



Farm & Ranch Advisor

Jackson County Extension Agriculture Newsletter

Summer 2014

Volume 4 Number 1

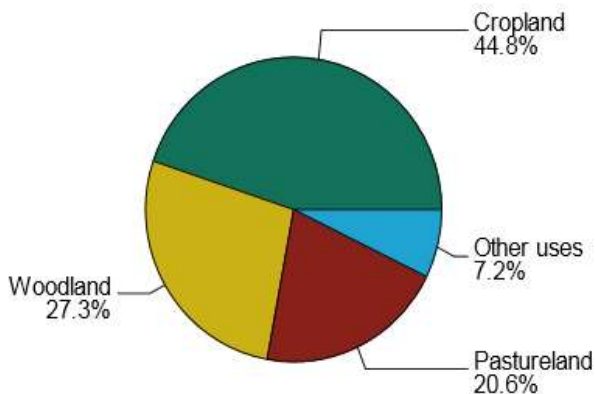
Jackson County Farm Facts from the 2012 Ag Census

Doug Mayo, Jackson County Extension Director

Every five years the United States Department of Agriculture's (USDA) National Agriculture Statistics Service (NASS) sends out in-depth surveys to farmers called the Census of Agriculture, with numerous questions about specific farming operations. While most farmers will admit that filling out surveys is not their favorite activity, the summarized information provides very useful data to help the agriculture industry tell its story, and also to guide federal and state agencies with their assistance programs.

Agriculture in Jackson County has a great story to tell. With less than 5% of the current population in Jackson County actively engaged in farm production, every farmer and rancher needs to have an "elevator speech," or a short story, to tell about farming back home. Whether you talk to school kids, host a farm tour, or simply talk with people in your community, it is helpful to know your county agriculture facts.

2012 Farm Land Use

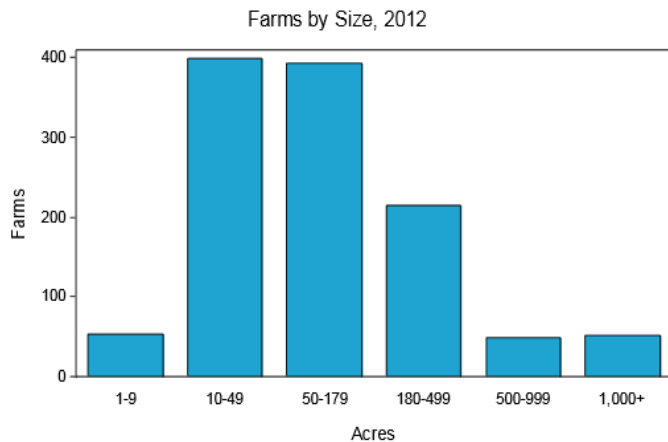


Jackson County Farm Facts

Category	2012 Census
# Farms	1,160
Acreage	262,312
Value of Ag Products Sold	\$92.7 M
Farmers (farm operators)	1,630
Full & Part-time Farm Workers	1,051
# of Tractors	1,776
Crop Summary	
Crop Farms	589
Harvested Crop Acres	94,902
Peanut Acres	29,180
Cotton Acres	37,654
Corn Acres	2,838
Soybean Acres	1,919
Wheat Acres	1,345
Livestock Summary	
Grazed Forage & Pasture Acres	70,172
Hay & Silage	19,279
Cattle Ranches	448
Beef Cows	24,039
Dairy Farms	7
Dairy Cows	1,288
Bee Hives	850
Hogs	235
Sheep	313
Goats	768
Horses	1,927
Laying Hens	4,578
Broiler Chickens	900

Horticulture Summary	
Vegetable & Melon Farms	62
Vegetable & Melon Acreage	3,122
Watermelon Acres	867
Fruit & Nut Orchards	100
Fruit & Nut Orchard Acres	785
Berry Farms	17
Greenhouse & Nursery Farms	15

Farming in Jackson County was a \$93 million dollar business in 2012. According to the Census of Agriculture, there were 1,160 farms in Jackson County utilizing 262,312 acres of land in 2012. Compared to the previous, 2007 Census, there was a 12% decrease in the number of farms, and a 16% decrease in the acres of land utilized for farming in the county. The \$92.7 million in total farm product sales was a 33% increase over the \$69.6 million in 2007.



Jackson County has a significant number of large, commercial farms utilizing 500 or more acres, but the majority of the farms are much smaller, with the average farm size reported at 226 acres. Jackson County had 488 full-time farmers, with 672 who made their primary income off-farm, and farmed part-time. The average age of those operators was 60 years old, so one of the real challenges for the future of farming in the county is the development of the next generation to carry on.

Jackson County is a major agricultural county in Florida. Jackson County has been well known, for many years, for its peanut production. In 2012, Jackson County's 29,180 peanut acres ranked #1 in Florida, and #8 in the US. The 37,654 acres of

cotton was also #1 in Florida, and 60th nationwide. Jackson also ranked 3rd in soybeans and wheat, 4th in oats for grain, 5th in both corn and hay production, and 11th in vegetables and total farm acres, from among all Florida counties. There is also a fair number of livestock in the county, as compared other Florida counties. Jackson ranked 12th for cattle and calves, 16th for horses and ponies, 22nd for goats, and 28th for bee hives.

Upcoming Educational Programs & Events

Complete listing of events and information available at <http://jackson.ifas.ufl.edu>



Jackson Co. Cattlemen's Tour - July 17

The Jackson County Cattlemen's Association has hosted numerous Farm Tours over its 52 year history. These tours provide a wonderful opportunity to interact with other cattle producers, and visit a wide variety of operations in the region. This year, the tour is open to any cattle producer in the region who would like to participate. While Cattlemen's Association membership is certainly appreciated, it is not required to participate in this event. Tour participants will meet at 10:45 AM at the Marianna High School Football Stadium parking lot, promptly at 11 AM CDT. Once the tour begins it will be challenging to meet up with the group, so participants should plan to attend the entire event, if possible.

The 2014 tour will feature a variety of interesting stops. The first stop will be at a Dewberry and

Blackberry control trial being conducted by the Jackson County Extension Service, utilizing herbicides supplied by Dow AgroSciences, and Dupont. From there, the group will travel to a sponsored hamburger lunch, followed by a tour of Bigham Farm's commercial cow-calf operation. The group will then travel to the AFG Feed mill in Donalsonville, GA to learn how this local company is producing cattle feeds from cotton and peanut by-products. The final destination will be North American Farms, a large, diversified farming operation that includes a stocker cattle and feeding operation.

Tour participants will be supplying their own transportation for this event. The tour will require more than 1 1/2 hours of total driving time, so make sure your vehicle has enough gas for the trip. Participants are encouraged to carpool as much as possible, to limit the total number of vehicles on the tour. Vehicles can be left at the stadium parking lot for the duration of the tour. The estimated time of conclusion for the tour will be 5:30 PM, with an estimated return time to the starting point of 6:00 PM.

This is a sponsored event, with no registration fee, but pre-registration is required by July 10th. To RSVP or to get additional information, contact the Jackson County Extension Service, 850-482-9620 or email: doris.williams@ufl.edu.

Blue Springs BMAP Meeting July 28

Florida Department of Environmental Protection (FDEP) will be hosting a Jackson Blue Spring and Merritt's Millpond Basin Management Action Plan (BMAP) Technical Meeting on Monday July 28, 2014, from 6:30 PM to 8:30 PM, at the Bascom Town Hall, located at 4969 Basswood Rd, Bascom, Florida 32423.

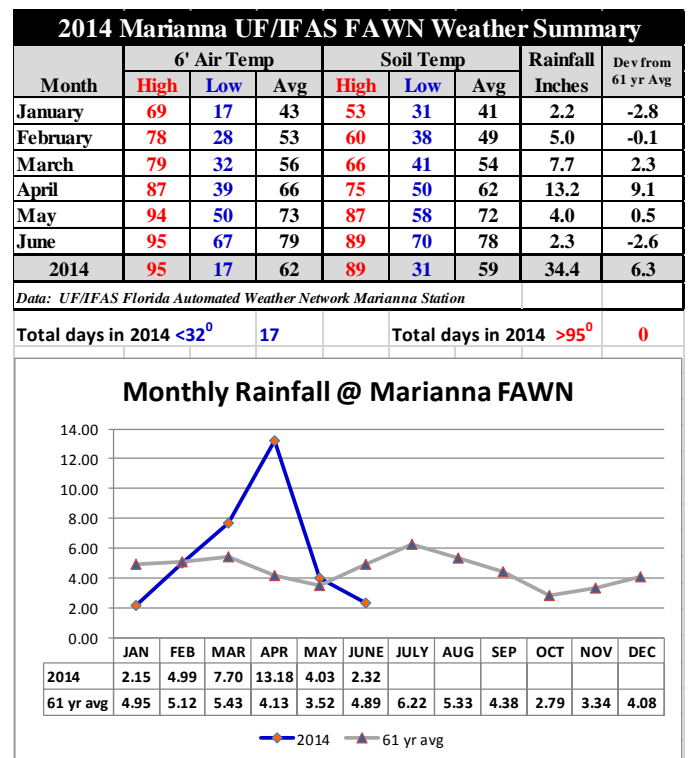


UF/IFAS Peanut Field Day August 14

Join us for the 2014 Peanut Field Day at the North Florida Research and Education Center (NFREC), just south of Greenwood, on Highway 71. Registration opens at 8:00 AM CDT and the tours begin at 8:30 and end with a sponsored catfish lunch.

Topics covered include disease and weed control, new varieties, and crop management. Don't miss an opportunity to interact with the IFAS researchers and other farmers around the region. CEU's will be available for CORE and Private Applicator.

January through June FAWN Weather Summary



Farm Bill Restores Disaster Assistance Programs

Panhandle farmers and ranchers should contact the local FSA Office about designated losses in disaster declarations from 2011 to 2014.

On April 15th, Agriculture Secretary Tom Vilsack announced eligible farmers and ranchers may sign up for U.S. Department of Agriculture (USDA) disaster assistance programs restored by passage of the 2014 Farm Bill.

“We implemented these programs in record time and kept our commitment to begin sign-up today,” said Agriculture Secretary Vilsack. “To ensure enrollment goes as smoothly as possible, dedicated staff in over 2,000 Farm Service Agency offices across the country are doing everything necessary to help producers that have suffered through two and a half difficult years with no assistance because these programs were awaiting Congressional action.”

Eligible producers may enroll in one of four programs administered by the Farm Service Agency based on the size and type of their farm or ranch operation.

- **Livestock Forage Disaster Program (LFP)**
The Livestock Forage Disaster Program (LFP) will provide payments to eligible producers for grazing losses which have occurred since the expiration of the livestock disaster assistance programs in 2011, and include calendar years 2012, 2013, and 2014.
- **Livestock Indemnity Program (LIP)**
The Livestock Indemnity Program (LIP) will provide payments to eligible producers for livestock deaths which occurred since the expiration of the livestock disaster assistance programs in 2011, and include calendar years 2012, 2013, and 2014.
- **Emergency Assistance for Livestock Program (ELAP)**
The Emergency Assistance for Livestock, Honeybees, and Farm-Raised Fish Program (ELAP) provides emergency assistance to

eligible producers of livestock, honeybees and farm-raised fish which have suffered losses because of disease, severe weather, blizzards and wildfires.

- **Tree Assistance Program (TAP)**
Enrollment has begun for the Tree Assistance Program (TAP), which provides financial assistance to qualifying orchardists and nursery tree growers to replant or rehabilitate trees, bushes and vines damaged by natural disasters.

Producers signing up for these programs are encouraged to contact their local FSA office for information on the types of records required, and to schedule an appointment. Taking these steps in advance will help producers ensure their application moves through the process as quickly as possible.

Supporting documents may include livestock birth records, purchase and transportation receipts, photos and ownership records showing the number and type of livestock lost, documents listing the gallons of water transported to livestock during drought, and more. Crop records may include purchase receipts for eligible trees, bushes, or vines, seed and fertilizer purchases, planting and production records, and documentation of labor and equipment used to plant or remove eligible trees, bushes, or vines.

Producers have three to nine months to apply depending on the program and year of the loss. Details are available from any local FSA office. For more information, producers may review the 2014 Farm Bill Fact Sheet, and the LIP, LFP, ELAP and TAP fact sheets available at the FSA Office.

USDA Microloans Available for Small Farms

The Microloan Program, available through USDA's Farm Service Agency (FSA), is a relatively new option to help beginning farmers get started, or to assist existing small farms expand their operations. This program offers more flexible access to credit and is an attractive loan alternative for smaller

farming operations, including the non-traditional, which often encounter limited financing options.

Farmers may borrow up to \$35,000 with limited collateral requirements and have up to seven years for repayment. The interest rate on this program varies from year to year, but is currently two percent.

Standard FSA Operating Loans require a minimum of three years of experience. With this microloan program, less than three years of experience is needed and an agreement to work with a mentor can be substituted to meet the basic loan requirements.

USDA has also streamlined the application and business plan requirements for these microloans. The simpler applications are also quicker for FSA personnel to process, with responses provided within one to two weeks from the time of application submission.

The \$35,000 available will supply enough capital liquidity to help start a farming operation. Whether it is for beginning bee keepers, farmer's market vegetable operations, or a small breeding herd of livestock, microloans may provide the novice farmer enough money to start a business.

A successful farmer who has repaid the loan will have gained experience and equity which may be used to qualify for the larger, more traditional agricultural operating loans available through FSA and commercial lenders.

Microloans can be used for, but not limited to:

- **Initial start-up expenses**
- **Annual expenses such as seed, fertilizer, utilities, land rents**
- **Marketing and distribution expenses**
- **Family living expenses**
- **Purchase of livestock**
- **Materials essential to farm operations**
- **Minor farm improvements such as wells and coolers**
- **Hoop houses to extend the growing season**
- **Essential tools and equipment**
- **Irrigation**
- **Delivery vehicles**

To learn more about USDA Microloans contact Shelly Sale at the local FSA Office, 850-526-2610 extension 2.

Corn Yield Checks Available Through County Agent

Corn growers in Jackson County may be interested in having their corn yields verified at harvest time. If so, they can contact Josh Thompson, at the Jackson County Extension Service, and he will be glad to do a yield check (850-482-9620).

The yield check involves harvesting and weighing at least 1.25 acres of corn and getting a moisture reading. The county agent will measure the plot area and moisture content, and the use of scales at local peanut buying points can usually be arranged.

Doing a yield check at harvest time can provide farmers with an immediate answer on how well they did growing their crop as it comes out of the field. If the grower expects high yields, he can enter the National Corn Growers Association yield contest, and/or the Jackson County yield contest. Last year's winner was Craig Bishop, with a yield check of 256 bushels per acre!



Cotton Briefs

Cotton Fertilization

Josh Thompson, Regional Agronomy IPM Agent

Fertilizing cotton is always a major factor that affects yield in Jackson County. Last year we saw plenty of cotton fields run out of nitrogen (N) during the summer with the relentless rains. We also saw growers trying to apply N through irrigation or ground, when it was too late to do any good. So what are some fertilization guidelines that years of research provide us with?



Phosphorous and Potassium

Phosphorous (P) and potassium (K) fertilizers should go out prior to, or at, planting and should be based on soil test recommendations. These nutrients are essential for good early season growth and can be applied in a complete fertilizer blend (i.e. 5-15-30). It is not necessary to apply more than 20-30% of the total N at planting because cotton uses relatively little N in the early stages of growth. On sandier fields, it may be a good idea to split K applications, applying half at planting and half with N sidedress. This is because K can be leached in sandier fields. K deficiency has been shown to be a cause of some leaf spot diseases that occur later in the season.

Nitrogen and Sulfur

Nitrogen obviously has a major impact on yield. Research shows that side-dress N should be applied between squaring and first bloom. Total N for the season should range between 60 – 120 lbs./acre. The amount needed will vary depending on soil type and yield potential. Greater yield potential will require a rate towards the upper end of the range. It is important to note that non-irrigated cotton should generally not be considered to have a high yield potential in Jackson County. However, a low N rate does not necessarily mean low yields. With good rainfall, some farmers regularly make 2 bale cotton with 70 lbs. of N on heavier soils. Rainfall is usually a more limiting factor than N.

Sulfur is also an important nutrient for cotton production, especially in sandier fields. The recommended rate of sulfur is 10 lbs./acre. This can be achieved by using ammonium sulfate (21-0-0-

24S), liquid “28” which is 28-0-0-5S, or “K-mag” which is 0-0-22-22S-11Mg.

How late is too late for N?

Unfortunately, some growers learned this the hard way in 2013. Multiple years of research from Dr. David Wright and others has shown that applying N beyond the 3rd week of bloom will not increase yield. This is true even if the field is deficient in N. When it gets late in the season, cotton naturally begins to look pale green or slightly yellow. This occurs because the plant is sending its nutrient resources into the young bolls, and does not necessarily indicate an N deficiency. According to Dr. David Wright, IFAS Extension Agronomist, excess N during late bloom has actually shown decreased cotton yields in some trials.

If you have more questions about cotton fertilization or production, contact me at 850-482-9620 or j.thompson@ufl.edu.



Peanut Gallery

Possible Fungicide Shortage

Josh Thompson, Regional Agronomy IPM Agent

We are well into our regular spraying season for peanut fungal diseases. Our chemical industry reps are telling us that there will probably be a shortage of the leaf spot fungicide, chlorothalonil (Bravo), this year. With that in mind, growers may need to consider alternatives for chlorothalonil in 2014. Here are a few comments from Nick Dufault, UF/IFAS Plant Pathologist:

1. Pay attention to the weather. Earlier this month we were receiving significant amounts of rainfall from strong frontal systems and afternoon showers. Now that things have started to dry up a bit, it may be possible to extend leaf spot spray intervals

past the standard 14-day calendar application schedule. Currently, AU-PNUT is also indicating that no spraying is required for leaf spot protection in Northwest Florida, but a few significant rain events could change this recommendation.

2. Even though chlorothalonil is an important leaf spot fungicide, there are still multiple management options that remain for these diseases.
 - a. The fungicide “Headline®” is a strong option for leaf spot control. This fungicide can be used to initiate a spray program (9 fl oz./A; 40 to 45 days after planting) and eliminate possibly two chlorothalonil applications at 30 & 45 days after planting. It can also be used again later in the season as a fungicide mixture for leaf spot control (6 fl oz/a; 75 days after planting).
 - b. Reductions in chlorothalonil rates (e.g. 24 fl oz/A to 16 fl oz/A) can be obtained by mixing it with another leaf spot specific fungicide. Some examples are Topsin®M 70WP (0.5 lb/A), Tilt® (propiconazole, 2.5 fl oz/A) and Alto® 100 SL (cyproconazole, 5.5 fl oz/A).
 - c. Premixes or co-packs are also available and can help reduce the amount of chlorothalonil needed per application. Some examples of these are: Echo 720 - Eminent 125SL (chlorothalonil + tetraconazole) and Tilt Bravo™ SE (chlorothalonil + propiconazole).
 - d. Fungicides that are typically applied for the management of soil-borne diseases (e.g. Fontelis™, Abound® and Provost™) also provide effective leaf spot protection.
 - e. Tebuconazole products provide effective management for soilborne diseases; however, problems have occurred with leaf spot management when using this product alone. It is recommended to add either chlorothalonil (16 fl oz/A) or Topsin to a 7.2 fl oz/A application of tebuconazole for adequate leaf spot protection.
3. PEANUT Rx is an excellent tool for assessing the risk of peanut diseases, including leaf spot, and should be considered as a viable approach to reducing chlorothalonil sprays within a peanut program.

4. Be sure to continue to monitor for other diseases, such as white mold and CBR, which can show up as peanut canopies close and soil temperatures increase.



Forage Bites

What is the Best Pasture Grass for Ranches in Florida?

Doug Mayo, UF/IFAS Extension Jackson County

One question that often comes this time of year is “***What grass I should plant for a pasture?***”

Whether this is a new field, or a field that has been in some other crop that will be converted to pasture, there are a number of options for livestock grazing. The most versatile and widely used grass in Florida is bahiagrass. In a 2002 survey of Northwest Florida Cattle Ranchers, 96% had bahiagrass pastures, and 70% utilized bahiagrass for at least part of their annual hay production. There are other choices, but especially for smaller ranches with limited acreage, equipment, and resources, bahiagrass is normally the best choice.

Bahiagrass is well adapted to the various soil types in Florida from sandy, drier sites to damp, flatwoods soils. It will not tolerate extended periods of standing water, and can be slow to establish in deep sands, but no other forage species has as wide a range of adaptability to Florida. Bahiagrass can tolerate close grazing with short rotations, because the plant has rhizomes (underground stems) where the sugars are stored. Unlike bermudagrasses or native bunch grasses, cattle never consume the stored energy in the plant. This allows for close grazing down to 1 inch with a short rest of only 7-15 days, before rotating back to

the pasture. Most grasses have above ground stems, which require more recovery time to flourish under grazing. Another key advantage of bahiagrass is that it is planted with seed, unlike bermudagrass or limpograss that must be planted from dug sprigs. Bermudagrasses tend to have higher yields and better nutrient quality (feed value), which make them more popular for use in hay fields. However, if fertilized correctly and cut prior to maturity (seed head formation), bahia can make decent quality hay for cattle.

Of course, the question that always follows is, “*Which cultivar would be best: Pensacola, Argentine, Tifton 9, TifQuik, or Riata?*” Each cultivar has some attributes that make them attractive for use in Florida pastures.

Pensacola

Pensacola was the first cultivar discovered growing near Pensacola in 1938. Because it is not a patented variety, it is the cheapest seed to purchase. Pensacola is very persistent, and more tolerant of overgrazing than other cultivars. It is also more cold tolerant than Argentine.

Argentine

Argentine forms a dense, thick sod with excellent ground coverage. It has a wider leaf blade than other cultivars, and produces fewer seed heads, making it more desirable to sell as sod. Argentine does have the shortest season of growth, with less cold tolerance than Pensacola. This attribute makes the seasonal total yield lower, but it also makes Argentine the best cultivar to overseed with clovers or ryegrass for winter grazing. Because there is less seed produced per acre, seed costs are higher than for Pensacola. One word of caution about Argentine: it is difficult to control if it contaminates neighboring bermudagrass hay fields.

Tifton 9

Tifton 9 is the result of selection of Pensacola plants that provided higher yields, with a longer growing season. It is somewhat sensitive to overgrazing, because it has a more upright growth pattern. Tifton 9 does not form as dense of a sod as Argentine.

TifQuik

TifQuik was developed from Tifton 9 plants, which were selected for reduced hard seed production, generating rapid seedling emergence, fast establishment, and a slight yield improvement over

Tifton 9. It is a patented variety with higher seed cost.

Riata

Riata was developed by the University of Florida. It is an improved Pensacola type bahiagrass that is less day-length sensitive, allowing for more early spring and late fall growth, and the highest seasonal yield. Riata is sensitive to overgrazing. It is also a patented variety with higher seed cost.

For more information on planting and managing bahiagrass pastures, download *Bahiagrass:*

Overview and Management at

<http://edis.ifas.ufl.edu/pdf/AG/AG34200.pdf>.

For information on other forage options, go to the Forages of Florida website:

<http://agronomy.ifas.ufl.edu/ForagesofFlorida/index.php>.

Bahiagrass Cultivar	*Yield Tons/acre
Pensacola	3.7
Argentine	3.2
Tifton 9	4.3
TifQuik	4.5
Riata	4.7
<small>*2006 Cultivar Test - UF/IFAS North Florida Research and Education Center Marianna Beef Unit</small>	

SE Hay Contest & Quality Hay Producer Directory

If you raise good quality hay, the Southeastern Hay Contest offers you the opportunity to document your quality, gain some recognition for your farm and (new this year) have your farm included in the Southeastern Hay Directory. Most hay farmers are frustrated by the fact they raise quality hay, but have to sell on a commodity market. The ultimate goal of the Southeastern Hay Contest is to recognize farms that produce top quality hay, and with the addition of the directory, give hay buyers a list of farms that test their hay for quality. Whether you are looking to broaden your customer base, or simply provide better information for your current customers, the Southeastern Hay Contest and Hay Directory have a lot to offer.

The Southeastern Hay Contest is currently accepting entries of hay and baleage from forage producers. Entries must be received by the lab no later than 5:00 PM, on **September 22, 2014**. The \$17 per sample fee provides both entry in the contest as well as a complete lab analysis that provides dry matter, crude protein (CP), total digestible nutrients (TDN), and a Relative Forage Quality (RFQ) score.

New this year, your farm can also be listed in the Southeastern Hay Directory, made up only of those farms who participate in the Hay Contest. For an additional \$30 annual fee, you can advertise your farm and the products you produce in this web based directory. The SE Hay Directory will be maintained on the University of Georgia Feed Lab website with links provided to it from the state forage websites (Alabama Forages, Georgia Forages, and Forages of Florida).

Each forage sample entry will compete in one of six categories, with the top entries being recognized in October, at the Sunbelt Agriculture Expo, in Moultrie, Georgia. Hay and baleage samples will be evaluated in the following categories:

1. Warm Season Perennial Grass Hay (bermudagrass, bahiagrass, etc.)
2. Perennial Peanut or Alfalfa Hay
3. Cool Season Perennial Grass Hay (tall fescue, orchardgrass, etc.)
4. Mixed, Annual Grass, or Other Hay (clover/fescue, clover/ryegrass, millet, ryegrass, etc.)
5. Grass Baleage (high moisture grass forage ensiled in wrapped bales)
6. Legume Baleage (high moisture legume or grass/legume ensiled in wrapped bales)

For the first time this year, there will also be cash awards, in addition to the recognition:

- Overall Highest RFQ Prize: \$150
- 1st Prize in Each Category: \$50
- 2nd Prize in Each Category: \$20 + 1 Free Forage Quality Test
- 3rd Prize in Each Category: 1 Free Forage Quality Test

This contest is open to any forage producer in the southeastern U.S., but entries must be submitted by the farm where the forage was actually grown. Each entry form must be signed by your county agent, to verify that the producer has met all of the rules and requirements. Samples must be taken from a single cutting, with a hay probe, from a minimum of 5 randomly sampled square or round bales. Hay or baleage entries must have been harvested from fields with a minimum maturity or regrowth of 25 days. Forage samples with nitrate levels over 5000 parts per million (PPM) will be disqualified. Hay samples with more than 18% moisture will be disqualified, but there are no moisture requirements for baleage samples.

The Jackson County Extension Office has the forms needed to send in entries to the contest. Appointments can be made with one of the agents to have hay or haylage samples collected, as well. The highest quality sample collected each year from Jackson County will also be recognized at the annual Farm City Breakfast.



Veggie Patch

Watermelon Novel Bacterial Leaf Spot Research Update

Mathews Paret, NFREC Plant Pathologist

Florida and Georgia are the two largest producers of watermelon in the United States with 48,000 acres under production and a farm value of \$267 million. These two states also produce squash on 11,300 acres with a value of \$90 million. In spring 2013, a new disease on watermelon and squash was discovered in both states with symptoms of circular leaf lesions with black edge and white to tan centers leading to severe blighting. The symptoms can start early in the transplanting stage and, coupled with cool weather and wet conditions, can be a serious problem in watermelon production. Early stage symptoms on infected plants also include water soaking of the leaves.



In 2013, this disease affected production of ~6,500 acres of watermelons in Florida, leading to severe infection at the early stages of the crop leading to leaf blighting, and transplant losses. The disease has continued to be a major problem in spring 2014 in watermelon and squash in Florida and Georgia. As a result, costs of bactericide applications have increased dramatically for growers.

In response to the 2013 and 2014 outbreaks, the Florida Watermelon Association and the Southern Integrated Pest Management Program (IPM) provided funding for research on preliminary characterization of the causal organism, and screening of materials for disease management on watermelon. This study confirmed that the causal agent was a plant-pathogenic bacterium, *Pseudomonas syringae*. Most of the strains were highly pathogenic on watermelon in greenhouse experiments. Currently, there is no information on the seed-borne nature of these strains, or the specific environmental conditions required for disease outbreak. Watermelon field trials are currently being conducted by the University of Florida at two locations, Quincy and Citra, Florida, to test the effectiveness of acibenzolar S-methyl (Actigard), copper + ethylene bis dithiocarbamates (Mankocide), *Bacillus subtilis* (Serenade Optimum) and Aluminum tris (O-ethyl phosphonate) (Aliette) in disease management. The preliminary results of the first trial at Quincy, which is still ongoing, is provided below (Table 1). In this trial Mankocide significantly reduced disease compared to untreated and all other treatments. Foliar application of Actigard and Serenade Optimum also significantly reduced the disease compared to untreated plots. Our research team is

planning to utilize the knowledge developed from the field trials into an effective IPM protocol for disease management on watermelon and squash by end of 2014.

	Treatment	AUDPC
1	<u>Mankocide</u> ; foliar, 2 lb/A	765.2 d
2	Serenade Optimum; foliar, 0.5 lb/A	1155.3 c
3	<u>Actigard</u> ; foliar, 0.75 oz/A	1314.8 bc
4	<u>Actigard</u> ; drip, 0.75 oz/A	1473.9 abc
5	<u>Aliette</u> ; foliar, 2lb/A	1503.9 ab
6	Untreated	1744.8 a

Florida Food Connect: A Tool to Help Producers Engage with Customers

From farm gate to dinner plate, consumers are looking for more local food options. According to the latest USDA Census of Agriculture, Industry estimates valued local food sales at \$7 billion in 2011, reflecting the growing importance of this new market. While examining how to connect consumers with local producers, University of Florida researchers found opportunities for producers to market and sell local food.

Producers in the study revealed some of the barriers they faced when selling local products. Many were unaware of Florida MarketMaker which is an online marketing tool aimed at getting local food from the farm to the fork. When shown MarketMaker, producers also identified some challenges to using the online tool.

Based on the results of this research and feedback from producers across the state, the University of Florida IFAS Extension teamed up the Florida Department of Agriculture and Consumer Services and MarketMaker to develop a tool with more functionality to benefit producers and buyers.

The new tool, **Florida Food Connect**, offers an easy-to-use format to promote buying and selling of Florida food products.

Visitors to the site can link to producers to buy or sell a local product in the marketplace, meet prospective buyers or sellers and learn more about their business, and request particular products. Producers have identified Florida Food Connect as a key resource for producers and school districts

participating in Farm to School and for accessing other local food markets.

With Florida Food Connect, many opportunities exist for producers and growers — both large and small — to diversify sales opportunities and build profitable relationships in Florida’s growing local market.

What Can Florida Food Connect Do?

Florida Food Connect will help you easily grow your brand with local customers, big and small. A key resource for Farm to School, and a great way to expand your business contacts in Florida!

- **Develop your brand**

In just a few minutes, you can upload photos and add details about your business and what makes you unique.

- **Use the Market**

Post products currently available for sale and search requests for items needed to further enhance your business. You can choose to be notified by email about what is posted in the Market.

- **Browse the Directory**

Use our keyword search to find customers and business contacts in the directory. Search by product names, special attributes of a business or location.

- **Connect with Farm to School**

We are fortunate to have a harvest timeline that practically mirrors the academic school year. Florida Food Connect serves as a resource for school food service and other buyers to connect with local growers and ensure they are receiving the freshest produce at the best price.

Visit <http://www.floridafoodconnect.com> to easily create your business profile in the directory and take advantage of a great way to share your business online and make marketing connections.



From the Bull Pen

Sell My Stuff when I Die

An older couple sat at the table sipping coffee after a leisurely breakfast. Out of the blue, the husband says, “When I die, I want you to sell all of my stuff.” The wife responded, “Now why would you want me to do that?” He said, “I figure a woman of your caliber would eventually remarry, and I don’t want some other jerk using my stuff!” Quick as a wink she responded, “What makes you think I’d marry another jerk?”

Shaving Ball

A weathered, old farmer walked into a barbershop one day. He told the barber, “I can’t get all these whiskers off anymore, because my face is so wrinkled from years in the sun.” The barber gets a wooden ball from a cup on the shelf and told the old farmer, “put this inside your cheek to spread out the skin.” When he’s finished, the old farmer tells the barber, “That was the cleanest shave I’ve had in years. But he wanted to know, “What would have happened if I had accidentally swallowed that little ball?” The barber replied, “Everything comes out in the end. You would have brought it back in a few days like everyone else has.”

Truly Yours,

A handwritten signature in cursive script that reads "Doug Mayo".

Doug Mayo
County Extension Director

A handwritten signature in cursive script that reads "Josh Thompson".

Josh Thompson
Regional Agronomy IPM Agent

Jackson County Extension
 University of Florida
 2741 Pennsylvania Ave., Suite 3
 Marianna, FL 32448

Non-Profit Org.
 U.S. Postage Paid
 Permit No. 264
 Marianna, Florida

Agriculture Calendar of Events

July	Event	Location
17	Jackson County Cattleman's Tour	Meet at Marianna High School Football Stadium
28	DEP Blue Springs BMAP Meeting	Bascom Town Hall, 4969 Basswood Rd, Bascom
August	Event	Location
14	2014 Peanut Field Day	NFREC, Hwy 71, Greenwood
23	FAMU Grape Harvest Festival	6505 Mahan Drive, Tallahassee

UF/IFAS Extension programs are open to all persons without regard to race, color, sex, age, disability, religion, or national origin. Persons with special needs should contact the Extension Office at least 5 working days prior to the event, to allow consideration to be given the request.



Jackson Farm & Ranch Advisor
 Jackson Co. Extension Agriculture Newsletter

UF | IFAS Extension
 UNIVERSITY of FLORIDA



Jackson County Extension

850-482-9620

web page: <http://jackson.ifas.ufl.edu>