





The Issue

- Commercial berry growers in the Northeast have traditionally made standardized fertilizer applications based on crop age.
- This practice continues today, some 10 years or more after commercial berry crop guidelines for analysis-based fertilization programs became widely available.
- Adoption of soil health improving practices has also been slow.





The Plan

Year 1

- Help Ag educators build soil management expertise through:
 - Providing a series of 12 in-depth webinars and case study learning modules on the subject.
 - Developing resources to be used by educators in grower training.



Year 2

- Assist Ag educators to:
 - Develop and implement grower training.
 - Recruit participating growers to do soil and nutrient testing.
 - Recruit 2-3 growers participating in testing to implement analysisbased fertilizer programs on a portion of their acreage.
 - Carry out one-on-one consultations with participating growers to discuss results.



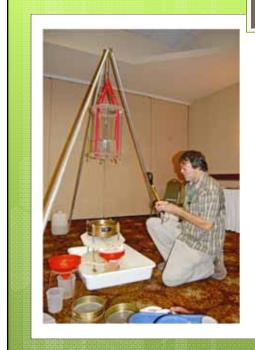




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Expertise: Soil and Water Management



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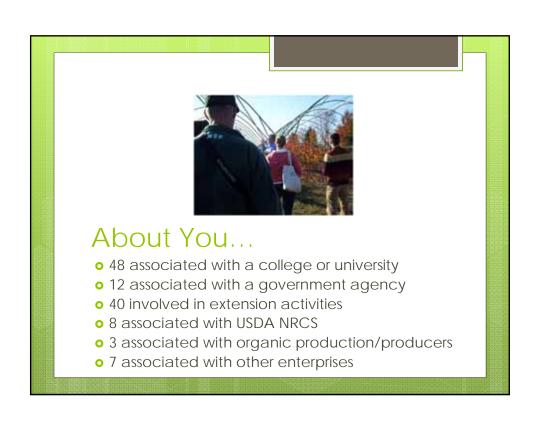














About You

Occupations include:

Extension & Ag educators, Professors, Instructors, Soil conservationists, Conservation agronomists & planners, Consultants, Horticulture, Research, IPM & Extension specialists, Scientists, District managers & conservationists, Technical advisors, Program coordinators, Water stewardship & Soil conservation technicians, Outreach coordinators, Program leaders, Environmental biologists & engineers.



About You

Professional Expertise includes:

Commercial agriculture & horticulture, Animal husbandry, Pest management, Farm business management, Postharvest technology, Natural resources, Environmental compliance, Consumer horticulture, Conservation technology, Plant pathology, Sustainable agriculture, Agronomy, Land protection, Pesticide education, Soil management, Best management practices



The Measure of Success

- We will document educator and grower expertise in soil management before and after participating in the project to monitor changes.
- Throughout the project and in subsequent years, we will monitor adoption and success of analysis-based berry crop nutrient and soil management by commercial berry growers participating in the project.



The Final Goal

- 50 educators from across the Northeast will participate in an in depth webinar series to expand their expertise in berry crop nutrient and soil management.
- Of those, 15 will develop and deliver outreach programs on the same, reaching 150 berry growers who manage a total of 750 acres of berry crops.
- 50 growers will participate in preliminary soil, nutrient and soil health testing, receive one-on-one assistance with interpretation of results, and implement analysis-based fertilization and soil health management practices on farm.