenbush Farms
 Maurice Fegenbush, owner
 4940 Plum Run Rd., Bloomfield, KY 40008
 Mobile phone: 502-507-5316

Directions:

From the Nelson County Extension Office:
 Proceed north on S 3rd St toward Muir Ave. (0.2 mi)

Enter roundabout and take the 2nd exit onto
 US-31E. (2.6 mi)
 Turn right onto Plum Run Rd. (1.0 mi)
 Take 2nd right to stay on Plum Run Rd. (3.9 mi)
 Fegenbush Farms, 4940 Plum Run Rd. is on the
 right

Program:

All times CT

- 10:00 a.m. Perennial Canker on Peach
 – Nicole Ward
- 10:30 Growth Regulators, Reducing
 Preharvest Fruit Drop
 – John Strang
- 11:00 Sampling for Insects Using Computer
 Models on Line
 – Ric Bessin
- 11:30 The Organic Dilemma
 – Nicole Ward
- 12:00 Lunch will be available at cost for
 those that preregister.

Preregister for lunch by calling Mary Ann Kelley at 270/365-7541 Ext. 216 between 8:00 a.m. and 4:30 p.m. CDT weekdays by Monday May 13 and give her a count for the Fruit Grower Meeting at Fegenbush Farms.

- 1:30 p.m. Tour of Fegenbush Farms
 – Maurice Fegenbush
- 2:00 Apple Grower Round Table Discussion
 – Jeremy Hinton, moderator,
- 2:30 Conclude

Kentucky Blueberry Growers Association Acreage and Marketing Survey

By Aaron Shapiro, Horticulturist, Kentucky Blueberry Growers Association

The Kentucky Blueberry Association www.blueberrygrowers.com is conducting a survey to determine the blueberry acreage and varieties grown in Kentucky. The association is also working to find out more about grower marketing needs. This is a web based survey and the link is at <https://www.surveymonkey.com/s/blueberrygrowers>

Detecting Spotted Wing Drosophila

By Ric Bessin and Patty Lucas, Entomologist and Extension Specialist for Integrated Pest

Spotted wing Drosophila (SWD) is a serious pest of soft-skinned fruit and was detected in two locations and confirmed by the USDA APHIS this past fall. While confirmed in Daviess and Warren Counties, these were the only sites where we were trapping for it in 2012. We don't know how widespread the distribution is within the state. We will be conducting a survey in strategic locations throughout the state and have received support from the Kentucky Horticulture Society for this effort.

SWD attacks a number of different fruiting crops and weeds, but raspberries, blackberries, and blueberries are among the most susceptible crops that we grow commercially in Kentucky. With strawberries now in bloom, it would be important for growers of this crop to recognize if they have SWD on their farm. If SWD is detected on a farm, then that producer should consider using sprays for SWD just before and during the harvest period.

Trapping for SWD

Trapping is used to detect SWD in commercial plantings. I recommend placing the traps three weeks before the start of harvest. The traps are placed in a dense part of the canopy of the crop as the female SWD prefer to rest in dark, dense locations. The trap is made of a one-quart deli container with a half cup of apple cider vinegar with one drop of dish soap mixed in. Sixteen ¼-inch holes are punched below the rim to allow the SWD to enter the traps. Traps need to be checked weekly and vinegar is changed weekly. Be sure to dispose of the vinegar outside of the planting.

This trap will capture a large number of fly species and several unimportant fruit fly species. It is critical to identify the collected specimens carefully with a powerful hand lens or dissecting microscope. The male SWD are recognized by the single black spot on each wing and the two dark combs on the front legs. The females are recognized by their ovipositor which is hardened and pointed.

Floation Method

To sample fruit for SWD larvae a simple floatation method can be used. Place a small number of ripe,

apparently undamaged fruit into a gallon bag. Add sugar syrup (mixture of ½ cup sugar mixed into 1 quart of water) to the bag and seal the bag. Mash the berries, then let the berries settle to the bottom of the bag, any small, white larvae present should float to the top.

SWD Management for Commercial Plantings

- Monitoring plantings with apple cider vinegar traps in the three weeks leading up to harvest.
- Reduce alternate host plants (wild brambles, poke, nightshade, wild mulberry) in surrounding habitat if practical
- If spotted wing drosophila is NOT found, DO NOT use SWD insecticides before or during harvest
- If SWD IS found, treat crop on 5 to 7 day intervals as fruit begin to color and soften through the end of harvest with a recommended insecticide (it may be necessary to respray after rains)
- Know and obey Pre Harvest Intervals (PHI) for each insecticide you use very carefully, small fruit crops are not normally treated with insecticides during the harvest period
- Rotate among insecticide chemistries for resistance management
- When on a spray program for SWD, continue to monitor with traps and fruit sampling to determine effectiveness
- Use clean harvest to collect and remove spoiled, damaged, and fallen fruit from the planting on a regular basis. Bag or bury unwanted fruit to reduce SWD fly populations.
- Consider postharvest clean-up spray to reduce the SWD population

Insecticides available for SWD in commercial small fruit (insecticides must be used to prevent infestations with SWD) plantings are listed in ID-94. Some insecticides used during the harvest period may result in noticeable residues or odors on harvested fruit.

Farm Market and On-Farm Market Patron Profiles: 2012 Regional Survey Summary

By Dr. Tim Woods and Shang-Ho Yang, U.K. Agriculture Economics Dept.

Direct marketing continues to be an important component of the overall marketing plan for produce growers around the Mid-South. An eight state survey of 3,406 visitors to community farm markets and on-farm retail markets was completed in 2012. States included were MO, IL, IN, OH, KY, TN, WV, and VA. The survey specifically targeted individuals that had made at least one visit to either a community farm market or on-farm retail market within the past 12 months.

A wide range of market visits was observed for both types of markets. The average number of community farm market visits within this group was 5.9 visits. On-farm market visits averaged 2.2. Visitors were divided by frequency into “Periphery”, “Mid-Level”, and “Core” visitors for both kinds of markets. Demographic differences were then examined across each group.

Community Farm Market Visitors

Comparisons across the market visitors by frequency can be observed in Tables 1 and 2. The largest group of respondents fell in the Periphery group, visiting 1-6 times in the last 12 months. Aside from observing slight increases in income with higher frequency visits, other demographic data are very similar between groups. Urban shoppers seemed slightly more inclined to have higher levels of core shoppers, but the differences were small (Table 2.). Not surprisingly, there appears to be a strong correlation between the frequency of community farm market visits and on-farm retail market visits.

Table 1. Demographic and Market Segmentation for Consumers Who “Have Visited a Community Farmers Market within the Past 12 Months”

	Periphery Group (1-6 times a year) (2534)	Mid-Level Group (7-12 times a year) (410)	Core Group (13+ times a year) (278)	Overall (3223)
Gender – Female (%)	62%	60%	56%	61%
Average Age	48	48	48	48
Have kids under 18 (%)	36%	39%	37%	36%
Average Years Education	14	15	15	14
Average Income	61,591	61,292	69,541	62,239
Non-White (%)	11%	14%	12%	12%
Employment				
Full-time or Self (%)	48%	50%	50%	48%
Retired (%)	19%	19%	18%	19%
Student (%)	5%	3%	5%	5%
Homemaker (%)	12%	11%	9%	11%

a Having an associate degree is about 14 years of education; bachelor's degree

Table 2. Geographic and Market Segmentation for Consumers Who “Have Visited a Community Farmers Market within the Past 12 Months”

	Periphery Group (1-6 times a year) (2534)	Mid-Level Group (7-12 times a year) (410)	Core Group (13+ times a year) (278)	Overall (3223)
City (%)	522 (75%)	98 (14%)	78 (11%)	698 (100%)
Suburb (%)	1101 (82%)	145 (11%)	99 (7%)	1345 (100%)
Rural (%)	911 (77%)	167 (14%)	101 (9%)	1180 (100%)
Average times to visit:				
Farm market visit – City	3.08	9.58	23.03	5.98
Farm market visit – Suburb	3.1	9.4	21.6	4.84
Farm market visit – Rural	3.15	9.83	23.1	5.49
On-farm retail market visit	1.48	3.62	6.4	2.18

Note: total surveyed respondents: 3,406.

On-Farm Retail Market Visitors

Periphery, mid-level, and core visitors were redefined for on-farm retail shopping given the tendency for fewer visits and slightly different distribution. Demographic data are presented for on-farm market visits in Tables 3 and 4 below. There is a slightly higher proportion of shoppers with kids, non-white, and higher income among the core visitors. Overall, there are strong similarities between the frequent on-farm market core group and the community farm market core group of visitors. Out of the entire sample, 48% indicated they had shopped at both kinds of markets within the past 12 months. Less than 10% of the on-farm visitors had NOT visited a community market in the last year.

Other Observations

This study was part of an eight state direct market survey particularly emphasizing sampling experiences. More detail on this study, as well as implications for market sampling programs, can be found at: <http://www.ca.uky.edu/cmsspubsclass/files/extension-pubs/2012-19.pdf>

Table 3. Demographic and Market Segmentation for Consumers Who “Have Visited an On-farm Retail Market within the Past 12 Months”

	Periphery Group (1-2 times a year) (1037)	Mid-Level Group (3-5 times a year) (404)	Core Group (6+ times a year) (339)	Overall (1780)
Gender – Female (%)	60%	59%	62%	60%
Average Age	48	47	49	48
Have kids under 18 (%)	38%	39%	43%	39%
Average Year Education ^a	14	14	14	14
Average Income	64,758	61,577	65,199	64,120
Non-White (%)	11%	15%	16%	13%
Employment				
Full-time or Self (%)	48%	49%	50%	48%
Retired (%)	18%	21%	17%	18%
Student (%)	5%	5%	3%	5%
Homemaker (%)	12%	10%	10%	11%

^a Having associate degree is about 14 years of education; bachelor’s degree is about 16 years of education.

Total surveyed respondents: 3,406.

Table 4. Geographic and Market Segmentation for Consumers Who “Have Visited an On-farm Retail Market within the Past 12 Months”

	Periphery Group (1-2 times a year) (1037)	Mid-Level Group (3-5 times a year) (404)	Core Group (6+ times a year) (339)	Overall (1780)
Frequency (%)				
City (%)	209 (55%)	94 (25%)	79 (21%)	382 (100%)
Suburb (%)	456 (63%)	145 (20%)	126 (17%)	727 (100%)
Rural (%)	372 (55%)	165 (25%)	134 (20%)	671 (100%)
Average times to visit:				
On-farm visit – City	1.48	3.91	13.72	4.61
On-farm visit – Suburb	1.44	3.8	12.77	3.87
On-farm visit – Rural	1.43	3.78	13.39	4.4
Farm market visit	4.24	6.24	11.08	6

On Farm Solar Energy Production

By Jennifer Rogers, U.K. Area Extension Specialist in Business Management, Dept. of Ag. Economics

Solar energy production has sparked interest within Kentucky agriculture. While farms have always been reliant upon solar energy in crop production, harnessing this power and selling the produced electricity is gaining interest on several Kentucky farms. Why solar energy? Why now? Why on farms?

Solar Energy is energy that is produced by the sun, most noticeably is the heat produced. Technology has been available for many years to harness this energy and convert it to electricity through the use of solar panels. You may have seen these panels on the tops of buildings or other areas where they will receive direct sunlight. The production of solar electricity does not use any fossil fuels, nor does it cause pollution. More recently, the cost of the solar panels has dropped significantly, making it an economically viable opportunity for people who were not willing to accept the cost for the ecological benefits alone.

Currently, there are several incentives for “green” energy production. Solar electricity production fits in this category.

30% Energy Investment Tax Credit

This is a federal tax credit. It is a non-refundable credit, meaning that it will offset any tax owed.

This credit can be carried back one year, and carried forward for up to 20 years.

Depreciable Expense

Qualifies under the 50% bonus depreciation allowance.

Eligible expense under Code Section 179.

Grant Opportunities

USDA REAP Grant

Provides up to 25% of the cost of the project in grant funds.

REAP Grant funds are diminishing and may already be allocated or may not be available.

KY GOAP Grant

25% cost share, up to a maximum of \$11,250.

You must qualify as a farm to receive this grant.

TVA Electric Production Incentive

TVA customers currently can sign an agreement to receive a \$0.09 premium per kWh of electricity produced. This is above the price paid for electricity. If

the price of electricity is \$0.10/kWh, then the producer would receive \$0.19/kWh.

This incentive is paid based on a 10-year contract with TVA.

Rising Electricity Rates

Rates for electricity have risen in recent years and are expected to continue to increase.

Solar electricity production allows a producer to hedge against this rising cost of electricity.

Farms have been especially interested in solar electricity production for several reasons. Over the last several years we have seen record high net farm incomes for Kentucky farms, providing funds for new projects. Only farms qualify for the energy grants. Many farm types, especially those with large quantities of grain storage, contract poultry, or hog production use large quantities of electricity. These farms may also have large tax liabilities and will be able to benefit from the tax incentives (30% tax credit and depreciation). Farms may also not be limited on space to construct these solar panels, free of interference from the sun.

While solar electricity has many perceived benefits, it is important to fully assess the project before construction. Many of the companies selling these solar energy systems will provide the producer with a payoff analysis. It is important for the producer to meet with their tax professional and lending institution before entering into a contract. The tax professional will be able to advise on how long it will take the individual producer to take advantage of the full tax credit, and whether or not the individual will be able to take advantage of the accelerated depreciation opportunities. Many producers, unless they have a high level of income, will not be able to use both of these tax savings methods in the first year, thus spreading out the payoff for the project. Any financing charges for the project must also be added to the payoff analysis. The lender will need to be willing to loan money on this project and will be able to provide estimated interest expense.

Solar electricity production should be analyzed as a money-making venture, not simply offsetting electricity usage. In most cases, the electric company will provide a check to the producer for the electricity produced and the producer will pay for the electricity used. The income (both grant and electric production) and tax savings should be used to calculate the expected payoff period for the project and the accumulated returns. These returns will help you determine if this is a good business venture to pursue.

Farm Service Agency 2011 Kentucky NAP Fruit Prices

By John Strang, U.K. Extension Horticulturist

The following are high, low and average tree and small fruit prices collected from Kentucky growers and submitted to the Farm Service Agency to provide a basis for Non Insured Assistance (NAP) program payments. These prices are a combination of retail fresh market, farmers' market, roadside market, u-pick market, auction and wholesale prices.

Farm Service Agency 2011 Ky. Grower NAP Small Fruit Prices

Crop	Sales Unit	Avg (\$)	High (\$)	Low (\$)	Avg. (\$/lb)	High (\$/lb)	Low (\$/lb)
Blackberry	Qt.	5.96	9.00	3.37	3.97	6.00	2.25
Blueberry	Qt.	7.88	10.00	6.00	4.27	5.26	3.16
Grape, Table	Qt	3.29	3.50	3.00	2.19	2.33	2.00
Raspberry	Qt	8.81	14.00	3.37	5.87	9.33	2.25
Strawberry Matted Row	Qt	3.98	5.00	2.43	2.65	3.33	1.62
Strawberry Plasticulture	Qt	4.05	5.00	1.74	2.70	3.33	1.16

Farm Service Agency 2011 Ky. Grower NAP Tree Fruit Prices

Crop	Sales Unit	Avg (\$)	High (\$)	Low (\$)	Avg. (\$/lb)	High (\$/lb)	Low (\$/lb)
Apple	bu	44.52	105.00	10.50	1.04	2.50	.25
Pear	bu	72.20	87.50	50.00	1.44	1.75	1.00
Peach	bu	65.79	100.00	40.00	1.31	2.00	.80
Nectarine	bu	54.05	68.00	40.00	1.04	1.36	.80
Plum	½ bu	55.20	75.11	36.00	1.70	2.59	1.21
Cherry, tart	qt	3.45	3.89	3.00	2.30	2.59	2.00
Pawpaw					2.50	3.00	2.00

Average annual prices received by Kentucky growers for tree fruit for the respective harvest seasons

Year	Apples (\$/lb)	Apple Cider (\$/gal)	Peach (\$/lb)	Nectarine (\$/lb)	Pear (\$/lb)	Plum (\$/lb)	Cherry, tart (\$/lb)	Pawpaw (\$/lb)
2011	\$1.04	\$6.00	\$1.31	\$1.04	\$1.44	\$1.70	\$2.30	\$2.50
2010	\$0.95		\$1.21	\$0.75	\$1.17	\$1.64	\$2.17	\$2.50
2009	\$0.85		\$1.05	\$1.09	\$1.16	\$1.27	\$1.61	\$2.50
2008	\$0.78		\$1.05	\$0.89	\$1.08	\$1.29	\$3.13	\$2.50
2007	\$0.8073		\$1.3648		\$1.40			
2006	\$0.6517		\$0.8938		\$1.39			
2005	\$0.5735		\$0.8602		\$1.29			
2004	\$0.5425		\$0.8631		\$1.17			
2003	\$0.5077		\$0.7465					
2002	\$0.4896		\$0.75					
2001	\$0.4838		\$0.6979					

Average annual prices received by Kentucky growers for small fruit for the respective harvest seasons

Year	Blueberry (\$/lb)	Blackberry (\$/lb)	Grape, table (\$/lb)	Raspberry (\$/lb)	Strawberry, matted row (\$/lb)	Strawberry, plasticulture (\$/lb)
2011	\$4.27	\$3.97	\$2.19	\$5.87	\$2.65	\$2.70
2010	\$4.02	\$4.16	\$2.67	\$5.31	\$2.28	\$3.80
2009	\$4.23	\$4.17	---	\$5.57	\$2.44	\$2.76
2008	\$3.66	\$3.87	\$1.84	\$6.13	\$2.74	\$2.55
2007	\$3.7917	\$3.2463		\$5.54	\$2.5555	
2006	\$2.4327	\$2.6844		\$4.75	\$2.3145	
2005	\$2.2314	2.125		\$4.59	\$2.1556	
2004	\$2.2171	2.3536		\$4.89	\$2.0778	
2003					\$1.8667	
2002					\$1.7417	
2001					\$1.7417	

Receiving Fruit Facts Electronically on the Internet

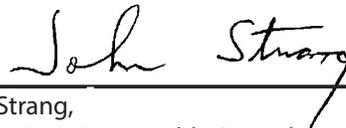
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