

HORT FLASH!!

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January 17, 2006

NYSHS MISSION

“The mission of the New York State Horticultural Society (NYSHS) founded in 1855, is to foster the growth, development and profitability of the fruit industry in New York State. It accomplishes this by:

1. Supporting educational opportunities for members.
2. Promoting the industry
3. Representing the industry in matters of public policy.”

I recently took the time to read the by-laws of the New York State Horticultural Society. As the individual given the challenge of directing the Society I was naturally interested in the mission statement to see exactly what should be the motivation behind the organization’s actions.

I was surprised to learn that the Society is now in its 151st year of operation. Clearly the driving force behind this movement has withstood the test of time and individuals.

I then tried to see if the needs of 151 years ago are materially different from those of 2006? I am struck with the collective wisdom of our founding fruit growers. The challenges they faced were very real, they simply had different NAMES! What they did recognize was that they needed to foster a collective effort in order to advance the current and future needs of their industry. As independent farmer operators they realized that they could not garner sufficient capital to fund the research and promotional needs to grow their industry. If they were to enrich their industry they needed to pool their efforts to give clear directions to those making educational, legislative and marketing decisions.

As I embark on this new task of directing the Horticultural Society I ask you to reflect on the original mission statement and ask yourselves if what those founders strove for is not true today? Our stated mission is to improve the fruit industry as a whole in New York State. Are we succeeding?

RESULTS OF STONE FRUIT REFERENDUM

	BALLOTS	YES	NO
PEACH & NECTARINE	337	17	5
TART CHERRY	146	13	28
SWEET CHERRY	198	25	33

NYS Ag and Markets mailed the ballots out to be voted on in November 2005. An official report will be forwarded from the department later.

NYS AG EXPERIMENT STATION APPLE BREEDER HONORED

Dr. Susan Brown recently received the Jackson Dawson Memorial Medal for her skill in hybridization. Dr. Brown directs Cornell Universities apple breeding program, developing high-quality, flavorful apples that are resistant to disease. She is well known for being adept at breeding varieties of apples to grower and consumer specifications. We congratulate her on this honor and extend our gratitude for work well done.

CENTENNIAL LANDMARKS

We are proud to announce two more fruit farms have successfully completed 100 years of production. The NYS Agricultural Society at their annual meeting Jan 5th in Syracuse recognized J.H. Verbridge and Sons, Inc. located in Williamson, NY, and the Hurd Family Farm in Modena, NY, as Century Farms. Century farms are nominated from successful farms that have been in business for over 100 yrs and have made a contribution to the community. We would like to honor them and hope to see many more success stories on this list in the future.

NYSHS BOOTH AT EXPO

Make sure to stop by the NYSHS booth at this year's annual NYS Fruit and Vegetable Expo being held at the Oncenter February 13-16. NYSHS would like to show our appreciation for all the support our members have shown us. With this in mind, all NYSHS members in good standing, who stop by our booth on February 14th between 11 AM and 1:30 PM, will receive a gift. If you're not a current member, the Expo would be an opportune time to become familiar with us and join us in meeting and continuing our efforts.

Plan Now to Attend

THE EMPIRE STATE FRUIT & VEGETABLE EXPO

February 13 – 16, 2006
On center Convention Center

800 South State St.
Syracuse, NY
(315) 435-8000
www.oncenter.org

Proudly Sponsored by:

NYS Vegetable Growers Association
Empire State Potato Growers
NYS Horticultural Society
NYS Berry Growers
Associated NYS Food Processors
Cornell University
North American Bramble Growers
Cornell Cooperative Extension

Trade show with over 70 exhibitors

Education Sessions:

2/14 AM – Tree Fruit
2/14 PM – Tree Fruit
2/15 AM – Tree Fruit
2/15 PM – Stone Fruit
2/15 PM – Raspberries
2/16 – Berries

Pre-registration forms must be received by Wednesday, February 1, 2006. The city will be providing continual free shuttle bus service from the Holiday Inn parking lot at Thruway exit 37 in Liverpool to the On Center beginning at 7:30 AM. There also is a parking garage close to the On Center.

For additional information, contact the show managers, Jeff & Lindy Kubecka, at the NYS Vegetable Growers Assoc. 315.687.5734, or at nysvga@twcny.rr.com. If you can't locate the registration form that arrived in the mail you can download one at <http://www.nysaes.cornell.edu/hort/expo/>

Hort Society Annual Meeting February 14th!!

This is the official notice that the annual meeting of the New York State Horticultural Society will take place at the Expo in Syracuse, at the Oncenter, on February 14th at 1:30 a.m. in the Ballroom East. We promise it will be short and painless! This will occur following the Trade Show Grand Opening and lunch, just before the 2 PM seminar by Michael Fargione.

NYSHS

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