



Upcoming Educational & Industry Events

July 27-29 - Florida Small Farms and Alternative Enterprises Conference / Osceola Heritage Park
Registration: www.conference.ifas.ufl.edu/smallfarms

August 4 - Agritourism-Cultivating Tourists on the Farm / 9:00am-1:00pm / Seminole County Extension
Registration: <http://www.seminolecountyfl.gov/extensionservices/pdf/Agritourism%20Workshop%20Flyer%202012.pdf>

September 9-11 - Florida Agriculture Financial Management Conference / Gaylord Palms Hotel, Orlando
Registration: www.FAFMC.org

September 27-29 - The Landscape Show / Orange County Convention Center
Registration: <http://www.fngla.org/thelandscapehow/>

Pesticide Applicator Training

August 15 - Ornamental/Turf & Private Ag Applicator Licenses Review & Exams / 8:00am-4:00pm / Seminole County Extension / 4CEUs available
Registration: http://www.seminolecountyfl.gov/extensionservices/pdf/Private%20Applicator%20LO%208_15_12.pdf

August 22 - IFAS CEU Day / 9:00am-4:00pm / Statewide Polycom offered at various locations, including Orange County Extension / 6 CEUs available
Registration and information: <http://ifasceuorange.eventbrite.com/>

August 23 - Limited Pesticide Certifications Review & Exams / 8:00am-4:00pm / Sumter County Extension / 6 CEUs available
Registration: 352-689-4671

For more information and links to other programs go to any of the following links:

<http://lake.ifas.ufl.edu/calendar.shtml>

<http://orange.ifas.ufl.edu/cfnurseries/>

<http://www.seminolecountyfl.gov/extensionservices/commercial/commercial.aspx>

<http://calendar.ifas.ufl.edu/calendar/index.htm>

◆ **Production Times** is brought to you by:

Juanita Popenoe, Ph.D.
Commercial Horticulture, Lake County Extension

Liz Felter, M.S.
Production Horticulture & Exploration Gardens,
Orange County Extension

Matt Lollar, M.S.
Commercial Horticulture, Seminole County Extension



This material is provided as one of the many services relating to the educational programs offered to you by this agency. Our statewide network of specialists is prepared to provide current information on agriculture, marketing, family and consumer sciences, 4-H, marine science, and related fields. We will be happy to help you with additional information upon request.

Use of trade names in this newsletter does not reflect endorsement of the product by the University of Florida, Institute of Food and Agricultural Sciences, or the Florida Cooperative Extension Service.

The Institute of Food and Agricultural Science (IFAS) is an Equal Employment Opportunity Institution authorized to provide research, educational information and other services only to individuals and institutions that function without regard to race, color, sex, age, handicap or national origin. U.S. DEPARTMENT OF AGRICULTURE, FLORIDA COOPERATIVE EXTENSION SERVICE, UNIVERSITY OF FLORIDA, IFAS, FLORIDA A. & M. UNIVERSITY COOPERATIVE EXTENSION PROGRAM, AND BOARDS OF COUNTY COMMISSIONERS COOPERATING.



Proper Use of Glyphosate

Referenced from Manatee Ornamental Production Blog, edited by Liz Felter

Did you know that overapplication is one of the most common errors associated with the use of glyphosate herbicide, resulting in runoff to the soil, possible damage to non-target plants, and wasted time and money? The solution: mix a temporary dye in the spray solution to check spray uniformity and to avoid skips and oversprays.

This is one of the many helpful pointers in a new publication entitled 'Proper Use and Handling of Glyphosate in Plant Nurseries' by Hillsborough Extension agent Shawn Steed and UF researcher Bob Stamps. The publication is at <http://edis.ifas.ufl.edu/ep459>.

The authors note that glyphosate is the largest selling crop protection chemical worldwide and the most used herbicide in U.S. nurseries. Overuse of glyphosate and the common practice of using it alone has resulted in increasing numbers of resistant weed species. Glyphosate-resistant weeds showing up in plant nurseries include ragweed parthenium, *Parthenium hysterophorus*, and Benghal dayflower, *Commelina benghalensis*.

Resistance prevention strategies include using integrated weed management and combining glyphosate with other residual herbicides that are effective in controlling target species.

Photos by Robert Stamps



Ragweed parthenium



Benghal dayflower has violet/lavender flowers



Benghal dayflower stems



New Publications

Referenced from Hillsborough Extension

Measuring pH of Soils

Soil chemistry, such as acidity or alkalinity (basicity), plays an important role in the availability of nutrients to the plant. Some understanding of this process is necessary for meeting the challenges of growing high-quality crops more efficiently.

Measuring Business Website Performance

Is your business website earning its keep? How many potential customers are visiting your website? How many of those visitors become buyers? How did those visitors find you? The only way to answer these questions is through website tracking, known as analytics. Understanding this information can lead to better decisions and a more profitable website.

Advantages and Disadvantages of Business Websites for Agribusiness

The rise of the Internet over the past few years has dramatically changed consumer shopping and buying behavior. According to Pew Internet 74% of U.S. adults now use the Internet. The numbers break down as follows: ages 18-29 –

87%, 30-40 – 82%, 50-64 – 72%, 65+ – 41%. Of those adults that do use the Internet, a whopping 81% use it to look for information about products or services they are considering buying.

How Small Farms Can Use Blogs to Increase Business

Brand awareness, developed through marketing, is an effective tool to help small farms generate new customers through word of mouth. **One useful marketing technique** to create and reinforce brand awareness is the creation and use of a blog. [More...](#)

Increasing Sales in Small Farms Using Web Based Classifieds

Smaller producers sometimes need to **increase product sales or profits**. One way to achieve these objectives is through direct marketing via the web. Integration of online marketing into standard marketing practices can help producers **sustain or increase their profitability**. One free and relatively easy way to begin an online marketing effort is the use of web-based classified ads. [More...](#)



Ben's Bullets: FNGLA in a Minute

Referenced from Ben Bolusky, FNGLA News, edited by Liz Felter

- Governor Rick Scott acknowledged that mandating agriculture's use of the federal E-verify system will place Florida growers at an economic disadvantage. Scott indicated he will not support efforts to require use of E-verify in the upcoming legislative year. Over the past two years, some Florida legislators tried to mandate E-verify, yet thanks in part to FNGLA's leadership, such moves did not pass.
- A Florida judge has ruled against a formal petition filed by a coalition of environmental activist groups who insist the rules proposed by Florida's Department of Environmental Protection are invalid. This ruling allows our state to submit its water quality standards to EPA for review. Hopefully, this results in EPA withdrawing its own controversial final rule and replacing it with the Florida standards. [Access Info on the standards.](#)
- Good word from D.C. An amendment blocking the revamped H-2B rules was approved by a Senate committee vote of 17-11. H-2B had been a well-functioning program, yet the U.S. Labor Department rule changes make it exceedingly more difficult to use. H-2B is a guest worker program used by some landscape firms, hotels and other service industries to fill low-tech, non-agriculture jobs that American workers are unavailable or unwilling to take.
- The St. Johns River, South Florida and Southwest Florida water management districts are working together and collaborating with DEP, FDACS, and regional utilities to address Central Florida's short and long term water supply needs and develop a regional plan For more information: CFWIwater.com.
- FNGLA members easily found on the FNGLA Locator page <http://www.fn gla.org/search/searching/legend.asp>.



Disposal of Hazardous Chemicals for Commercial Businesses

By Juanita Popenoe, Liz Felter & Matt Lollar



Operation Clean Sweep was discontinued in 2010. Commercial businesses should now first check with the chemical manufacturer on their take back program. If their program doesn't meet your needs, contact your county for their current disposal procedures. Here is the information for Lake, Orange, and Seminole Counties.

Lake County

Contact Solid Waste: (352) 343-3776. They have a contract with a company to pick up and dispose of hazardous waste from businesses. Currently the contract is Environmental Quality (EQ) out of Tampa. Call EQ at 800-624-5302 to set up an appointment for pick up. The cost will be determined at that time and an inventory is required. It is a minimum of \$150 transportation fee plus a disposal fee. EQ said that for an amount that fits in a 5 gal. bucket, it would be cost prohibitive. For such small amounts you should work with Solid Waste. Lake County also participates in a recycling program where unused chemicals and fertilizers are connected with someone who can use them so they are not wasted. For a list of counties and their various recycling programs go to <http://www.dep.state.fl.us>.

Orange County

- Contact a Registered Hazardous Waste Hauler – approved haulers can be found at this website:

http://appprod.dep.state.fl.us/www_rcra/reports/handler_sel.asp

- Schedule an appointment for drop off at the Orange County Landfill

http://orange.ifas.ufl.edu/cfnurseries/pdffiles/OC_HzWste_Brochure_09-082.pdf

Seminole County:

<http://www.seminolecountyfl.gov/envsrvs/solidwaste/busprograms.aspx>

Hazardous Waste disposal has a fee associated for businesses. Seminole County coordinates quarterly hazardous waste collection events for businesses that are determined to be Conditionally Exempt Small Quantity Generators (CESQG). Your business is an CESQG if it:

- Generates less than 220 pounds (100kg) of hazardous waste (approximately half of a 55 gallon drum) per calendar month.
- Never accumulates more than 2,200 pounds (1,000kg) of hazardous waste at any one time.

These events are held at the Central Transfer Station. The CESQG hazardous waste collection events allow businesses to utilize contracted disposal prices, allowing you to take advantage of competitive contracted fees for the hazardous waste disposal. Participating businesses pay the contractor directly for the cost of disposal. Please call 407-665-2250 for more information.



Greenhouse Vegetable Production

By Matt Lollar



Veggies in the Greenhouse

A downturned economy, rising labor costs, and increased energy rates are all signs of the times and crop diversification is one way to keep above water. One way to

diversify your operation is through the production of greenhouse vegetables. Vegetable production is by no means carefree and easy, but it is certainly one way to stay afloat and possibly increase sales during poor economic times.

A bit of “greenhouse modification” is required in order to get started in vegetable production. Fortunately, as a grower, you already are a few steps ahead of the competition. You have a facility and you definitely have experience. The first step in vegetable production is a good marketing strategy for the potential crop. Have your crop sold before you even think about purchasing seed. Depending on what you will be growing, you can go in many directions with your setup. Oftentimes, a shade structure may be all that is required for a successful operation. In fact, bell peppers do great when grown under a shade structure (40-50%) in 5 gal. containers filled with composted pine bark. Drip emitters or drip tape laid across the pots can be used for irrigation. Troughs, made of various materials, can also be used to the same effect to produce high concentrations of leafy greens and herbs.

Marketing

“Locally Grown” and “Sustainability” are hot terms when it comes to today’s consumer. Customers are even willing to come out to the farm for produce pickup or pos-

sibly help with harvest. Talk about reduced labor costs! These operations are often referred to as CSAs or Community Supported Agriculture. In a CSA the “members” or “subscribers” pay for a subscription to a farm (usually on a yearly basis) at the beginning of season and in return they receive their allotment of produce throughout the harvest season. With the members paying for their produce in advance, a grower receives start-up capital for the year and has a better idea of what and how much to produce. Of course this is only one option. There are plenty of farmers’ markets, restaurants, and co-ops (even internet co-ops) chomping at the bit to add you as a vendor.

Production Systems

There are many options available for greenhouse vegetable production. Oftentimes vegetables are produced hydroponically in order to more efficiently produce a crop. These systems are classified as either closed loop or open loop. An example of a closed loop system is an NFT (Nutrient Film Technique) system. This is the typical “rain gutter” system that allows the nutrient solution to continuously flow in a shallow stream on the plants roots. Since this is a closed loop system the nutrients are constantly recirculating. In an open loop system, water and nutrients are supplied to the crop through drip lines or emitters. In this system, a catch system is required to collect the leachate. Of course, you can also produce vegetables in ground under a protected structure. However, it is not recommended in Florida due to the risk of diseases and nematodes.

This is just a sample of the various methods used to produce vegetables in the greenhouse. The University of Florida has plenty of resources available. Please check out the Florida Vegetable Production Handbook located at <http://edis.ifas.ufl.edu/cv244> for more in depth information.



Noteworthy News

By Liz Felter



Dr. Nick Place, is the new University of Florida IFAS, Dean for Extension and Director of the Florida Cooperative Extension Service. He will begin his new position in September. He comes to UF/IFAS from the University of Maryland where he currently serves as the Assistant Dean of Extension.

The University of Florida has announced a new tool for management of whitefly: www.flwhitefly.org. Florida Whitefly is a website portal focused on Florida whitefly issues of concern to landscape professionals, homeowners, and the general public.

