

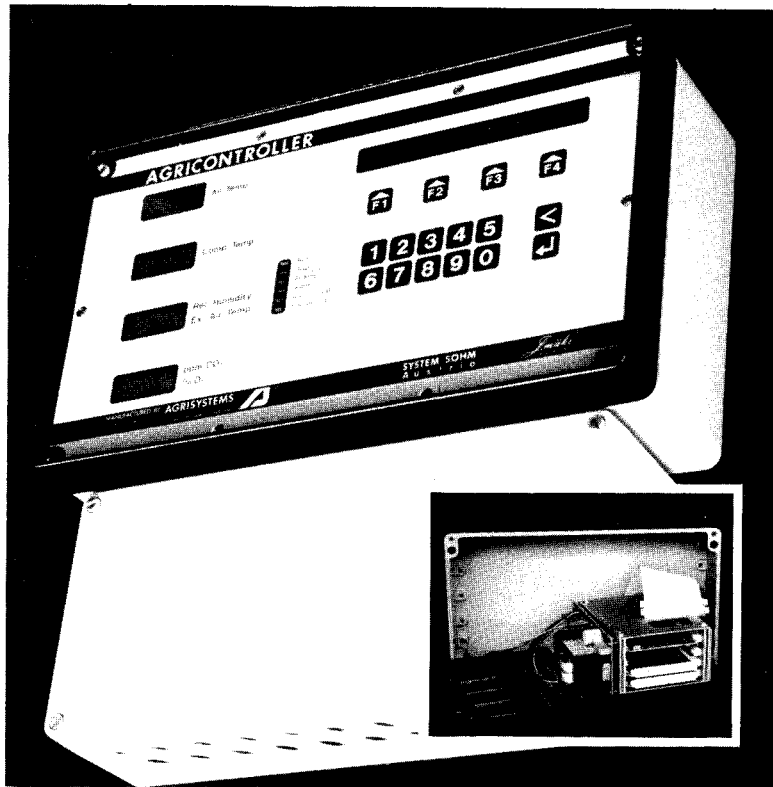
MUSHROOM NEWS



AUGUST 1987



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SERVING THE U.S. MUSHROOM INDUSTRY

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MUSHROOM NEWS



COVER:

Michael L. Pia, the president and owner of Kaolin Mushroom Farms in Kennett Square, has been elected president of the American Mushroom Institute. Mike Pia will serve a one-year term. He previously served as secretary of the organization and is active on several committees.

Charlie's Corner

Mushroom "Tie-In" Sales?



Chef Martin Yan talks with an interested participant during the 11:30 a.m. performance.

In the January 1987 issue I did a brief article on the idea of "tie-in" sales for our product. This idea is to tout the use of mushrooms with other products such as beef, chicken, veal, pork, vegetables and a host of new culinary ideas.

Let me say from the outset of this column that Mr. Perdue's willingness to be photographed in front of our exhibit does not in any way say he recommends the use of our product with his products. But the reader should know that many recipes using chickens do use mushrooms as a part of the meal.

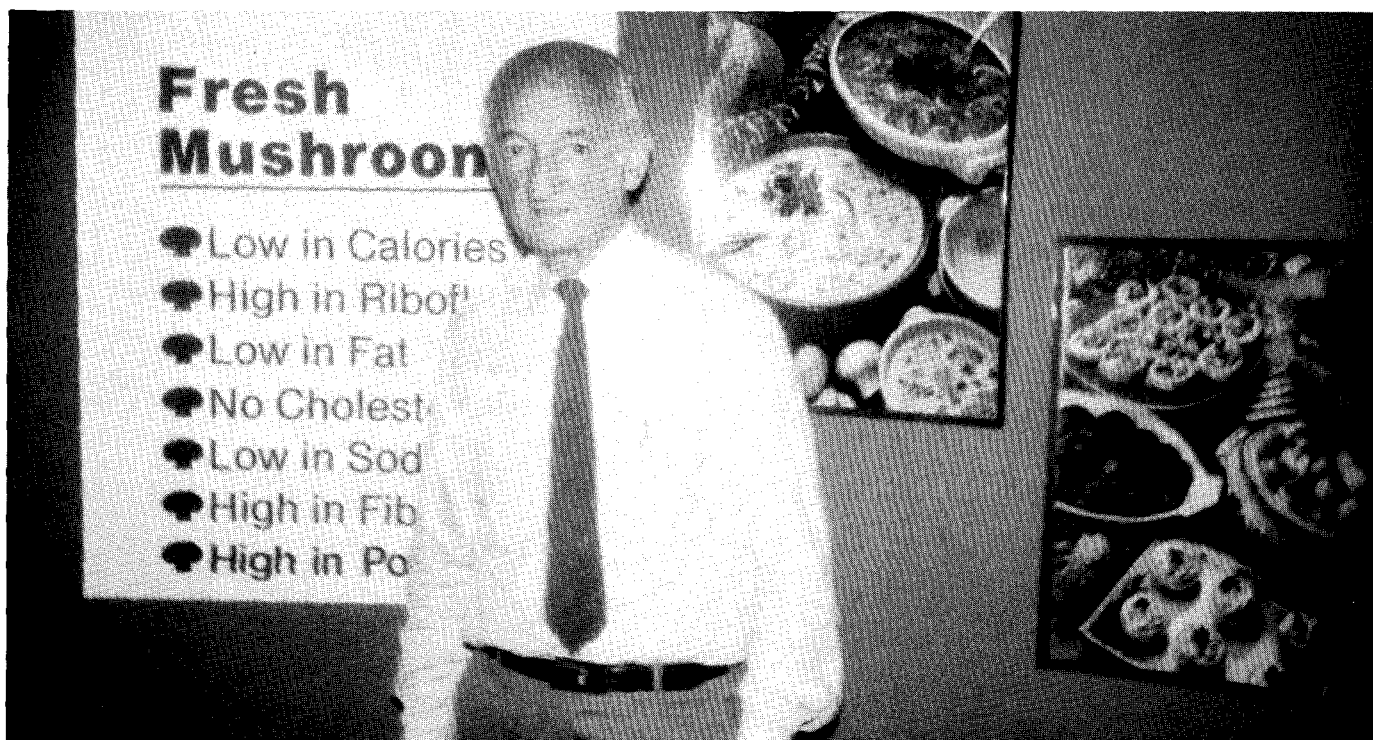
The other picture in my column shows Chef Martin Yan who does a show on PBS TV called Yan Can Cook. He is an exceptional showman and gave three performances during the day-long Delmarva Chicken Festival, June 13, Milford Senior High School, Milford, Delaware. The performances scheduled for 11:30 A.M., 1:30 P.M. and 3:30 P.M. attracted a standing room only audience of over 350 persons at

each show. In addition, desk-side demonstrations with such topics as, "Cooking For Heart's Sake," "Lean and Lucious Chicken," and "Heart Healthy Cookery," attracted people of all types who are conscious of light and nutritious meals for their families.

The message about the nutritious mushroom was conveyed to about 1500 persons who received either fresh sliced or marinated mushrooms from the AMI exhibit. Other consumer information about our product was circulated to visitors and many new uses for mushrooms were brought to the attention of so many people who are weight and health conscious. "Tie-in" sales will help our commodity!

Charles R. Harris

Charles R. Harris



Frank Perdue stopped by the AMI exhibit and checked on the nutrition story of mushrooms.

Welcome AMI Members



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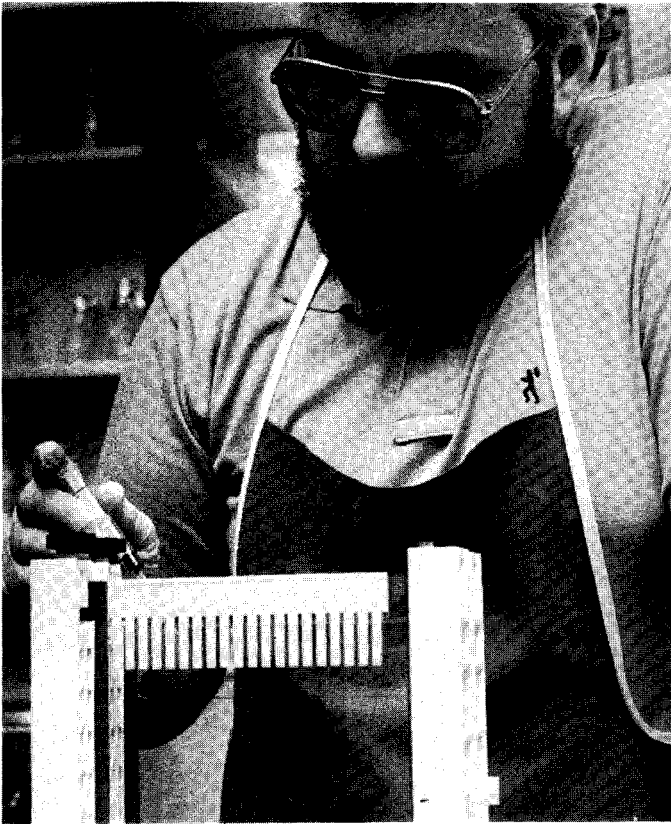
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Activities

U of D Grad Student Receives National Mushroom Industry Scholarship



University of Delaware biology doctoral candidate Gene Bartlett was awarded a \$2,000 James W. Sinden scholarship to study pesticide resistance in the mushroom fly.

Gene Bartlett, a University of Delaware doctoral candidate in biology, has received a \$2,000 James W. Sinden scholarship to study the molecular basis for pesticide resistance in the mushroom fly. The scholarship, which is administered by trustees of the American Mushroom Institute is named in honor of a leading mushroom scientist and is available nationally to graduate students conducting mushroom-related research.

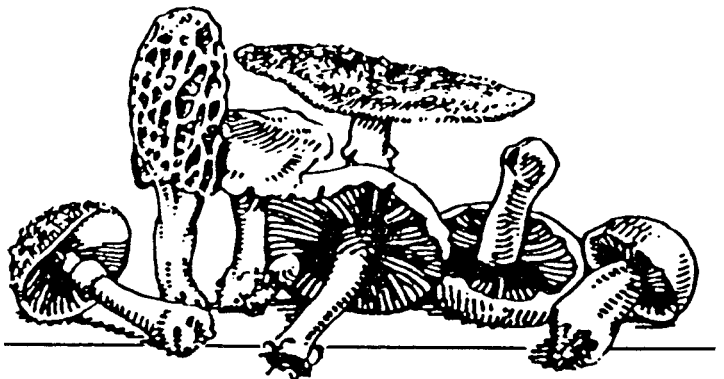
Larvae of the fly (*Lycoriella mali*) feed on mushrooms and spread a fungus disease, *Verticillium*, costing the industry about \$20 million a year in damage to the crop. The flies are reported to become resistant to the chemical used to control them. Bartlett and his advisor, insect physiologist/geneticist Dr. Clifford B. Keil, are trying to discover how this resistance develops.

With the aid of his scholarship, Bartlett will conduct a two-year study of flies taken from a number of area mushroom houses, calculate changes in their susceptibility to the insecticide permethrin, and attempt to link these

changes to genetic/biochemical changes in the fly—specifically, changes in an enzyme that is believed to be the detoxifying agent.

Knowledge of the fly's method of detoxification and development of a technique to monitor the evolution of the process would allow scientists to predict future resistance problems before they occur and to develop new insecticides that are effective over longer periods of time. This knowledge would also be useful in dealing with the problem of pesticide resistance in other insect species.

After completing his studies at the University, Bartlett hopes to continue working in the field of insecticide resistance, probably at a U.S. Department of Agriculture research center.



Notice

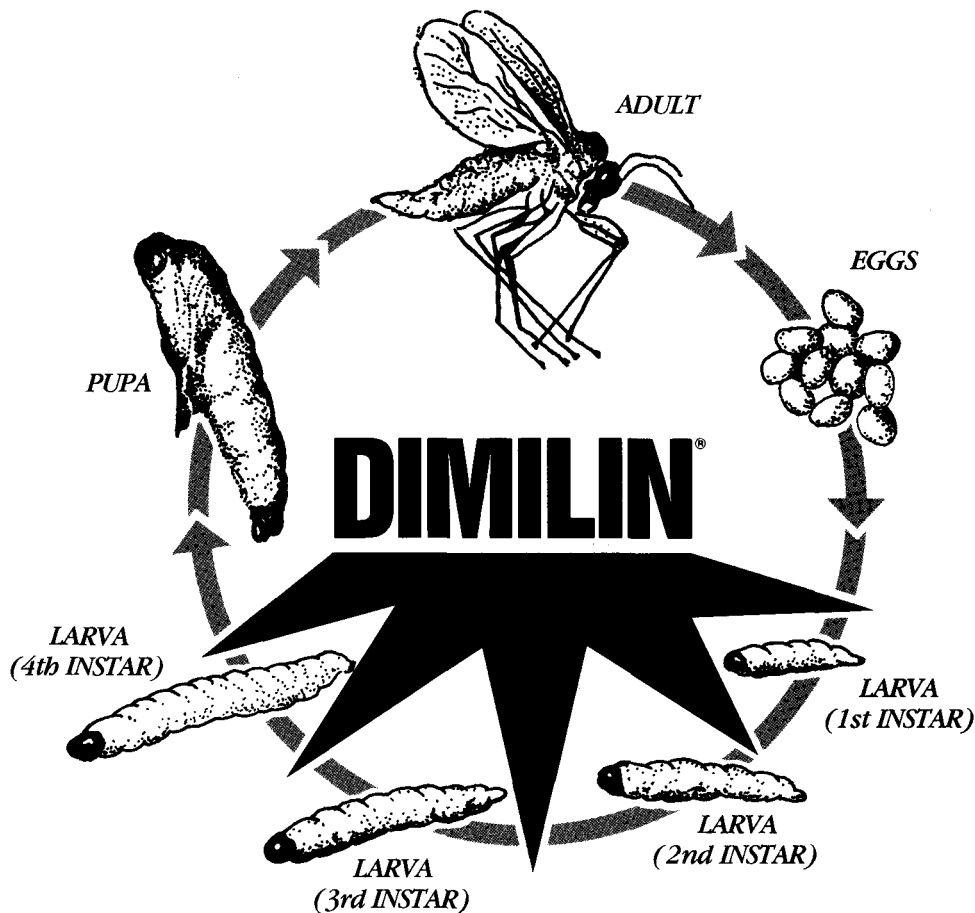
The Business Program for the 7th North American Mushroom Conference is now being formulated and we are currently accepting *for review*, any papers that may be appropriate for presentation at our conference. If you would like to submit your material for consideration, please mail to:

7th NAMC Business Committee
C/O American Mushroom Institute
907 East Baltimore Pike
Kennett Square, PA 19348

All materials must be received on or before August 15, 1987.

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Activities

AMI Gives Mushrooms to Legislators



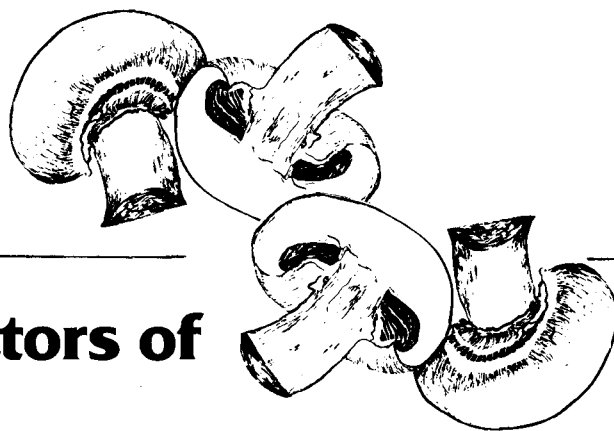
Christian Herr, Administrative Assistant, State Department of Agriculture, Harrisburg, PA is shown wheeling three pound baskets into the department's cooler.

In order to show the appreciation of the mushroom industry for the financial support provided by the General Assembly, some 44 three pound baskets of fresh mushrooms were hand delivered to legislators on Wednesday, May 13 in their Harrisburg, PA office.

The leadership of the minority and majority parties in both the House and Senate and the chairman and members of the House and Senate Agriculture Committees were recipients of the mushrooms. Each box was decorated with the circular logo of the second phase of the Pennsylvania Fresh Program, (Mushroom Are For Movers) the recipes from the program and personal letter expressing appreciation for the support thus far and with the hope of continued support for the 1987-88 campaign.

The logistics of the three pound gifts were coordinated by AMI with the support of Bill Smedley and Chris Herr, staff members, State Department of Agriculture, who hand delivered them to legislative offices on the hill. Bill and Chris work with the AMI and Ketchum Public Relations, Pittsburgh office on the administration of the year long Pennsylvania Fresh Program.

Score another victory for AMI on the promotion of our product among the "Movers."



New Officers and Directors of AMI for 1987-88

Michael L. Pia, the president and owner of Kaolin Mushroom Farms in Kennett Square, has been elected president of the American Mushroom Institute.

According to a press release from the AMI, Pia will serve a one-year term. He previously served as secretary of the organization and is active on several committees.

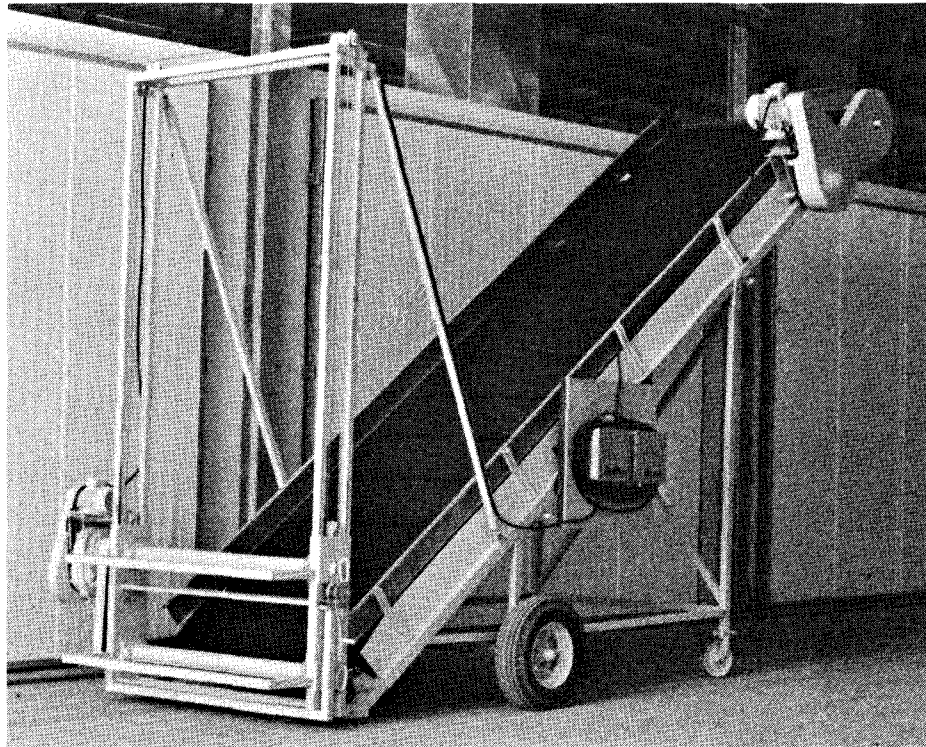
Re-elected as chairman of the board was Gary Schroeder, Oakshire Mushroom Farm, Avondale. Dr. Kenneth Lomax, an associate professor at the University of Delaware, was elected vice chairman of the board.

The following officers were also elected: first vice presi-

dent, Peter Alonzo, Pietro Industries, Kennett Square; second vice president, Lawrence Spencer, Les, Inc., Avondale; secretary, Robert Canterara, Farmers Mill Mushroom Farm, Nottingham; assistant secretary, Randolph Stinson, John R. Stinson and Sons, Hockessin; treasurer, Paul Frederic, Wilson Mushroom, Avondale; and assistant treasurer, Jamie Ciarrocchi, Sher-Rockee Mushroom Farms, Avondale.

Also elected as directors for three-year terms were David Santucci, Elite Mushroom Co., Avondale; Lawrence Spencer, Robert Canterara and Kenneth Lomax.

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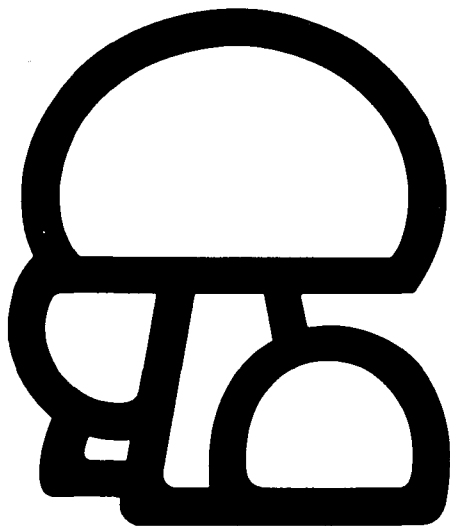
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Activities

A Chance to Learn



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College of Agriculture

More than 250 people from every part of the mushroom industry attended the 29th Mushroom Industry Short Course, June 15-17, Penn State University, University Park, PA.

Dr. Lee C. Schisler and his committee worked many months to pull together a program of interest to newcomers and the experienced grower. If you were just beginning or if you were a grower with 30 years experience, there was a program for you. Monday opened with open house at the Spawn labs, Test Demonstration Facility, Research Center and the Virology Lab. Tuesday afternoon featured the big hitters on elective discussion sessions so that everyone could attend four of the five sessions featuring Dr's. Sinden, Kneebone, Schisler, Wuest and Royce.

Tuesday morning's hands-on approach to identifying and diagnosing mushroom problems was held in Buckhout Lab.

General sessions held at Keller Center featured reports on the latest research projects as well as reports on the role of biotechnology in Mushroom cultivation.

The impact of several new laws—Right-to-Know, Pesticide and the 1986 tax law were discussed by experts with lengthy question and answer periods.

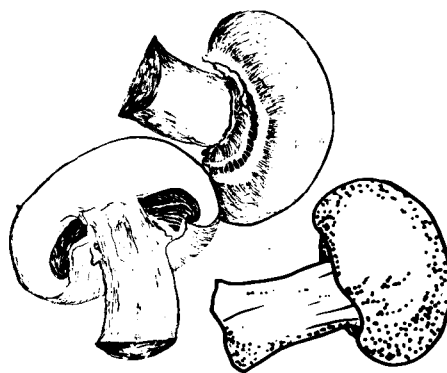
Coffee breaks provided a chance to informally talk about individual concerns with faculty members, suppliers and consultants.

Sonny Pizzini, Sam Losito, Sr., and Skeets Angelucci chaired the hospitality committee for the great dinner at the Elks Country Club. Many people remained after 10:00 pm in order to share thoughts with fellow industry members. Tuesday evening was free and no reports were filed on the individual dinners, parties and other social activities.

Marlene Demarco, Ketchum Public Relations, Pittsburgh, PA, reported on the Fresh Mushroom Program for the North East corridor and circulated the new logo for the Third phase of the campaign set for July through October. A written report on AMI activities 1986-87 was made available to participants.

Seventeen exhibitors displayed their wares in the lobby of Keller Center and attracted many old and new patrons.

Next year's short course—the 30th—will be held June 13-15, 1988.



Ag Progress Days

August 18-20, 1987

9 a.m. to 5 p.m.

Rock Springs, PA

This year's Ag Progress Days will celebrate the 100th anniversary of the Pennsylvania Agricultural Experiment Station by demonstrating the benefits of agricultural research. The theme is "The Agricultural Scientist: Working for a Better Tomorrow."

Penn State's Ag Progress Days is one of the largest outdoor showcases of university programs and agricultural technology in the East. Main Street and 12 side streets feature hundreds of exhibits and tents. Millions of dollars' worth of agricultural machinery is on display. And you can see firsthand how the research and technology developed by Penn State College of Agriculture faculty and staff helps create a better tomorrow. 🍄

National Mushroom Week Proclaimed

H.J. RES. 165

In The House of Representatives, March 3, 1987

Mr. Schulze introduced the following joint resolution; which was referred to the Committee on Post Office and Civil Service.

Joint Resolution

Designating the week of September 20, 1987, through September 26, 1987, as "National Mushroom Week".

Whereas 588,000,000 pounds of mushrooms were produced in the United States in the 1985-1986 marketing season;

Whereas domestic mushroom producers sold \$486,000,000 worth of mushrooms in 1986, and the mushroom industry is the 4th largest horticultural industry in the United States in terms of the value of all horticultural commodities produced;



Whereas the people of the United States are weight conscious and concerned with good health, and fresh mushrooms are very nutritious and low in calories;

Whereas mushrooms are a delicious addition to all meals; and

Whereas 44 percent of all mushrooms produced in the United States are produced in the area around Kennett Square, PA.



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John B. Swayne III, president, with Sheryl Horna, technical manager, inspecting a new spawn strain in the laboratory.



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Activities

Spreading the Word

"We need someone to tell us about mushrooms. Would you be able to come to a meeting of produce specialists at the Little Creek Amphibious Base, Norfolk, Virginia, Thursday, June 4 at 2:00 p.m.?" This invitation was given to Charles R. Harris by Milton Shreiber, Navy Commissary Produce Specialist, Navy Resale and Services Support Office, Fort Wadsworth, Staten Island, NY.

Charles Harris was pleased to receive the invitation and armed with much literature, a three pound basket of Agaricus mushrooms and an indoor Shiitake log spent more than an hour with a presentation and questions about mushrooms.

The audience was eleven supervisors of produce buyers in some 63 naval commissary markets along the east coast. These managers are responsible for annual sales of 70 million dollars of fresh vegetables and produce to dependent military personnel on or near naval bases.

Mr. Harris explained the AMI's role in the industry and left with everyone the names of associate members who are buyers and shippers of mushrooms. These names were taken from the 1987 member directory.

Questions about how mushrooms are grown, the best ways to store mushrooms and ways to make the consumer aware of the nutritional values were a part of the program.

Mr. Harris complimented the managers on the sign over the entrance to the seminar, which read "KEEP IT FRESH! SELL IT FRESH!" and said that the sales of mushrooms have benefitted from the public interest and concern for "fresh" products. Hopefully the presentation will result in more sales to military personnel.

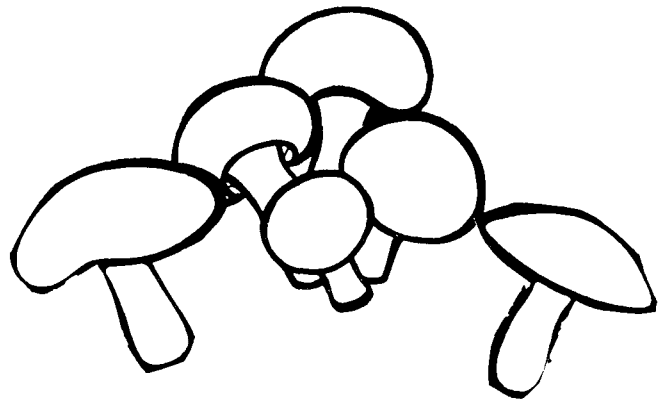
Several local newspapers were available and we note this item from the paper, "Soundings" which is published in Norfolk and is a weekly circulation of 40,000 copies. The item is quoted:

Navy commissaries will help shoppers choose healthy foods this year with the "Nurtti-Facts" and "Nurtti-Guide" programs.

The programs will be tested in San Diego region commissaries in June and are expected to be in place in all commissaries by October.

Shoppers will see signs at meat counters with information about the nutritional value of various cuts of meat. Recipe cards also will be displayed.

Commissary grocery shelf labels will be color coded to indicate foods that are low in fat, sodium, and cholesterol. Nutritional information will be available for customers throughout each commissary.



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Viewpoint

Some Thoughts About Mushroom Growing

Charles Brosius, President, Marlboro Hauling, Inc. West Grove, PA.

Editors's Note: This article was presented by Mr. Brosius as a part of the vegetable panel at the proceedings of the conference, March 19 and 20, 1986, Harrisburg, PA., entitled "Future of Pennsylvania Agriculture." The conference was sponsored by the Pennsylvania Department of Agriculture and Pennsylvania State University.

Mushroom growing, an important part of Pennsylvania agriculture, is concentrated in three counties: Butler, Berks, and Chester. It is little understood by most people who are not directly involved. Labor leaders want to unionize our employees; governmental taxing agencies call us manufacturing; and D.E.R. says we are unsafe for the environment. There has always been a certain mystique about mushrooms, grown in the dark, springing up almost by magic, and mushroom growers do little to dispel that idea.

In reality, with the exception of the giant Campbell's Soup operation in Berks County, we are all family farmers, and the rules of agriculture and business that apply to other types of farming also apply to us. About 300 farms produce 275 million pounds or 46 percent of all the mushrooms grown in the United States.

Mushroom growing in Pennsylvania is big business. Cultivated mushrooms produce more pounds of edible food per square foot of growing space than any other crop. Annual sales of \$185 million make mushrooms the number one cash crop in Pennsylvania.

That is where we are today. Where will we be in five years? I recently visited with an old friend, a university professor, who was preparing an examination, and I remarked to him that the questions looked like the same ones he had asked thirty-five years ago. He replied, "Remember that this is agricultural economics. The questions remain the same, but each year we change the answers." We can only guess at what those answers will be in five more years.

But if the rate of mushroom farm failures continues for the next five years as it has for the last five years, there won't be many mushroom growers left in Pennsylvania. In the last six or seven years, we have seen a dramatic shift of sales from 70 percent processing and 30 percent fresh to 70 percent fresh and 30 percent processing. Where has the processed market gone? Federal A.I.D. programs in the sixties and seventies taught people in underdeveloped countries how to grow and process mushrooms, financed their operations, and, under the guise of free world trade and balancing the budget, allowed them to take our markets. Eighty percent of canned mushrooms sold in the United States today are grown in other countries.

Mushroom production is labor intensive, not easily adapted to mechanization, and we cannot compete with labor who receive less in one day than we must pay for in one hour. Tariff restrictions and trade agreements have been circumvented, unenforced, and largely ineffective. Growers who have been unwilling or unable to convert their operations and facilities to the varieties and methods necessary for fresh market production have already failed.

Pennsylvania is ideally located for the marketing of fresh mushrooms. We are within twenty-four hours by refrigerated truck of almost half of the nation's population, but we have not been able to develop the markets for fresh mushrooms fast enough to use all of the mushrooms that were formerly processed. With the increased costs of producing and distributing a fresh-market quality product, many mushrooms are being sold today well below the cost of production. At the present time, production technology has surpassed our marketing ability. Most research and experimental work is designed to increase production. What the mushroom industry needs today is a technological breakthrough that will substantially decrease the cost of production without increasing the volume of production.

One last point about the overall mushroom industry: We

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are very concerned about our government's promotion of the Caribbean Basin Initiative. Like the A.I.D. programs that help the Asian countries, it is designed to help our southern neighbors how to grow mushrooms and if the consuming public accepts the process of irradiation of fresh vegetables to extend shelf life, our government will have succeeded in destroying our fresh markets just as they have our processed markets.

But we know that in spite of all this, some mushroom growers will survive and prosper. I can't predict which ones of us will still be in business in five or ten years, but I would like to speculate as to how they might be operating. For one thing, we're not very worried about big multi-faceted corporations with unlimited capital taking over our industry. Clorox, Ralston Purina, and Castle & Cook (Dole Foods) have already tried and failed. The corporations that succeed will be farm-family corporations: fathers, sons, brothers and sisters, and uncles, develop an exporting economy. If they succeed in teaching these people each with their own skills and expertise, their own abilities and responsibilities that allow them to make decisions that contribute to the benefit of all. This type of organization will give them the strength and commitment to work together and compete more favorably for capital and market share.

How big will the mushroom farms be in the future? Farmers like to say, as they buy another tractor, another farm, or put on more cows, "Either you get big or you get out." I would like to say "Either you get good or you get out." The farm operation that succeeds will be large enough to take advantage of the efficiencies of size and scale—efficiencies not measured in volume of production, amount of investment, or pounds of mushrooms per square foot. I'm talking about efficiencies measured in dollars. Efficient enough to return an after-expenses, after-taxes, put-it-in-your-pocket profit of at least one dollar per square foot of bed space per year. Another way to say that is if you plan to be in the mushroom business, you will have to have at least one million dollars in sales per year. At much less than that, even with today's profit margin, you can't handle enough money; you can't have enough cash flow to maintain a decent standard of living.

I believe that the successful mushroom operation of the future will be vertically integrated, with complete control of every phase, including compost preparation, growing, harvesting, packaging, sales, and distribution. They will learn to grow the new and the exotic varieties that consumers are willing to pay for. They will become experts at merchandising their product. Most farmers take pride in



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Viewpoint

producing big crops but do not like to get involved in selling them. To sell your crop is often as easy and uncomplicated as making a phone call to the buyer who tells you the price he is willing to pay for delivery to his dryer, his mill, or his processing plant. To market your crop is to establish a price that will return a profit, agree on conditions of time, grade, and terms, and convince the buyer that he should buy from you. To successfully merchandise your crop is to establish a reputation so that the buyer calls you and says, "I like the quality of your product. It is always consistently good; it's packaged in container sizes that I can sell; you deliver on time; and you always deliver what I order. Can you send me a truckload tomorrow? And by the way, what's the price?"

Successful farmers will learn how to do this and how to be better businessmen. I know many men who are exceptionally good mushroom growers, but I do not know many good mushroom growers who are exceptionally good businessmen. If you are going to succeed, you must learn to turn that dollar over three or four times before you let it go. You will be a better purchasing agent, a better labor manager, a better accountant, a better bill collector, and a better investor.

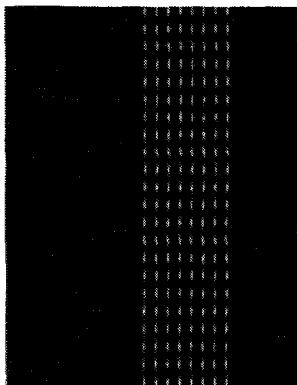
The mushroom industry is already well into the age of computers. Sophisticated temperature, humidity, and carbon dioxide monitoring, recording, and control devices are just the beginning, and their use will increase. In order to succeed, the surviving mushroom grower will be well educated, innovative, aggressive, and well financed.

As you can see, many aspects of mushroom farming are true of almost all other types of farming. Perhaps intensity best describes the difference: high speed, high investment, high risk, high loss, or high return. Given that possible difference, we're like most other farmers and the same rules apply.

We, as mushroom growers, think that poor farmers must be allowed to fail, as cruel as it may sound, and I may be one who doesn't make it. But that's the American way,

and the sooner we get on with it, the sooner that the good, efficient farmers will have the opportunity to succeed.

I think the time has come for farmers to stop saying, "There aren't many of us; we don't make up a very large part of the population; we don't have much political power," and start to say to our leaders in government, "If the American people expect to continue to eat cheap food, it is time to fund our Agricultural Research and Experiment Stations adequately, and it is time to give the Agricultural Extension Service enough support so that it can dispense this new technology."



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Scratching the Surface

When Phorids Get in Your Eyes

by William Barber and Robert Cantarera

It's August and the phorid fly (*Megaselia halterata*) may be a major problem on your farm. In south east Pennsylvania several days of unreasonably warm weather during the week of May 11 caused a predictable and substantial increase in phorid counts on fly monitors. Within two to three weeks the phorid's proven role as a pathogen vector took its toll in *Verticillium* disease, especially on first break. By the last week in June reports of phorid populations out-of-control and losses of entire breaks to *Verticillium* were not uncommon. Unfortunately, this scenario is a carbon copy of the last 6 years.

Why the increase in phorid populations, and, if the "shoe" fits your farm, what can you do about it? Entomologists have postulated several theories for recent phorid problems, including our ability to control sciarids (through even this fly is a problem this year on many farms) and the dominance of one species when the other is at low levels. High spawn running temperatures (above 80° F) slow sciarid life cycles, but also reduce populations of a parasitic nematode that is a natural phorid predator.

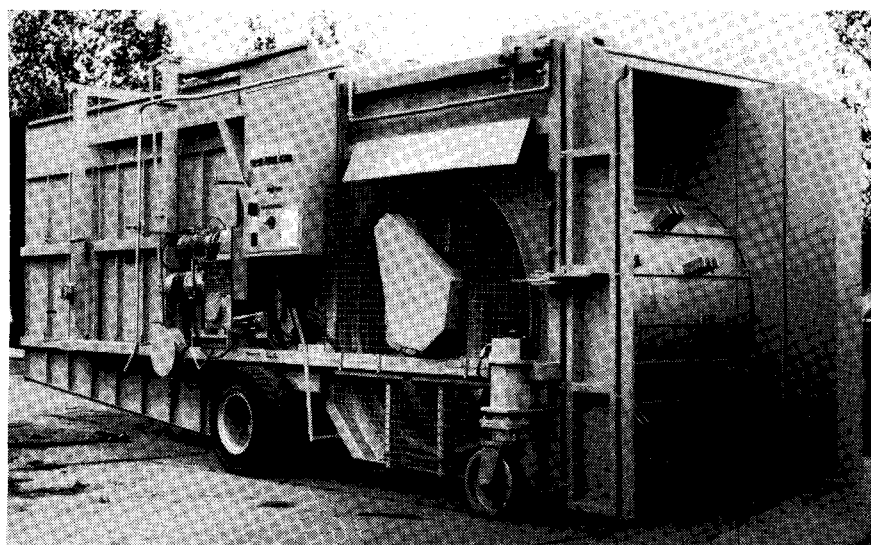
Furthermore, our reduced need for organo phosphate adulticides for sciarid control may have favored phorid resurgence.

Physiological difference between phorids and sciarids possibly contribute to control difficulties. The phorid's poorly developed mouth parts, and the fact that it feeds only 35% of its larval life span (as compared to sciarids 80%), may make compost incorporated insect growth regulators (IGR's) less effective for the phorid than the sciarid. The IGR's must be eaten by the larva to be effective.

But you may not need us to tell you that phorids are difficult to control. Rather, what can you do to establish an effective control program? Below are fourteen suggestions, based on field experience, that may help. They range from creative monitor usage to emergency tools for "out-of-control" populations. Some require a little finesse, most require extra work. There is no easy solution.

1. MAINTAIN A MULTIPLE APPLICATION RESIDUAL PROGRAM. With even low infestations (0-50 per day dur-

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ing spawn run) use residual sprays prior to spawning, immediately after plastic application, one week into spawn run, and just prior to plastic removal. Localized, heat related plastic removal demands careful, supervised spraying, but should not deter these treatments.

2. LET MONITOR COUNTS DICTATE YOUR DAILY CHEMICAL PROGRAM. Use phorid counts to time vapona use if this chemical is registered in your state. Vapona continues to demonstrate effectiveness against phorids, but most farms make only one application each day. A sudden increase in the monitored population should not merely be recorded. Add another application (or two), timing both to coincide with peak outside fly activity.

3. USE A BREEZEWAY MONITOR. Install *and use* a black-light trap in the shed of each plant at least until first break. The shed monitor may serve as an early warning of sudden surges in outside pressure. Some farms can demonstrate that an increase on the outside monitor is followed within 12-24 hours by an increase on indoor monitors in fly sensitive houses. This provides useful response time for increasing indoor chemical applications. There is no need to count these flies; simply keep an eye on relative densities.

4. TAKE ADVANTAGE OF THE PHORID'S ATTRACTION TO LIGHT. Turn on picking lights 5-10 minutes prior to aerial applications of adulticides. A few spare fluorescent picking lights placed in spawn run houses for this purpose might increase thermal or cold fogging effectiveness.

5. SPRAY YOUR LOFTS. If your plant has lofts and they are not part of your residual program add them to it. Chemicals such as Baygon, not permissible indoors, could be used here.

6. START AN OUTSIDE SPRAY PROGRAM. Many farms discontinued outside spraying years ago. Current phorid problems are creating a need, however, for a well-rounded program. For a discussion of outside spray management see "A Method for Testing Mushroom Farm Premise Sprays" by Norman Markowitz in the recent **Mushroom News** chemical issue (April, 1987).

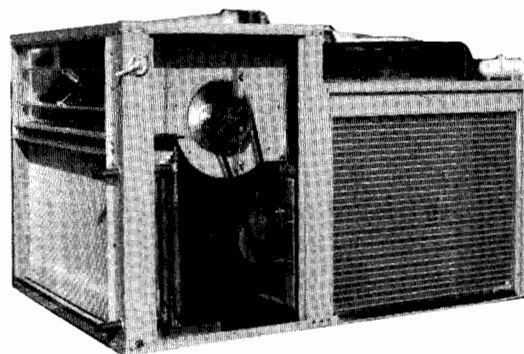
7. DON'T COMPLETELY IGNORE CHEMICALS WITH PROVEN RESISTANCE. Though Keil (1986) has suggested possible phorid resistance to permithrin, such may not be the case on your farm. If you have not used Ambush or Pounce, or are an isolated farm, add these to your program. Good monitor records will demonstrate efficacy or lack of it. M & P dust could be used as an alternate or in rotation with permethrin. The key to success with these materials is achieving even distribution within the room.

For a review of chemicals and rates see "A Guide to the Management of Mushroom Flies" by Robert Tetrault in the **Mushroom News**, April, 1987.

8. RESURRECT CHEMICALS YOU HAVE NOT USED IN YEARS. Malathion, for example, remains on our registered

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Bob Masters

Scratching the Surface

list and might prove effective because our fly population has not been exposed to it for many seasons. Phorid populations that are out-of-control early in the crop might respond to Malathion as an emergency tool. Some farms last year had success with 25% WP drenches at 10 lb./8000 sq. ft. between breaks. Yes, product and timing losses are a consequence but populations were reduced.

9. DO NOT IGNORE OBVIOUS INFESTATION PERIODS.

Always apply adulticides on days that historically show heavy monitor counts on the following morning. Casing day, for example, *a*lways should end with a dust application or permithrin ULV fogging if this chemical is not showing resistance on your farm. No excuses! Get it done!

10. USE THE PHORID'S LIFE CYCLE TO YOUR ADVANTAGE.

There is a 4 day lag between the time first generation adults emerge and when they deposit their eggs (Rinker, P.S.U. Short Course, 1982). Clear cut phorid generations sometimes are difficult to define, but use this delay to time dusting (2-4 days in a row, for example).

11. TRY A REDUCED RATE DIAZINON TREATMENT. If your phorid counts are consistently about 200 per day in spawn run houses you should consider incorporating Diazinon in the compost at spawning. At 25 ppm phytotoxicity should be minimal if distribution is good, and its efficacy against phorids at this level has been demon-

strated under experimental conditions. See Diazinon rates on Chart #1.

12. KEEP FLIES OUT. Physical control measures may have been neglected on your farm in recent years. Both our fly pest are tenacious in their efforts to enter mushroom houses. Preventing entry is still the cornerstone for a good pest management program. Limit access through all non-essential house and shed doors by sealing them with black plastic. Rope off areas of plants where most of your work force should not be traveling. Doublecheck every square foot of every wall.

13. POST CROP HIGH POPULATION HOUSES EARLY.

After physical control this is your most effective non-chemical tool. It should not be viewed as an emergency measure, but rather as a sensible cultural practice. Continue to monitor throughout the crop in order to steam off before that last massive generation emerges.

14. KEEP VERTICILLIUM UNDER CONTROL. Though we saved this for last, it is as important as the first thirteen suggestions. The two programs must run in tandem. Isolate and spot treat *all* first *and* second break Verticillium bubble as soon as small pins are recognized as infected. Cupping infection spots isolates bubble from flies, as well as water and pickers.

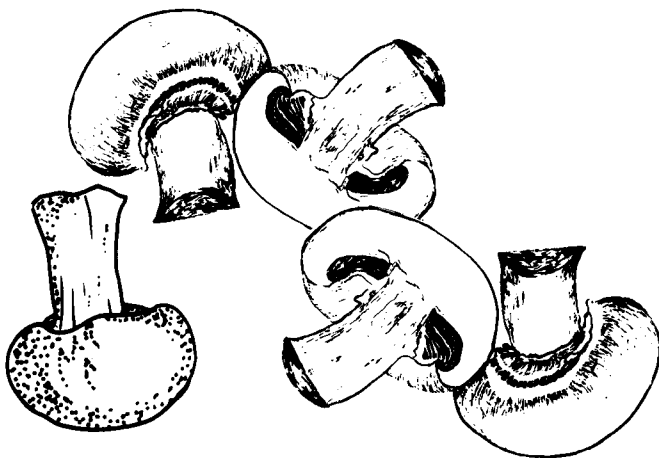
CHART I

DIAZINON DOSAGE PER 1,000 FT²

COMPOST Wet WT. per ft ²	COMPOST MOISTURE %	COMPOST DRY WT. per ft ²	PHORID CONTROL @ 25 PPM	
			50 WP	4 EC
17 lbs/ft.	65 %	6 lbs/ft ²	.85 lbs	13.5 oz.
18.5	65	6.5	.93	14.8
20	65	7	1	16
21.5	65	7.5	1.1	17.3
23	65	8.0	1.15	18.5
24.3	65	8.5	1.23	19.5

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Government Relations

AMI Legalization Assistance Moves Forward

AMI's proposal to provide assistance to mushroom employees seeking Special Agricultural Worker (SAW) status has been favorably received by the Immigration and Naturalization Service (INS). In fact, the INS has moved expeditiously to ensure that AMI can provide legalization help as a qualified designated entity as quickly as possible.

When the service is fully operational, AMI counselors will visit individual farms at mutually convenient pre-arranged times to process SAW applications for the growers' employee applicants. Among the services which will be made available in addition to standard counseling services are fingerprinting, photographs, documentation retrieval, and extensive counseling. AMI's program is

being offered within the jurisdiction of INS's Philadelphia District.

Growers interested in taking advantage of this service should determine how many of their employees want to apply and when the documentation of eligible employment (90 man-days between May 1, 1985 and May 1, 1986) would be available. This information should be forwarded to AMI, after which you will be contacted directly by AMI's legalization counselor to schedule on-site services.

AMI's application to the INS received vigorous endorsements by U.S. Representatives Richard Schulze (R-PA) and Gus Yatron (D-PA).

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Committees

What Have We Done for You Lately?

by Marlene Demarco

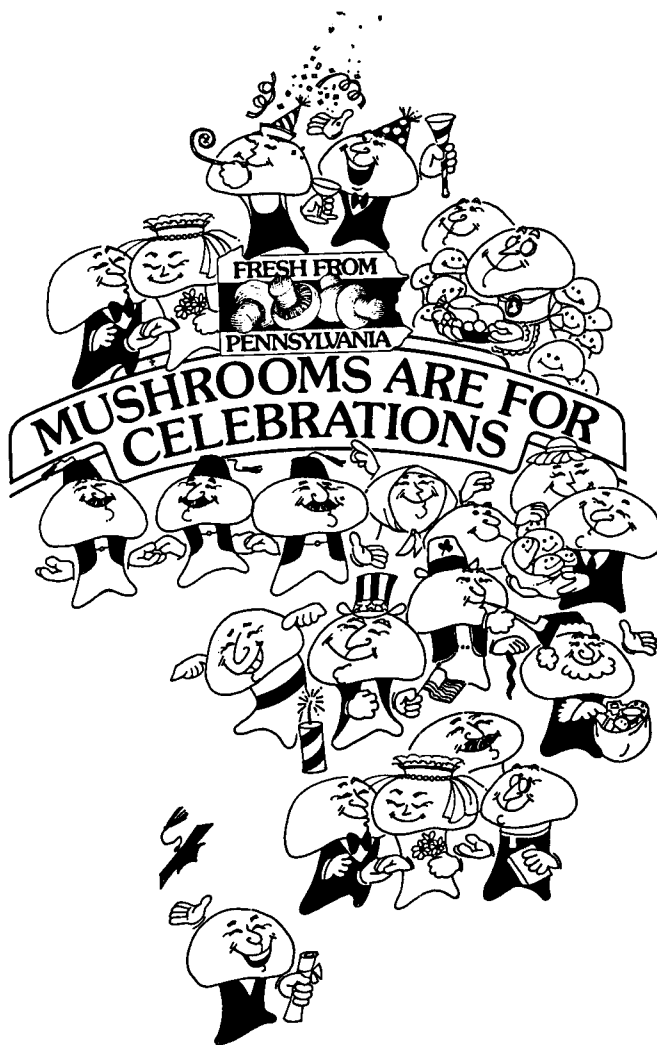
The Pennsylvania Fresh Mushroom Program is generating some very exciting results. This three-phase public relations program, jointly sponsored by the Pennsylvania Department of Agriculture and Pennsylvania growers, is primarily aimed at Philadelphia, Boston, Washington, D.C., Syracuse, Buffalo and Ithaca, but the reach has exceeded those markets.

The second phase of the campaign, *Mushrooms Are For Movers*, called for a distribution of a four-color newspaper release to the six target markets. That was accomplished and, at no additional cost, the release was also made available to newspapers in some markets in Florida, Ohio and Indiana. The additional markets were selected based on volume of sales and as a test to gauge acceptance of a Pennsylvania-branded commodity. To date, the four-color release has been placed in 24 newspapers with a total circulation of 1,208,000. The American Newspaper Publishers Association estimates an average of 2.2 people read each of the 63 million daily newspapers circulated in the United States each day, so the readership of that release turns out to be 2,657,600.

Another interesting feature of this release is the timing. Newspaper food editors agreeing to use the color release have scheduled it to run at different times throughout the summer, and that essentially will keep the momentum of the campaign going until the third phase, *Mushrooms Are For Celebrations*, kicks in.

For consistency's sake, let's only count circulation, not readership. Under that guideline, at this moment, press kit materials for the *Mushrooms Are For Movers* campaign have reached a circulation of 835,757. That figure combined with the four-color release figure brings the total circulation for the second phase of the campaign to 2,043,757. The total for the entire campaign stands at 6,649,767, and that does not count the people who have seen the two point-of-purchase posters distributed to 1,2000 supermarkets. That's a very impressive statistic for a campaign geographically limited by design.

Well, that's where we stand, but what have we done for you lately? In the last issue of the **Mushroom News**, we promised to reveal the first exploits of *Mushee'* and *Fun-Guy* this month. This delectable couple and their friends have been very busy this summer inviting food editors to The 2nd Annual Chester County Mushroom Festival. The couple sent each media contact in the target markets an apron printed with their picture and a "pocket press kit" listing all their activities as well as the winning recipes from



last year's Mushroom Cook-Off.

Mushee' and *Fun-Guy* also visited a television production center and edited a videotape, using footage supplied by the National Mushroom Growers Association. Copies of this tape are also being sent to television stations in the primary target cities. Extra copies will also be available through AMI, if you wish to borrow one. The tape shows shots of mushrooms being picked, packaged, cooked and served, and comes complete with a cue sheet to identify change of scenes. Copies are in ¾" tape format and can be "talked over" if you are asked to give a speech or presentation on mushroom growing or invited to appear on television.

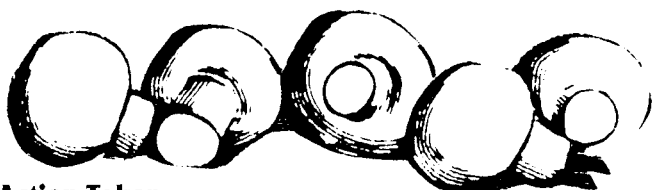
In the next issue of the **MUSHROOM NEWS**, *Mushee'* and *Fun-Guy* will present a water safety class. *Don't miss it!* 🍄

Committees

Executive Committee Highlights

by Erica Fitz Mears

The following is a summary of the June 8, 1987, Executive Committee meeting. More detailed information may be obtained from the AMI office.



Action Taken:

Lawrence Spencer, Dave Santucci and Robert Cantarera were installed as members of the AMI Board of Directors. Dr. Ken Lomax of the University of Delaware was installed for a three-year term as Director-at-Large. Retiring from the board were Joseph DiNorscicia, III, Joseph Versagli, Jr., and Director-at-Large Dr. Clifford B. Keil.

The board elected and installed new officers for 1987-1988. They are: Michael Pia, President; Peter Alonzo, First Vice President; Larry Spencer, Second Vice President; Robert Cantatera, Secretary; Randolph Stinson, Assistant Secretary; Paul Frederic, Treasurer; Jamie Ciarrocchi, Assistant Treasurer; and Dr. Ken Lomax, Vice Chairman. Gary Schroeder was elected to continue as Chairman of the Board.

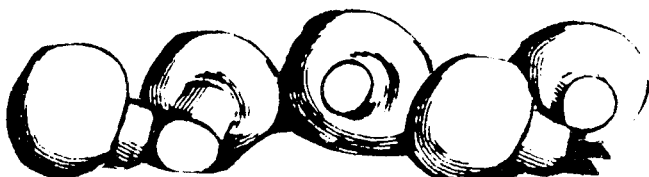
Outgoing President Michael L. Hopkins received a plaque for his "outstanding leadership and distinguished service" during the past year.

Members who are one-year delinquent in paying dues will receive a letter stating their membership will be suspended unless payment is received within 30 days.

Four Grower Memberships and nine Associate Memberships were approved.

The board approved a contract establishing a Health Insurance Program with Philadelphia Blue Cross/Blue Shield and is available to members through W.M. Eckman, Inc.

A bid was accepted from Speakman Co. to paint the interior of the AMI building.



Topics Discussed:

Thomas Lafferty, Chairman of Dues and Membership, reported increased interest in the AMI from growers in Berks County, PA., and a bright outlook in general for gaining new membership.

"Right On Target" is the slogan approved for the Seventh Annual North American Mushroom Conference to be held in New Orleans in March 1988. The Committee will hold its next meeting in August.

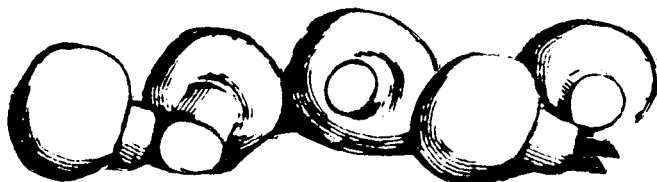
Members were encouraged to nominate candidates for AMI awards to be presented this fall at the Chester County Mushroom Festival.

The Mushrooms News will have an upgraded advertising standard rate card which includes a yearly rate schedule. Theme issues will be featured in nine of the twelve yearly issues. Spawn is the theme scheduled for October.

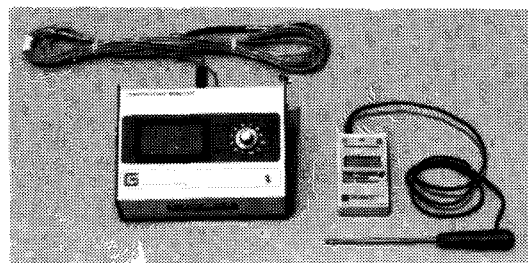
Letters to the Immigration and Naturalization Service have been written by Pennsylvania Congressmen who urged timely support of AMI's application for status as a "Qualified designated entity." This status would allow the AMI to provide assistance to mushroom growers with undocumented alien employees who qualify for citizenship.

The United States Food and Drug Administration denied the AMI's petition to exempt mushrooms from the sulfite ban.

The PA Fresh Mushroom Program was presented by Ketchum Public Relations to Campbell's Soup in Camden, N.J.



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China Report

Source: Calkins & Burke Limited

Reprinted from Canadian Mushroom Growers Association Bulletin, June 1987

Here are a few comments concerning the writer's recent visit to China which we trust will assist all concerned in "understanding" some of the current Chinese problems and also certain of those other problems which are going to come about prior to new season's pack.

China's pack of Canned Mushrooms this year has been the lowest on record for the last two decades. Those central regions which enjoy both an autumn and a spring pack have found that the latter was even more a disaster than last autumn's pack. In Jiangsu Province, for instance, the spring pack normally produces some 1,500 tons of product (equivalent to just over 200,000 cartons of 24/10 oz product) but this year's spring pack will produce not more than 400 metric tons which is equivalent to less than 60,000 cartons of 24/10 oz product. On an average, we would say that American contracts have suffered the worst cutbacks by China largely due to the fact that such contracts were for the HRI 6/100 oz pack of Pieces & Stems; cutbacks range anywhere from 40 up to 60 per

cent. Next to suffer cutbacks in terms of 24/10 oz pack would be the special items such as Button and Fancy Sliced. Those two assortments are now completely unavailable.

Our visit to China was timely insofar as we have been able to secure full protection on current contracts for the second shipping period April 1 through until July 31 plus forward protection on those pre-season bookings which will be shipped August 1 through until the end of October. However, all buyers should be made aware of the fact that China simply cannot entertain any further bookings from buyers until new season's pack, for suppliers are just not available in China.

In terms of prices, we can with certainty predict that there will indeed be an increase on both 24/10 oz Pieces & Stems and Whole Mushrooms effective August 1 onwards which, in the light of the current situation, would not be unwarranted. Unfortunately China was badly misled by a Canadian importer who had suggested that prices for the

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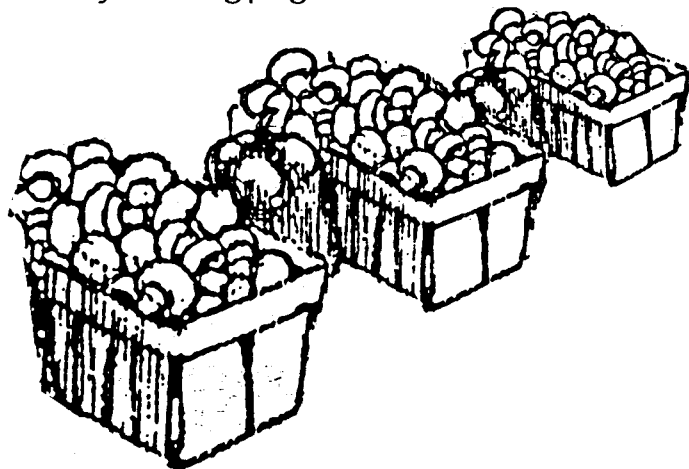
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second shipping period (April 1 through to July 31) should remain unaltered due to a substantial unsold inventory of domestic produced Mushrooms in Western Canada in excess of 100,000 cartons. Unfortunately it is falsehoods of that nature that make China treat North Americans with extreme suspicion.

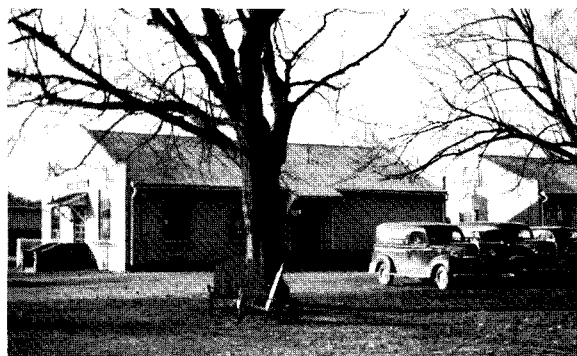
In terms of deliveries from China this season, we would describe such as being most erratic. We have been able to determine that the prime cause for this condition has been the result of an acute shortage of containers caused by the financial problems of one of the U.S. shipping lines which withdrew all services from China at the commencement of 1987. We have spent a considerable amount of our time this year in conjuring up new routing for China and a further visit is being paid to China during the first week of June in the hope that an agreement can be reached between China and the Scandinavian shipping group which will enable us to enjoy a much improved service and availability of containers, hopefully for the rest of this year.

Not only have weather conditions in China this last year had an adverse effect on the supplies of Fresh Mushrooms, but other crops have suffered from lack of rain. In Central China, in the Sichuan Province, for instance, all offers on Canned Tomatoes were withdrawn by the Corporation due to the known drought conditions existing in that Province during the early spring.

China still has internal problems, one of which is the black market that has come about on the ratio between the Renminbi (which is used by China's population) and the FECs (which is the currency used exclusively by foreigners visiting China). The premium for FECs is now fractionally over 60 per cent and this has enabled certain entrepreneurs from Hong Kong to offer factories a premium price for their production which would normally be sold exclusively to one of the State Trading Corporations and thus siphon off via the back door product that is offered for sale in North America outside of the official channels. Not until China plugs this gap will they be able to achieve an orderly marketing program in North America.



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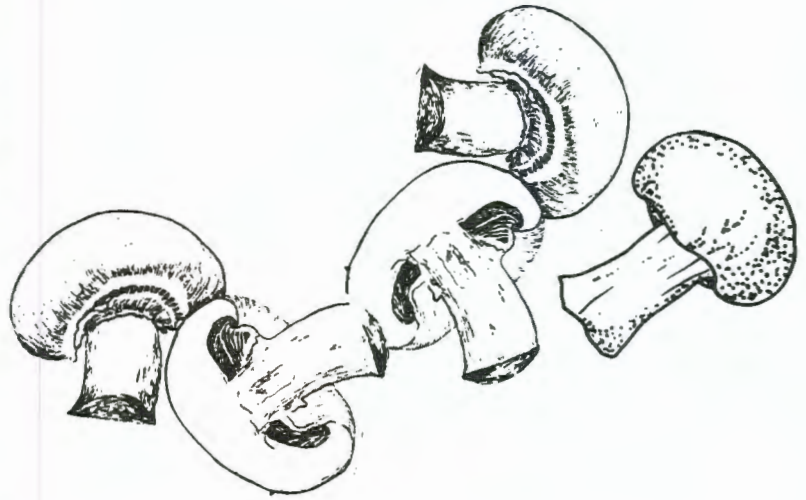
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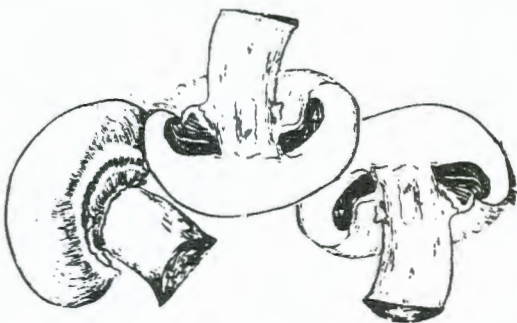
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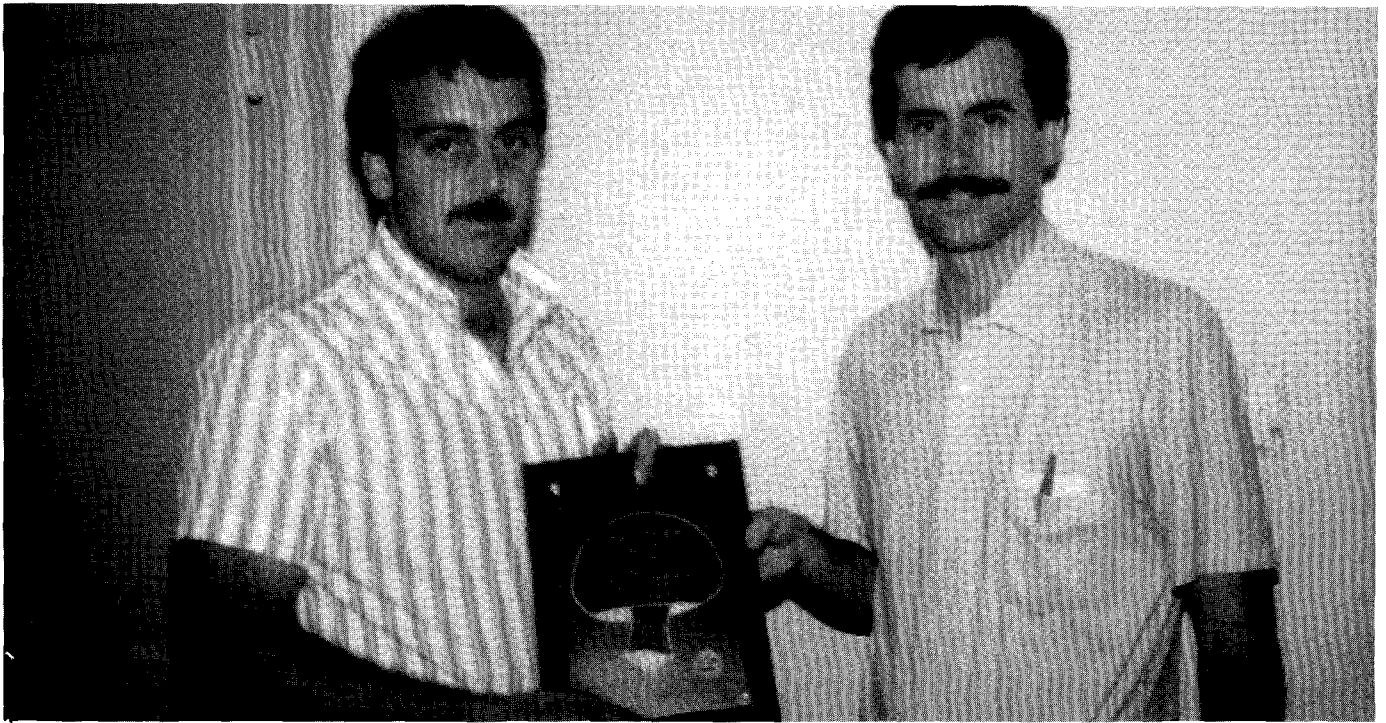


Gall Cissna, Food Editor, Frederick Post, Frederick, Maryland, gets some information about mushroom spawn. She visited several local farms on April 20, and wrote a lengthy article about our commodity.



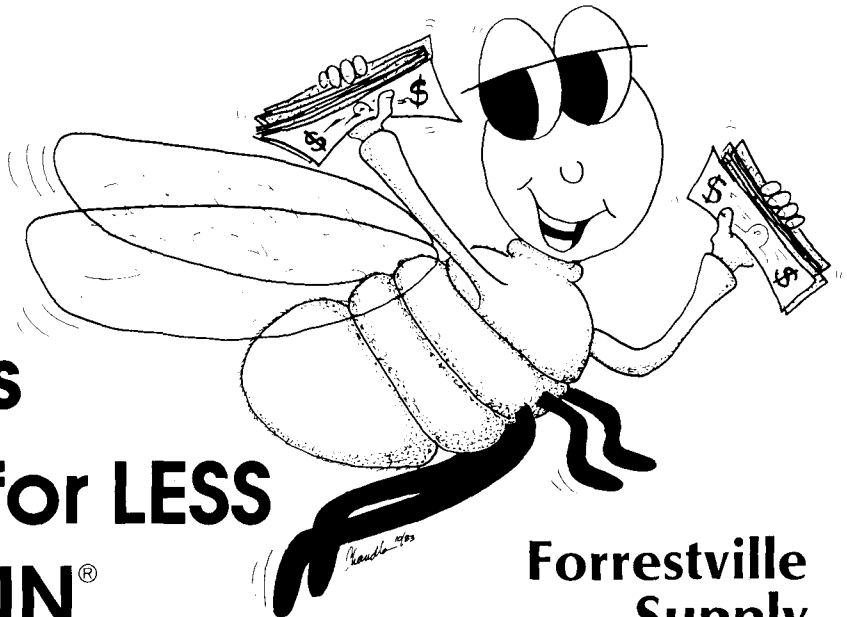
Dorotha Sullivan, Station Manager, left, is shown with Don Bowman Continuity & Traffic Director, radio station WAHT-AM, Lebanon, PA with a gift from AML.





Michael Hopkins, on the left, receives the president's award from Gary Schroeder, Chairman of the Board. Both are dressed informally for the short Board meeting, in order to attend the Phillies' game in Philadelphia, PA.

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Lin Vazquez Moves to Ohio



AMI suffered a real loss when in May 1987, Lin Vazquez announced that her husband, Tom, employed by Borden's Inc., was being promoted and transferred to Columbus, Ohio and that she was leaving. Her last day in the position was July 24, 1987.

Lin, who served officially as secretary/receptionship for the AMI office began her work in September 1984. She quickly found the tempo of our office and was almost always able to answer the many questions that came to the office from people in our country, and, in many instances, from overseas locations. No matter how unusual the question or inquiry, she possessed the ability to know where to look for the information and responded quickly.

She also had a lot of skills in the operation of our new IBM-PC and had this instrument humming in several important areas. In addition, she was always available to keep track of sales of our mushroom leaflets, ads for the **MUSHROOM NEWS** and many services we offer to all members.

Her positive attitude and old-fashioned work ethic was a sight to behold and helped the AMI staff look good on many problems.

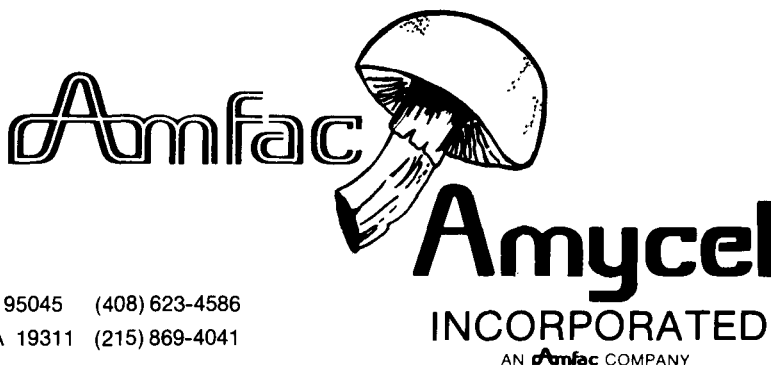
Officers, all members and staff wish her the best in our neighboring state of Ohio. Our loss is their gain.



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Editorial Profile

The **Mushroom News** contains articles of interest to growers on government relations, industry activities, and mushroom culture in every issue. In addition, events and special topics are highlighted in conference issues and theme issues. A list of these special issues follows to help you target your submission of articles for consideration and publication.

Mushroom News Calendar of Issues 1987-88

AUGUST—General issue.

SEPTEMBER—Feature articles on American Mushroom Week. Also, complimentary copies will be given to all participants at the XII International Scientific Congress on the Science and Cultivation of Edible Fungi in West Germany.

OCTOBER—Spawn and Supplement Theme issue. Special articles and advertising on spawn, spawn technology, and supplementation.

NOVEMBER—Insurance Theme issue. Articles and advertising relating to insurance for the mushroom industry.

DECEMBER—General issue.

JANUARY—Equipment Theme issue. Articles and advertising about equipment for the mushroom industry.

FEBRUARY—In addition to the normal mailing, a copy of this issue will be mailed to all United States mushroom farms which are not members of AMI.

MARCH—Feature articles relating to the 7th North American Mushroom Conference in New Orleans. Complimentary copies will be given to all participants (estimated to be 400 people).

APRIL—Chemical and Pesticide Theme issue. Articles and advertising on related topics and products.

MAY—General issue.

JUNE—Complimentary copies will be given to all participants at the Penn State Short Course.

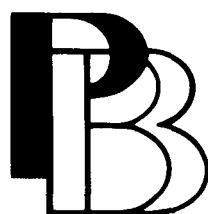
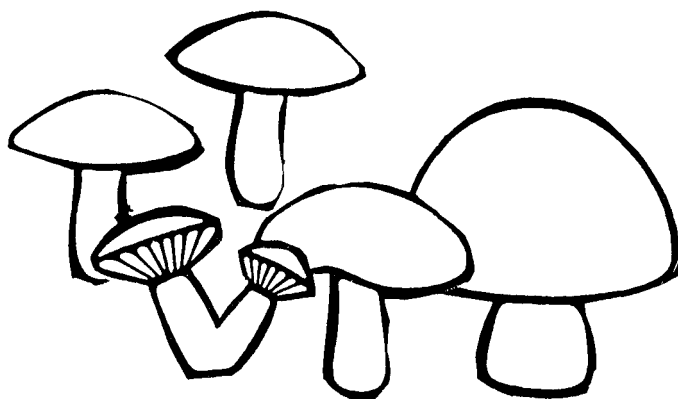
JULY—Packaging Theme issue. Articles and advertising related to packaging mushrooms will be featured.

Mailing Instructions

All articles and advertising should be sent to American Mushroom Institute, 907 East Baltimore Pike, Kennett Square, PA 19348.

Issues and Closing Dates

Issue	Closing Date
August	6/15/87
September	7/15/87
October	8/15/87
November	9/15/87
December	10/15/87
January	11/15/87
February	12/15/87
March	1/15/88
April	2/15/88
May	3/15/88
June	4/15/88
July	5/15/88



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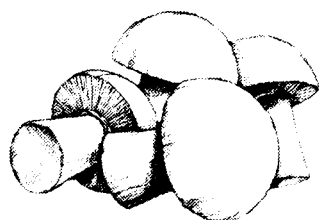


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Upcoming Events

1987

August 3	Dues & Membership Committee Meeting	AMI Office
5	Administrative Committee Meeting	AMI Office
10	Executive Committee Meeting	AMI Office
14	Mushroom News Committee Meeting	AMI Office
September 2	Administrative Committee Meeting	AMI Office
11	Mushroom News Committee Meeting	AMI Office
14	2nd Quarterly Board of Directors' Meeting	Kennett Place 108 W. State St. Kennett Square, PA
16	Merchandising Produce for Profit Seminars	Chicago, IL
20-26	AMERICAN MUSHROOM WEEK	
20-26	XII International Scientific Congress on the Science and Cultivation of Edible Fungi	Institute fur National Bodendiologie Bundes forschungsanstalt fur Landwirtschaft (FAL) Bundesalle 50 D-3500 Braunschweig Bundersrepublic, Deutschland (FRG)
23-27	Chester County Mushroom Festival	Chester County Area
October 5	Dues & Membership Committee Meeting	AMI Office
7	Administrative Committee Meeting	AMI Office
7-9	MGA Annual Conference	Thistle Hotel Cheltenham, United Kingdom
9	Mushroom News Committee Meeting	AMI Office
12	Executive Committee Meeting	AMI Office
23-28	Produce Marketing Association Conference	Anaheim Convention Center Anaheim, CA
28-31	Australian National Mushroom Industry Conference	Ramada Hotel Surfer's Paradise, Queensland

1988

February 5-10	Food Processing Machinery & Supplies Association Annual Meeting	Buena Vista Hotel Orlando, FL
March 6-10	7th North American Mushroom Conference	Fairmont Hotel New Orleans, LA

1989

January 29-February 1	International Exposition for Food Processors	Anaheim Convention Center Anaheim, CA
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We are interested in publishing activities related to the mushroom industry.
Please contact the AMI office 215-388-7806.



7th North American Mushroom Conference

**Fairmont Hotel
New Orleans, Louisiana**

As you are enjoying the summer months keep in mind that March 6th and the 7th NAMC are just around the corner. During the next several months we will be highlighting our committees to inform you of their efforts to make this conference informative and memorable. This month we feature the Entertainment Committee, chaired by Phyllis Roberts. Phyllis has done extensive research on things to do and see in New Orleans. She filed the following entertainment program options:

- **Take a professionally guided tour of New Orleans early on the Conference's first day. See Bourbon Street and the Garden District and familiarize yourself with places you will want to explore on your free evenings.**
- **Visit some of the private homes hidden behind the French Quarter walls.**
- **Attend the New Orleans School of Cooking at the Jackson Brewery.**
- **Take a Dixie Dinner Cruise on the Creole Queen.**
- **Revel the night away on a nightclub tour.**
- **Take a streetcar tour of historic New Orleans.**
- **Cruise on a riverboat or visit the Mardi Gras World.**

You may not be able to fit all these activities into your schedule, but, obviously there is no lack of enjoyable activities in New Orleans this March.

Next month we will highlight the business program.

March 6-10, 1988

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