

Oregon Raspberry and Blackberry Commission

Expansion of a weekly email IPM newsletter 2005

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Funding in 2005: Oregon Raspberry & Blackberry Commission, Oregon Strawberry Commission, Oregon Blueberry Commission, Washington Red Raspberry Commission, Washington Strawberry Commission, Washington Blueberry Commission, Fraser Valley Strawberry Growers Association, and the Raspberry Industry Development Council.

Abstract: Peerbolt Crop Management has been providing a weekly email Small Fruit Update to an increasing number of growers and industry personnel since early 2000. This past year the email list grew from 307 addresses to 355 addresses. Some recipients forward the Update to others, which leads us to estimate the total number receiving the Update as closer to 400. Between 2004 and 2005, there was an increase in recipients from 30 to 40 in BC; Washington increased by seventeen, from 130 to 147. There was a 32 percent increase in recipients in Oregon, from 95 recipients in 2004 to 141 in 2005. Growers are the majority recipients of the Small Fruit Update (138 in 2004 to 145 in 2005). The Industry category, which includes processors, sales representatives, etc., also grew from 97 in 2004 to 139 in 2005). Researchers and other public personnel, which totaled 60 in 2004, were joined by four, bringing that category to 64 this past year.