

Wisconsin Apple Growers...we're proud of the apples we grow.



It's because they're...

Flavored
By
Wisconsin

Our Goal

Our goal in using Integrated Pest Management (IPM) is to make the best possible decisions in growing and protecting our apples.

We strive to maintain high quality; to provide a healthy fruit at a fair price; to use agricultural chemicals efficiently and wisely; to be knowledgeable about the insect and plant communities that live in and near our orchard; and to be a good steward of the land for the benefit of our family and yours.



WISCONSIN APPLE GROWERS ASSOCIATION

211 Canal Road
Waterloo, Wisconsin 53594
(920) 478-4277
office@waga.org
www.waga.org

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Growing Apples in Wisconsin



www.waga.org

How We Grow Apples in Wisconsin...

Growing apples is not a 9 to 5 job, it's a way of life. Our orchard reflects the values and stewardship of those who tend it, us and our employees. We know that what we do today will affect us, this orchard and our community in the future.

That's why we rely on integrated pest management (IPM) to grow our fruit. IPM is a method that works with nature, using biology to reduce pest damage and grow quality fruit.

Disease and insect pests are a part of farming. Using an IPM program means we know, by sight, by behavior, by weather and by telltale signs what diseases and pests are present in our orchard. We look for beneficial as well



as harmful insects, we know the life cycle of the pests and diseases that may attack our apples, and when we see a problem emerging we know if and when we need to address it.

Our IPM program looks at the big picture taking place in our orchard. By measuring rainfall, insect numbers, temperature and other factors, we can make our insect and

disease management decisions on current, accurate and complete data. Often we find that nature will take care of itself without our intervention. If nature does need some assistance, we use the least disruptive method available. Utilizing IPM does reduce the amount of pesticides used in the orchard.



Growers scout their orchards for pests and disease problems.

Managing the orchard effectively requires going beyond the tree itself. Providing habitat for beneficial insects, birds and mammals; using fences or natural repellents; and removing plant growth that could harbor disease and pests are all strategies utilized in IPM.

Integrated Pest Management Strategies

- Scouting
- Insect & Disease Identification
- Weather Monitoring
- Insect Trapping
- Mating Disruption
- Planting Resistant Varieties
- Plant Protectants when warranted
- Attracting and Protecting Beneficial Insects, Birds, Animals & Plants
- Removing Growth that is Diseased or Harbors Pests
- Knowledge of Treatment Options
- Knowledge of Plant and Insect Biology



Keeping on top of the latest research and developments is critical in managing an orchard. We regularly attend educational events to assure we're using the best and latest information in our IPM plan.

We and our employees live and work at this orchard every day. We strive to make it a place that we can be proud of and where you, our customers, are confident you are receiving a great tasting, quality apple!



Association grower members continually learn new techniques at field days and conferences.

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