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FLORIDA

IFAS EXTENSION

The Green Machine

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Local produce marketing opportunities

There are two local marketing opportunities for local farmers and sellers of arts & crafts or value added produce.

The first is at the Bradford County Teaching Farm. A “yard sale” is held there the second Saturday and Sunday of each month. Farmers can sell their produce from supplied tables from 8 until 5 either day. The market has been open for over a year and is building a following. Producers are not obligated to participate continually—only when it is convenient. Sellers can also set up a self serve table with a payment box. Fees are based on revenue.

The market is located on CR 227 just west of CR18 en route to the Graham/Brooker communities. Call or email Paul Still at 904-368-0291 StillPE@aol.com for more information.

The second marketing opportunity is at the Starke Cruzin held in downtown Starke. Vendors can set up at this event at 4:30 on the last Friday of the month (July 30th, August 4th, September, 25th and October 22nd). Call Pam Whittle (964-5278) at the Starke Chamber of Commerce for more information.

Scheduled Workshops and Events

Be sure to review the workshops and events we have scheduled for the summer. I have included flyers for each, either by email or hard copy.

- ♦ **July 19 Farm to Restaurant Workshop (Reserve soon!)**
- ♦ **July 31 - Aug 1 Statewide Small Farms Conference**
- ♦ **Strawberry Production Workshop in late August**

To find out more about all the programs your local Extension office offers visit our website at: <http://bradford.ifas.ufl.edu/>

**North Central Florida
Farm-to-Restaurant Workshop**

Monday, July 19th, 10:00am-1:30pm

**Joe's Place Restaurant - 5109 NW 39th Ave, Gainesville
(Take Exit 390 off I-75, ~3 miles on right)**

This workshop is intended to foster business relationships by providing a forum for farmers, restaurants, and distributors to better understand each other's growing, selling, and purchasing needs.

Agenda:

Coffee, Pastries, Networking, Introductions

A Farmer's Perspective

Panel discussion on the farm-to-restaurant experience

Going Local

Panel discussion with restaurateurs who are working to source locally-grown food

Meeting Demand

Panel discussion with distributors on their efforts to provide local food & work with farmers

LUNCH - Third-Party Inspections and Market Maker Presentation

Enjoy a delicious lunch brought to you by our sponsors and learn more about what is involved with inspections and about a great new marketing tool

Post-workshop Networking, Door Prizes

Tables for literature displays will be available.

Maximum 50 attendees.

For directions, more information, or to RSVP please contact Val Leitner: Val@blueovenkitchens.org or 352.278.7518

There is no charge for this workshop thanks to the following sponsors: Blue Oven Kitchens, Slow Food Gainesville, Joe's Place, The Jones, Hogtown Homegrown and the Gainesville Restaurant Group Catering

Our Farm Service Agency representative, Mark Carlton, gave a presentation on Non-insured Assistance Program (NAP) during our June 22nd Government services workshop. This program kicks in when participating producers suffer more than a 50% loss in production due to unusual weather conditions like drought, hail, excessive rain, flooding or extreme temperatures. Crop losses due to diseases that are directly linked to weather are also covered. Farmers must report losses within 15 days of losing a crop. Insurance payouts are based on production from the entire acreage at the end of the season.

Crop insurance costs \$250 per crop per county or with a maximum of \$750 per county for an unlimited number of crops. In order to get coverage, farmers must meet application closing deadlines for each crop. July through December deadlines are listed by crop in the table below.

Producers considering purchasing insurance for fall plantings on peppers and strawberries should make note of the early application deadlines. There are also deadlines for the final planting date and the number of acreage planted for each crop.

More information about crop coverage can be obtained through your local Extension Service or the Farm Service Agency at 352-372-4668.

Crop Name	Crop Code	Unit of Measure	Final Planting Date	Normal Harvest Date	Application Closing Date	Acreage Reporting Date
CABBAGE	116	CWT	12/15	4/15	8/15	12/31
CARROTS	120	CWT	11/30	5/31	7/31	12/15
CAULIFLOWER	124	CRT	9/30	12/31	8/15	10/15
GRASS	102	SQY		9/30	9/1	9/30
HERBS	5000	LBS	8/12	9/19	11/30	9/30
HONEY	1190	LBS		12/31	12/1	6/30
MIXED FORAGE	296	TON	8/1	10/1	9/30	6/30
NECTARINES	250	TON		8/30	11/20	6/30
NURSERY	1010			5/31	9/1	5/31
PEACHES	34	BU		9/30	11/20	1/15
PECANS	146	LBS		12/31	1/31	6/30
PEPPERS	83	BU	8/31	11/30	7/31	9/15
PERSIMMONS	465	TON		11/1	11/20	6/30
RYE	94	BU	12/15	4/30	9/30	4/15
STRAWBERRIES	154	LBS	11/10	4/30	8/31	11/25

ENY-689 Insect, Mite, and Mollusk Management Suggestions on Commercial Strawberry Production in Florida James F. Price, Curtis Nagle, Elzie McCord, Jr. and Susan E. Webb

<http://edis.ifas.ufl.edu/in486>

EENY256

Sap Beetles (of Florida), *Nitidulidae* (Insecta: Coleoptera: Nitidulidae) by Lisa Myers

<http://edis.ifas.ufl.edu/in525>

HS993 Sap Beetle (Coleoptera: Nitidulidae) Management in Strawberries by Silvia I. Rondon, James F. Price and Daniel J. Cantliffe

<http://edis.ifas.ufl.edu/hs234>

ENY-657 Insecticides, Miticides and Molluscicides Available to Florida's Strawberry Industry James F. Price, Curtis Nagle, Elzie McCord, Jr. and Susan E. Webb

<http://edis.ifas.ufl.edu/in400>

HS1009 Biology and Control of the Strawberry Aphid, *Chaetosiphon fragaefolli* (Cockerell) (Homoptera: Aphididae) in Florida by Silvia I. Rondon and Daniel J. Cantliffe

<http://edis.ifas.ufl.edu/hs253>

CIR792 Fence Brace Assemblies by R.A. Bucklin, B.T. French, R.S. Sand and W.E. Kunkle

<http://edis.ifas.ufl.edu/ae018>

CIR1251 Safer Tractor Operations for Home and Acreage Owners by Carol J. Lehtola and Charles M. Brown

<http://edis.ifas.ufl.edu/ae197>

PP273 Viral Diseases of Strawberries

PP273, a 7-page illustrated fact sheet by Catalina Moyer, Vance M. Whitaker, and Natalia A. Peres, provides basic information on viral diseases of strawberries with particular emphasis on the presence of strawberry necrotic shock virus (SNSV) on Florida strawberry plants. Includes references. Published by the UF Department of Plant Pathology, April 2010. <http://edis.ifas.ufl.edu/pp273>

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