

NEW YORK FRUIT QUARTERLY

Editorial

The NYBGA is glad to be on board!

With this issue of the *New York Fruit Quarterly* we launch the first of a new and improved publication, one which will feature in each issue at least one article specifically about berry production. This is in addition to the usual offering of high-caliber articles on tree fruit and general-interest pomology topics. The new and improved *Quarterly* will now be mailed, not only to the tree fruit growers of New York State, but also to the roughly 150 members of the New York State Berry Growers Association.

How did this come about? For some time now, the editors of the *Quarterly* have been holding discussions with the NYSBGA and the Hort Society trying to reach a mutually beneficial arrangement....and we've done it! The editors will solicit berry-related articles for each issue, the financial arrangement was worked out with the Hort Society, and the Berry Growers' membership was signed up to start receiving the mailings.

Why is this a win-win situation for all concerned? First and foremost, because more growers will now be receiving the *Quarterly*. More growers will be seeing the excellent and timely articles on general-interest topics like nutrition, irrigation and post-harvest management. These articles, which are of interest to all fruit growers, were previously read only by the apple growers of New York State. The authors of these articles will now have an additional readership of 150 fruit growers, and the small fruit faculty at Cornell have another vehicle to reach not only berry growers, but virtually all the tree fruit growers in the state as well. Since many tree fruit growers currently produce, or are thinking about producing berry crops, this makes the new and improved *Quarterly* beneficial to many of them as well.

As current Chair of the Board of the New York State Berry Growers Association, I especially want to thank the Hort Society for ratifying this venture and welcoming us on board. In fact, the Hort Society deserves another big thanks for their general spirit of cooperation. This spirit has resulted in the rebirth of a Hort Show in New York State in the form of the Empire State Fruit and Vegetable Expo, a collaboration of the New York State Vegetable Growers Association, the Empire State Potato Growers Club, the New York State Berry Growers Association and Cornell Cooperative Extension. The 2005 show will be held in Syracuse on Feb 15-17, 2005 and is a must-see for all fruit growers!

We hope you enjoy the new and improved *Fruit Quarterly*. Speaking for the berry growers "We're glad to be on board!"

Regina Rieckenberg
Chair, NYS Berry Growers Association

CONTENTS

Where Do the Geneva® Apple Rootstocks Fit in New York State?

Terence Robinson, Gennaro Fazio, Herb Aldwinckle, Stephen Hoying, Kevin Iungerman and Michael Fargione 1

Phenolics and Antioxidant Capacity in Selected New York State Plums

Dae-Ok Kim, Young Jun Kim, Ho Jin Heo, Jay Freer, Olga I. Padilla-Zakour, and Chang Y. Lee 9

Economic Impact of the Two-Spotted Spider Mites (*Tetranychus Urticae*) on Strawberries Grown as a Perennial

Greg English-Loeb and Steve Hesler...17

Mortality of Obliquebanded Leafroller Due to Natural Enemies in Orchards Treated with Conventional or Reduced-Risk Insecticides

Mark Sarvary, Harvey Reissig, and Jan Nyrop 23

FRONT COVER: Standard-sized trees in Wayne County covered with January 2004's heavy snows.

BACK COVER: The process to collect data is tedious but necessary to evaluate the potential of Cornell's CG rootstocks (see article by Robinson et al. on page 3)



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VOLUME 12 • NUMBER 4 • WINTER 2004

This publication is a joint effort of the New York State Horticultural Society, Cornell University's New York State Agricultural Experiment Station at Geneva, the New York State Apple Research and Development Program, and the NYSBGA.



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Production: Communications Services,
NYSAES, Geneva