Editorial
The New York Fruit Quarterly Magazine’s 10th Anniversary

In the fall of 1992, as the New York State Apple Research and Development Program (ARDP) was getting organized, the New York State Horticultural Society Board led by Rich Erdle, Sheldon Furfur, Walter Blackler, Dennis Chaissen, Rod Dressel Jr., Bill Everett, Sayre Fulkerson, Joel Hamlet, George Lamont, Kathy Wafler Madison, Anthony Poppiglia, Peter Russell and Frank Wiles met with the ARDP board and industry leaders at the New York State Agricultural Experiment Station to discuss how to better communicate to growers the results of Cornell research. The research that had been funded by the Apple Research Association (ARA) was at times not communicated well to all growers. With the new research marketing order (ARDP) into its first year of funding, both boards felt that it would be desirable to launch a new publication dedicated to disseminating the results of the grower funded research.

The director of the Experiment Station, Jim Hunter, was enthusiastic and agreed to lend the support of the Station to developing the publication. The NYSHS board agreed to become the publisher of the magazine and the ARDP board agreed to let the new magazine serve as the official publication of ARDP funded projects to fulfill the program’s mandate to disseminate the results of funded research to growers. Thus the concept of the New York Fruit Quarterly was born.

Jim Hunter asked recently retired vegetable extension leader Bob Becker to become the editor of the publication and to work with the Communications Services group at Geneva to publish the magazine. Under the leadership of Bob Becker, the first issue rolled off the presses in January 1993. The first five articles were authored by Art Agnello, Dave Blanpied, Susan Brown, Dave Rosenberger, and Warren Stiles. Quietly and efficiently, Bob Becker shepherded the magazine from 1993 through 1995, publishing many fine articles detailing the results of research on fruit crops.

Following Bob’s untimely death, Dan Donahue of the NYSHS assumed the editorial role for two years. However, in late 1997, the finances of the magazine became unsustainable and a committee of the Horticultural Society led by Frank Wiles and Fran Dellamano developed a plan to reestablish a firm financial footing. It involved selling advertising and finding editors within the Cornell staff. Warren Smith, who had just retired from Extension, volunteered to sell advertising and the current editors volunteered to take over the job of running the magazine.

A new design for the magazine was launched with color photos on the covers and more pictures and advertising. The ARDP board increased their financial contributions and the magazine has again been placed on sound financial footing.

Over the last 10 years, the New York Fruit Quarterly has published about 150 articles covering each of the projects funded by ARDP. These have included articles on improving production, harvesting, storage and marketing of New York apples. The magazine has been sent to all apple growers each quarter.

All those involved in making this a useful and quality vehicle to communicate important research results to growers should be proud of the effort they have made to improve the fruit industry of New York state. Growers should also be proud of the high quality research they have funded through the ARDP program and for funding about half the cost of the New York Fruit Quarterly.

On this occasion of the 10-year-anniversary of the New York Fruit Quarterly, we wish to express thanks to the team that makes this magazine a reality. Thank you authors who have written all of the articles. Thanks Jim Hunter, Bob Becker, the NYSHS board, the ARDP board, Frank Wiles, Fran Dellamano, Dan Donahue and George Lamont. A special thanks to the production team: Linda McCandless, Warren Smith, Elaine Gotham, Gemma Osborne, and Karen Wilson.

Terence Robinson and Steve Hoying
Editors