

Oregon Raspberry and Blackberry Commission

Expansion of a weekly email IPM newsletter

Principals: Tom Peerbolt, Peerbolt Crop Management
Anna Peerbolt, Peerbolt Crop Management

Funding: Oregon Raspberry & Blackberry Commission, Oregon Strawberry Commission, Washington Red Raspberry Commission, Washington Strawberry Commission, Washington Blueberry Commission.

Abstract: Peerbolt Crop Management has been providing a weekly email Small Fruit Update to an increasing number of growers and industry personnel over the past five years. This past year the email list grew from 267 addresses to 307 addresses. Some recipients forward the Update to others, which leads us to estimate the total number receiving the Update as closer to 320. Between 2003 and 2004, there was an increase in recipients from 14 to 30 in BC; Washington increased by five, from 125 to 130. There was an 18 percent increase in recipients in Oregon, from 108 recipients in 2003 to 127 in 2004. Growers are the majority recipients of the Small Fruit Update (128 in 2003 to 138 in 2004). The Industry category also grew by 10 (87 in 2003 to 97 in 2004). This group includes processors, sales representatives, etc. Researchers and other public personnel totaled 51 in 2003 and rose to 60 this past year.