New York Berry News – Your Comprehensive Monthly Berry Production e-Newsletter

The New York Berry News was launched in 2002, and through the internet has become an important worldwide resource of berry information.

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From its first issue in March of 2002, the *New York Berry News* (*NYBN*) has released 54 issues in 5 volumes. William Turechek, Assistant Professor, Plant Pathology, Geneva, created and launched the berry e-newsletter and served as editor for the electronic publication from it's inception in 2002 until his departure in Fall 2004. Since then, Cathy Heidenreich has served as interim editor. Dr. Kerik Cox, Extension Tree Fruit and Berry Pathologist since September 2006, will be assuming editorship in 2007.

The *NYBN* is posted on the Internet at http://www.nysaes.cornell.edu/pp/extension/tfabp/newslett.shtml in the second week of each month. The e-newsletter may be accessed from the Tree Fruit and Berry Pathology homepage (http://www.nysaes.cornell.edu/pp/extension/tfabp/index.html) or the Cornell Fruit Resources' Berry page (http://www.fruit.cornell.edu/berry.html). Each monthly issue is available on-line. To allow faster downloading with dial-up Internet connections, a low-resolution copy is also made available. The purpose of *NYBN* is to keep the New York berry industry informed on new production practices, educational opportunities, and cutting-edge technologies.

New York Berry News Content

Each monthly issue of *NYBN* offers something for everyone in berry production. The *NYBN* includes the following:

- a calendar, 'Currant' Events
- 4-8 berry news briefs
- 4-6 feature articles
- weekly NY weather summaries

Another important feature of this publication is high-resolution digital images in the feature articles.

The 'Currant' Events calendar lists local, state, regional and national berry-related events, including grower meetings, educational offerings, workshops, Extension events and other programs. *NYBN* also lists events of general interest such as direct marketing conferences, on-farm energy conservation programs, and food-safety seminars. The listing for each event provides the date(s), location, contact information, and web links to registration forms, travel directions, etc.

NYBN News Briefs section (Figure 1) contains press releases public policy concerns, abstracts of research papers, local and regional news, changes in NY pesticide registrations, funding opportunities, etc. Sources for these briefs include, but are not limited to, the USDA Agricultural Research Service, the NY State Department of Agriculture and Markets, the NY National Agricultural Statistics Service, the Cornell Pesticide Management Education Program, and the Environmental Protection Agency. Berry grower organizations, commodity groups, and Cornell Cooperative Extension personnel are also sources for these News Briefs.

CURRANT EVENTS

January 27-28: **NOFA-NY 25th Annual Conference,** "Building the Farm Economy Around Local Foods". For more information: **http://nofany.org/index.html**

February 9-12: **NASGA/NASS Joint Conference,** Crowne Plaza Ventura Beach Hotel, Ventura, California. For more information: **http://www.nasga.org**

February 13-15: **Empire State Fruit and Vegetable Expo,** Onondaga Convention Center, Syracuse, NY. For more information: **http://www.nysaes.cornell.edu/hort/expo/**

February 26-28: **The Hudson Valley Commercial Fruit Growers' School,** Holiday Inn in Kingston, Ulster County. Berry Session Feb. 26th with emphasis on raspberries. For more information: **Steven McKay, sam44@cornell.edu**

March 1: **NENY Fruit School** in Lake George. For more information contact: **Kevin Iungerman, kai3@cornell.edu.**

North American Strawberry Growers Association

2007 NORTH AMERICAN BERRY CONFERENCE ALONG WITH THE 6TH NORTH AMERICAN STRAWBERRY SYMPOSIUM (NASS)

For Advance Registration and Free Tour, You Must Register by Nov. 30th!

Location - Ventura, CA **Dates - Feb. 9-12, 2007**

Join us in the #1 Strawberry region of the world to see and explore the ever-changing face of strawberry research and development across North America.

This year's conference will be held at the beautiful Crown Plaza Ventura Beach Hotel, convenient to the beach, the Oxnard growing areas, and the magic of Los Angeles.

See hundreds of acres of strawberries! This year's conference is only a short distance from the 12,000 acre Oxnard strawberry district , and early registrants will receive a free tour of the region led by none other than University of California breeder Kirk Larson.

This is a world-class research conference for growers and scientists being conducted jointly with the North American Strawberry Symposium. The program covers a broad range of topics, with several tracts, panel discussions, and a great variety of pre and post conference tours.

For Agenda

For Pre and Post Conference Tours

Registration Fees

To Register Online

Crown Plaza Ventura Beach Hotel, or call 1-800-842-0800

Student Poster Competition- $500 First Prize

There will be a very special banquet in honor of the remarkable strawberry breeding careers of Dr. Royce Bringhurst, Victor Voth and Dr. Gene Galletta.

As an added bonus the World Ag Expo in Tulare, California will take place Feb 13-15. So it will be possible for you to attend both events.

For more information:

See the agenda, hotel information, information about Hollywood tours, registration form and more in the November Issue of the NASGA Newsletter.

* Hotel - Crown Plaza Ventura Beach - http://www.cpventura.com/ 1-800-842-0800 You can make your reservation any time. Please make sure to mention that you are registering with the NASGA block to receive our discounted rate.

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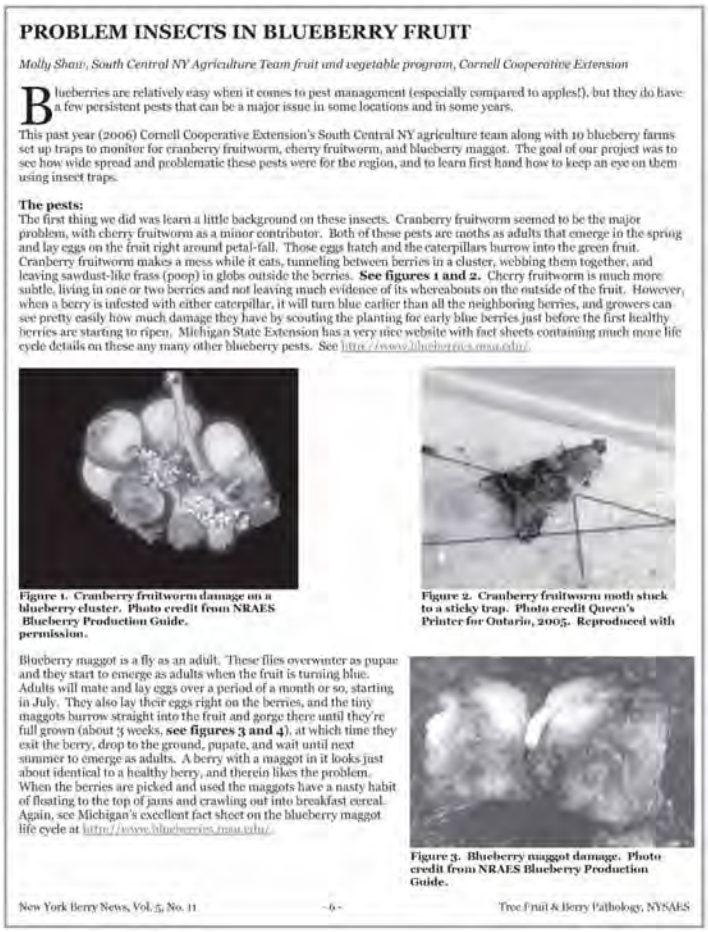
Figure 1. Example of *NYSBN* news brief.



PROBLEM INSECTS IN BLUEBERRY FRUIT

Molly Shaw, South Central NY Agriculture Team fruit and vegetable program, Cornell Cooperative Extension

Blueberries are relatively easy when it comes to pest management (especially compared to apples!), but they do have a few persistent pests that can be a major issue in some locations and in some years.

This past year (2006) Cornell Cooperative Extension's South Central NY agriculture team along with 10 blueberry farms set up traps to monitor for cranberry fruitworm, cherry fruitworm, and blueberry maggot. The goal of our project was to see how wide spread and problematic these pests were for the region, and to learn first hand how to keep an eye on them using insect traps.

The pests:

The first thing we did was learn a little background on these insects. Cranberry fruitworm seemed to be the major problem, with cherry fruitworm as a minor contributor. Both of these pests are moths as adults that emerge in the spring and lay eggs on the fruit right around petal-fall. Those eggs hatch and the caterpillars burrow into the green fruit. Cranberry fruitworm makes a mess while it eats, tunneling between berries in a cluster, webbing them together, and leaving sawdust-like frass (poop) in globs outside the berries. **See figures 1 and 2.** Cherry fruitworm is much more subtle, living in one or two berries and not leaving much evidence of its whereabouts on the outside of the fruit. However, when a berry is infested with either caterpillar, it will turn blue earlier than all the neighboring berries, and growers can see pretty easily how much damage they have by scouting the planting for early blue berries just before the first healthy berries are starting to ripen. Michigan State Extension has a very nice website with fact sheets containing much more life cycle details on these any many other blueberry pests. See http://www.blueberries.msu.edu/.

Figure 1. Cranberry fruitworm damage on a blueberry cluster. Photo credit from NRAES Blueberry Production Guide, permission.

Figure 2. Cranberry fruitworm moth stuck to a sticky trap. Photo credit Queen's Printer for Ontario, 2005. Reproduced with

Blueberry maggot is a fly as an adult. These flies overwinter as pupae and they start to emerge as adults when the fruit is turning blue. Adults will mate and lay eggs over a period of a month or so, starting in July. They also lay their eggs right on the berries, and the tiny maggots burrow straight into the fruit and gorge there until they're full grown (about 3 weeks, **see figures 3 and 4**), at which time they exit the berry, drop to the ground, pupate, and wait until next summer to emerge as adults. A berry with a maggot in it looks just about identical to a healthy berry, and therein likes the problem. When the berries are picked and used the maggots have a nasty habit of floating to the top of jams and crawling out into breakfast cereal. Again, see Michigan's excellent fact sheet on the blueberry maggot life cycle at http://www.blueberries.msu.edu/.

Figure 3. Blueberry maggot damage. Photo credit from NRAES Blueberry Production Guide.

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Figure 2. Excerpt from a *NYSBN* Feature Article.

***NYBN* Feature Articles** cover a wide variety of berry management information both topically and across commodities (Table 1). Specific topics of Feature Articles have included: production resources (14), organic production (12), pesticides and spray technology (11), post-harvest handling and storage (5), alternative berry crops (5), berry health benefits (4), wildlife management (4), food-safety (3), farm safety (3), and labor management (3).

Monthly Feature Articles (Figure 2) usually address the current stage of berry production, i.e. "Early Season Arthropod Management" or "Fall Weed Control in Brambles." The articles may take the form of seasonal calendars, timely reminders of production-related tasks, lists of pests that should be scouted for, or timely control strategies for pests. Feature Articles also cover new or re-emerging pests, research reports, variety trial results, and recently released berry information. Sequential Feature Articles may comprise a "mini-series" on topics such as alternative berry crops, marketing, and organic production.

Since its inception *NYBN* has been privileged to have 85 contributing authors including horticulturists, Extension personnel, plant pathologists, entomologists, IPM'ers, agricultural economists, journalists, nutritionists, food scientists, entrepreneurs, and conservationists. Cornell faculty, educators, and staff are the primary authors for the *NYBN* feature articles. Supplemental Feature Articles are incorporated, as appropriate, from other accredited sources such as trade journals, Extension newsletters, or other states' Extension and research personnel.

TABLE 1

***NYBN* Feature Articles, 2002-2006, covered the listed topics by commodity**

Topic	General	Strawberries	Brambles	Blueberries	Ribes
Cultivar selection	0	2	3	2	3
Cultural practices	11	5	5	2	3
Frost protection & winter injury	3	9	1	3	0
Renovation & pruning	1	4	3	4	3
Diseases & their management	8	18	19	14	6
Insects & their management	16	8	3	2	1
Weeds & their management	5	9	5	3	0
Water management	2	2	1	2	1
Soils & nutrient management	8	1	1	1	0
Marketing	17	3	0	1	0

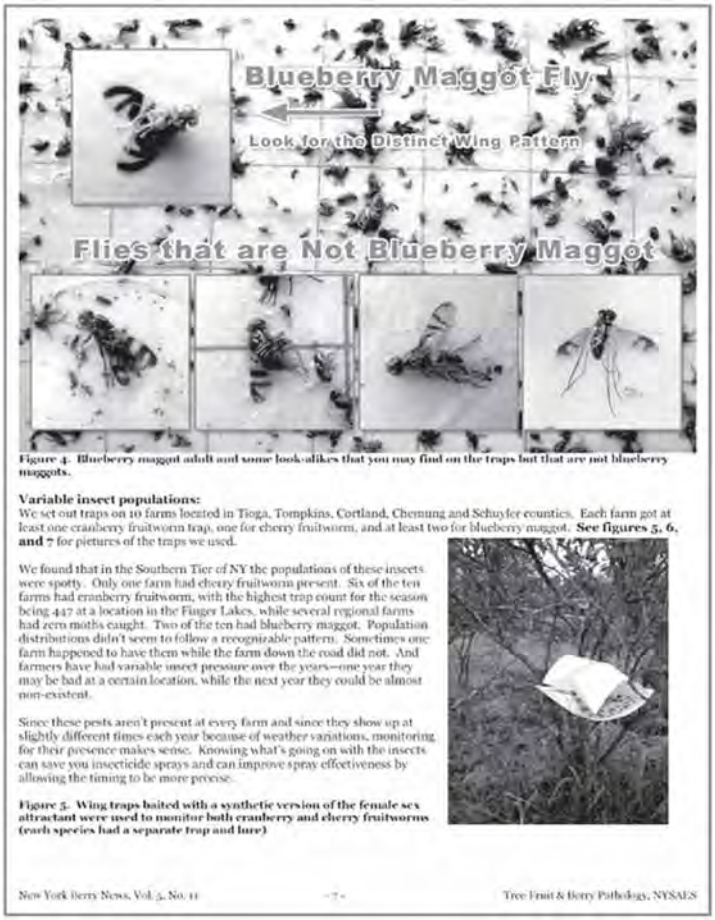

Figure 4. Blueberry maggot adult and some look-alikes that you may find on the traps but that are not blueberry maggots.

Variable insect populations:
We set out traps on 10 farms located in Tioga, Tompkins, Cortland, Chemung and Schuyler counties. Each farm got at least one cranberry fruitworm trap, one for cherry fruitworm, and at least two for blueberry maggot. **See figures 5, 6, and 7** for pictures of the traps we used.

We found that in the Southern Tier of NY the populations of these insects were spotty. Only one farm had cherry fruitworm present. Six of the ten farms had cranberry fruitworm, with the highest trap count for the season being 447 at a location in the Finger Lakes, while several regional farms had zero moths caught. Two of the ten had blueberry maggot. Population distributions didn't seem to follow a recognizable pattern. Sometimes one farm happened to have them while the farm down the road did not. And farmers have had variable insect pressure over the years—one year they may be bad at a certain location, while the next year they could be almost non-existent.

Since these pests aren't present at every farm and since they show up at slightly different times each year because of weather variations, monitoring for their presence makes sense. Knowing what's going on with the insects can save you insecticide sprays and can improve spray effectiveness by allowing the timing to be more precise.

Figure 5. Wing traps baited with a synthetic version of the female sex attractant were used to monitor both cranberry and cherry fruitworms (each species had a separate trap and lure)

Figure 6. The Pherocon AM trap comes already baited with an ammonium acetate smell. Flies are lured by both the smell of food and the color yellow.

Figure 7. This 6"x12" sticky strip baited with an ammonium supercharger (hanging at top) was another type of trap we used to catch blueberry maggot flies.

Who the traps would help:
We found that three types of farms in particular would benefit from setting out traps to monitor for these insects:

1. *Growers who spray every year assuming they'll have a problem, but who never see insect damage in the harvest.* The two growers in this group realized that they could use the traps to decrease their insecticide applications, and maybe cut out insecticides all together when adults were not present in the traps.
2. *Growers who have variable levels of damage, and would spray if in a particular year a high number of moths showed up in traps.* There were three growers in the study in this group. They have had enough damage from cranberry fruitworm in the past that if the adults showed up in high numbers in their traps (this "high number" is arbitrarily set by the grower, there is not established threshold to go by), then they will spray an insecticide for control. But if few moths are in the traps, they will not spray and they'll tolerate a low level of damage in the harvest.
3. *Growers who do not spray insecticides at all, no matter what the damage.* Whether for personal safety reasons or philosophical convictions, they will not apply insecticides. There were 5 growers in the study in this group, and while it was useful for them to monitor for the insects one year to learn their life cycle, it wouldn't be worth their while to trap for years to come because the results don't affect their management decisions.

Learning how to use the traps:
There are two fact sheets developed to help you learn how to use the traps to make management decisions. First, read about the life cycles of the pests from the Michigan State Extension website (http://www.blueberries.msu.edu/). It's important to understand the pests before trying to control them. Second, you can get the trapping instructions and tips by downloading them from our Tioga county extension website (http://counties.cce.cornell.edu/tioga/tcaa.php) or you can ask for a copy to be mailed to you by calling Molly Shaw at 607-687-4020 x 319 or e-mailing her at mds39@cornell.edu. Make sure you leave your name and address if you have to leave a message. The fact sheets give you details about where to buy supplies, how to set the traps in the field, and what to look for in the traps. If you choose to spray for insect control, the fact sheets also help you figure out when to spray.

Using the traps to make spray decisions:
The recommendation from Michigan State is to use the traps for the cranberry and cherry fruitworms to determine when to start scouting for eggs laid on the fruit, and to *scout for eggs* to determine the optimal spray time. The egg scouting gives a more reliable spray timing than trap counts alone. At one farm that had a history of high cranberry fruitworm damage we did scout for eggs and found that nearly 30% of the clusters had eggs on them. With a little practice you can even tell which eggs are just about ready to hatch, since they change color as they mature. Determining when the eggs are ready to hatch pinpoints the optimal first spray coverage timing. However, this same grower had been using the traps for the past few years to help time his sprays without ever scouting for eggs, and he still got satisfactory control. In a u-pick

Figure 2. Excerpt from a *NYSBN* Feature Article.

Articles from other regions of the US and foreign countries are reprinted in *NYBN* when of potential interest or benefit to NY berry growers. *NYBN* grants permission to reprint from its offerings and encourages information exchange throughout the Northeast and Great Lakes regions.

***NYBN* Weather Notes** summarizes NY weather data from nine geographical regions reporting from 30 weather station sites across the state. Tables of weekly weather summaries are published during the production season, April through October (Figure 3). The New York National Agricultural Statistics Service provides the data for these summaries.

NYBN e-Distribution

The *NYBN* e-newsletter was initially announced by providing its Home Page web link in as many grower meetings and e-mail contacts as possible. Currently, an email announcement containing web links to the high- and low-resolution versions and Table of Contents for that month's issue goes out to 62 "multipliers" including the NY Berry Growers Association, the California Strawberry Commission, the North Carolina Strawberry Growers Association, the North American Bramble Growers Association, Ontario Ministry of Agriculture and Food - Canada, USDA, Cooperative Extension, and Land Grant Universities (Michigan, Oregon, Utah, Maine, Massachusetts, Pennsylvania, Iowa, and Ohio, to name a few). These in turn further distribute either the entire newsletter or portions of it to interested recipients within their organizations.

The email distribution list also includes Extension educators, private consultants, industry personnel, and growers. Another distribution list receives a "text only" version of the

WEATHER REPORTS OF TEMPERATURES AND PRECIPITATION THROUGHOUT NEW YORK STATE FOR WEEK ENDING SUNDAY 8:00am, October 15th, 2006

	Temperature				Growing Degree Days (Base 50)			Precipitation (inches)			
	High	Low	Avg	DFN[1]	Week	YTD[2]	DFN	Week	DFN	YTD	DFN
Hudson Valley											
Albany	77	29	52	1	30	2809	329	0.52	-0.11	31.11	10.14
Glens Falls	74	24	49	0	19	2293	156	0.40	-0.23	29.52	8.70
Poughkeepsie	78	31	53	2	37	2938	317	1.44	0.79	35.94	11.92
Mohawk Valley											
Utica	73	27	51	2	33	2433	177	0.18	-0.55	29.31	4.39
Champlain Valley											
Plattsburgh	76	29	50	2	22	2438	273	0.31	-0.25	20.84	0.60
St. Lawrence Valley											
Canton	69	33	50	3	26	2258	310	0.44	-0.27	20.48	-1.62
Massena	70	29	50	3	25	2313	283	0.11	-0.52	21.47	1.37
Great Lakes											
Buffalo	69	32	52	-1	35	2793	374	4.30	3.66	27.64	5.90
Colden	70	30	49	-1	24	2086	137	1.27	0.44	27.68	1.99
Niagara Falls	72	33	52	-2	36	2681	256	2.24	1.63	23.53	2.29
Rochester	76	34	54	2	43	2898	548	0.74	0.21	25.73	7.15
Watertown	68	36	51	2	25	2380	369	0.87	0.28	19.59	1.91
Central Lakes											
Dansville	77	30	51	-2	35	2446	93	0.54	-0.05	27.15	6.68
Geneva	75	28	51	-2	32	2420	95	0.44	-0.19	25.81	5.51
Honeoye	77	28	51	-2	35	2400	-57	0.37	-0.26	22.47	2.38
Ithaca	74	28	50	0	28	2251	156	0.14	-0.63	26.51	4.45
Penn Yan	78	30	54	3	42	2622	297	0.30	-0.33	19.28	-1.02
Syracuse	75	28	54	2	39	2739	371	0.21	-0.49	29.10	6.01
Warsaw	73	30	49	0	26	1998	218	1.39	0.64	32.36	8.27
Western Plateau											
Alfred	75	30	48	-1	20	1831	73	0.71	0.03	27.53	4.88
Elmira	78	30	52	3	38	2333	122	0.15	-0.48	26.87	6.36
Franklinville	74	30	49	2	28	1912	299	1.00	0.16	28.51	4.04
Sinclairville	77	32	50	1	30	2179	351	0.53	-0.37	25.47	-1.87
Eastern Plateau											
Binghamton	74	29	52	3	39	2309	178	0.24	-0.39	32.95	11.28
Cobleskill	75	30	50	0	18	2173	191	0.28	-0.41	30.47	7.09
Morrisville	71	26	49	1	26	2005	124	0.41	-0.36	38.29	14.63
Norwich	77	28	50	2	26	2179	200	0.36	-0.34	35.30	12.01
Oneonta	76	30	52	4	28	2511	698	0.08	-0.67	34.32	9.52
Coastal											
Bridgehampton	74	33	56	1	46	2871	332	0.57	-0.13	39.20	16.39
New York	80	45	62	4	84	4027	640	2.30	1.67	34.22	10.42

1. *Departure from Normal*
2. *Year to Date*: Season accumulations are for April 1st to date

The information contained in these weekly releases are obtained from the New York Agricultural Statistics Service (http://www.nass.usda.gov/ny/), who in turn obtains information from reports from Cornell Cooperative Extension agents, USDA Farm Service Agency, Agricultural Weather Information Service Inc., the National Weather Service and other knowledgeable persons associated with New York agriculture.

Figure 3. *New York Berry News* Feature Article.

current issue as an attachment. New multipliers are constantly being added, although no additional promotions have been done. Beyond the monthly email distribution list, *NYBN* benefits from other web sites that feature links to its Home Page, including:

- North American Strawberry Growers Association
- Penn State Small Fruit Page
- Cornell Fruit Resources Page
- New York Berry Growers Association
- Ohio State University Agriculture and Natural Resources web site
- North American Bramble Growers Association
- Cornell Home Gardener's Page
- Cornell Small Farms Program
- Ohio Fruit ICM News

Publishing the *NYBN* on the web makes it freely accessible to anyone who wishes to read it or excerpt from it. Other berry newsletters often reprint *NYBN* Feature Articles and News Briefs, many on a regular basis, and include:

- New York Berry Grower Association Berry Notes Newsletter
- Small Fruit News of CNY Newsletter - CCE Oswego County
- Fruit Notes, Western NY Fruit Extension Program
- Hudson Valley Small Fruit Newsletter
- Northeast Fruitlet, NE NY Small Fruit Newsletter
- The Bramble (NABGA Newsletter)
- Utah Berry Grower's Newsletter
- Vermont Vegetable and Fruit Newsletter
- Ontario Berry Grower Newsletter
- University of Massachusetts Berry Notes

In exchange, many of these publications have authors who regularly contribute material to *NYBN*.

Who are the Readers?

Because not all of our readers are a part of our multiplier distribution list (in fact most are not) we were curious to know if *NYBN* was being accessed online. This would give us an indication whether the *NYBN* e-newsletter was an effective communication tool for berry production in NY. Since *NYBN* is accessed over the Internet through the Tree Fruit and Berry Pathology Website, we compiled web page usage statistics for the *NYBN* Home Page and for the individual Monthly Issues (monthly PDF files).

We first examined which top level domains accessed *NYBN* (Figure 4). A domain is an organization's Internet name, and usually consists of two parts: the first identifies the organization, the second the top level domain. There are relatively few top level domains:

- .gov - government agencies
- .edu - educational institutions
- .org – nonprofit organizations
- .mil – military
- .com – commercial business
- .net – network organizations (i.e. private individuals, growers)
- countries (.ca – Canada)

Private sector (.com and .net) domains were the most numerous and frequent visitors to the *NYBN* Home Page from 2002 to 2006 (Figure 4). This suggests that the *NYBN* may be reaching its target audience, the berry industry of NY.

The intent of *NYBN* is to facilitate and accelerate berry production communication within the Northeast. In addition, the newsletter is being accessed about 10% of the time by international audiences. Since its inception, 106 countries have accessed the homepage or individual issues at least once and 96 access *NYBN* on a regular basis (Table 2).

The statistics on *NYBN* access support predictions about of the utility of the Internet for information delivery and relate to its global availability, its linkageability by other websites, and free access to articles for publication in print media.

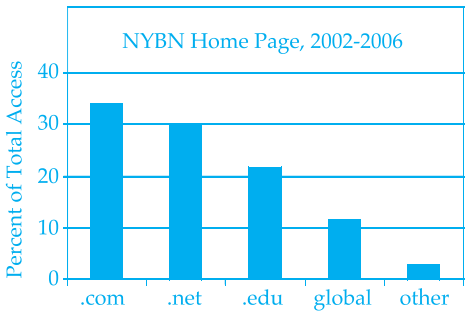

Figure 4. Host Domains Accessing the NYBN Homepage, 2002-2006. Global refers to domains from locations outside the USA. Other includes .us (within the USA) .gov, .mil, .org and domains of unknown origin.

NYBN Home Page and Monthly Issues Hits

Table 3 shows hits to the *NYBN* Home Page and the individual monthly issues for the years 2002 to 2006. "Hits" describe the total number of successful requests for information on a particular page, regardless of source requesting it. The number of hits gives a rough estimate of readership or usage frequency.

During its first five years, *NYBN* has enjoyed a total of over 27,000 requests for the Home Page and over 60,000 requests for the monthly issues. This calculates out to about 1,000 requests per issue. Note that this is 16-fold higher than the number of our 62-member email distribution list, indicating the substantial impact of web browsers and email multipliers. From 2002 to 2006, the Home Page has seen access increase 3-fold and the monthly issues 2-fold.

TABLE 2

Countries accessing NYBN on a regular basis, about 10% of total access.

Argentina	Estonia	Malta	Singapore
Australia	Finland	Mauritius	Slovak Republic
Austria	France	Mexico	Slovenia
Belarus	Germany	Morocco	South Africa
Belgium	Greece	Mozambique	South Korea
Belize	Guatemala	Netherlands	Spain
Bolivia	Hong Kong	New Zealand	Sri Lanka
Brazil	Hungary	Niambia	Sweden
Bulgaria	Iceland	Norway	Switzerland
Canada	India	Oman	Taiwan
Chile	Indonesia	Pakistan	Thailand
China	Iran	Paraguay	Togo
Colombia	Israel	Peru	Tunisia
Croatia	Italy	Philippines	Turkey
Cyprus	Japan	Poland	Tuvalu
Czech Republic	Jordan	Portugal	United Arab Emirates
Denmark	Latvia	Qatar	United Kingdom
Dominican Republic	Lebanon	Romania	Uruguay
Egypt	Lithuania	Russia	Venezuela
El Salvador	Malaysia	Saudi Arabia	Vietnam
			Yugoslavia

TABLE 3

Number of hits to the *NYBN* Home Page and the individual monthly issues (PDF's)

	2002		2003		2004		2005		2006	
Month	**Home[1]**	**Issues[2]**	**Home**	**Issues**	**Home**	**Issues**	**Home**	**Issues**	**Home**	**Issues**
January			331	1,658	405	2,943	467	1,458	759	1,892
February			284	1,126	332	1,930	439	2,176	633	2,377
March	131	1,236	336	933	407	1,939	527	1,300	967	1,682
April	421	1,218	337	1,066	430	2,121	509	1,559	1058	1,369
May	447	645	349	1,427	525	1,826	555	1,035	913	1,769
June	251	754	312	967	583	1,847	578	1,073	908	1,476
July	252	709	310	1,010	565	1,604	586	869	788	1,165
August	264	607	215	486	468	765	457	1,030	697	889
September	276	573	242	720	426	616	720	958	755	974
October	262	384	273	481	445	423	567		880	1,249
November	256	291	241	416	479	418	544	663	491	
December	259	112	348	°	364	143	562		559	10
Total	2,819	6,529	3,578	10,290	5,429	16,575	6,511	12,121	9,408	14,852
Average	282	653	298	935	452	1,381	543	1,212	784	1,350

[1]Home = Number of successful requests for information (hits) to the *NYBN* Home Page.
[2] Issues = Number of successful requests for information (hits) to the *NYBN* Individual Monthly Issues (pdf's). Numbers represent hits for particular issue from month of issue to end of calendar year of issue. If no number is given, there was no monthly issue in that month.

It is of interest to note that monthly traffic to the Home Page remains relatively consistent during the course of the year, with slight increases during peak production months. It is also of interest that individual issues continue to be accessed in years after their release with significant frequency (data not shown). Traffic to the monthly issues increased between 2002 and 2004 and has been relatively constant from 2004 to 2006, which may indicate a stable readership base. Hits for 2005 and 2006 are slightly less than 2004; this may be due in part to fewer issues being released in those years as compared to 2004.

New York Berry News - Future Directions

The cutbacks in human resources in extension, coupled with shrinking budgets heightens the need to provide timely delivery of research and extension information in a non-traditional, web-based format so that it is freely accessible to agricultural audiences on a regional and global scale. This information then becomes available on demand to growers and extension audiences in the public and private sectors. *New York Berry News* fills a need in the Northeast region, successfully integrating several disciplines to report on topics of importance to berry crops. It also serves as an important venue for alerting growers to emerging pests and timely berry plant protection updates.

Cornell Berry Extension faculty, educators and staff, under the editorship of Dr. Kerik Cox, will continue to offer the *New York Berry News* as a bridge between ongoing research and Extension programs in berry crops for the Northeast Region. Plans are to continue production and on-line publication of the *New York Berry News* for calendar year 2007. During that time steps will be taken to continue to increase readership, expand the web link email distribution list, and identify sustainable resources of ongoing support for *NYBN*.

Comments or suggestions for the New York Berry News? E-mail: Kerik Cox, kdc3 @cornell.edu or Cathy Heidenreich at mcm4@cornell.edu.

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