

smallfruits.cals.ncsu.edu

strawberries.ces.ncsu.edu

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Instagram: [@TheVeryBerryLabNCSU](https://www.instagram.com/TheVeryBerryLabNCSU)



BECOME A DONOR NOW!

Donate to the Small Fruits Research and Extension Program at NC State University.

FINISH READING ON PG. 6



WHO WE ARE

We have hired exceptional team members. Find a short showcase of our group and our expertise.

ON PG. 2



WHAT WE DO

Our aim is to pair excellent research with nationwide leadership and quality service.

BEGINING ON PG. 3



The North Carolina State University **Small Fruits** Research and Extension Program was founded in 2017 and has roots in a long tradition of agriculture, research, and extension in North Carolina. Our research aims to provide full service leadership to strawberry and grape growers through outreach and continued development. We work with growers, extension agents and researchers on a local, state-wide and national level to help individual producers as well as the industry at large.



THE TEAM

WHO WE ARE

Dr. Mark Hoffmann. Originally from Germany, Mark has more than a decade of expertise as a researcher in fruit crops, is an author of two crop production guides for North Carolina, more than 15 scientific publications, and gave over 100 presentations to growers, extension agents, and scientific audiences.

Emma Volk graduated from Cornell Univeristy in Agriculture and is the field and laboratory research assistant of our team. Emma was a farm manager before she joined us in 2019, has since then co-authored a production guide, several extension publications, presentations and a peer-reviewed scientific publication.

Amanda Lewis is our communications assitant, and has worked for Scientific Calibration and Lowes Foods before starting her studies at NC State.

Austin Wrenn is a farmer, crop consultant and NC State graduate. He is an expert on strawberry production and currently a graduate student on our team.

Amanda Lay has a degree in horticulture from NC State Univrsity, is a graduate student in our team, and focuses on strawberry nutrition.

Kyle Freedman has a Masters in International Agriculture from UC Davis and focuses on viticulture and grower outreach.

Sarah Barbee and **Paige Mesecar** are our research asistances, both are undergraduates at NC State.





RESEARCH

Fruit are essential to our daily nutrition and health. The production of fruit has its challenges for consumers, producers, and the environment. Access to nutrition is still limited around the world, due to difficult production procedures and inadequate education. On the other hand, climate change, ravaging plant diseases, the use of pesticides, and cost for labor and management are a threat for fruit producers and consumers in North Carolina, the United States and around the world. We work directly with the fruit industry, university researchers, growers and consumers to address industry problems. Our aim is to develop systems that lead to **cost effective, cleaner, and more sustainable** fruit production.

Clean Strawberry Plants

Every strawberry grower relies on what we call 'transplants': Small strawberry plants that are planted in fall, and produce the delicious fruit that we all enjoy in spring.

Transplant production is complicated and takes several years. Plants can become infected with disease, eventually leading to loss of fruit. One goal of our team, is to work directly with the strawberry nursery industry to help develop tools for cleaner strawberry plant production in the future.

Faster Grapes

Before you can enjoy the taste of a fresh grape, or a sip of delicious wine, a lot of time and effort goes into their cultivation. Growing grapes is a very passionate, costly, and long-lasting business. Growers have to wait for their first fruit usually two-three years after planting, making it very expensive to begin growing grapes or start a new lineage. Our research focuses on strengthening grape plants by investigating disease control and using new technology to expedite the process from planting to the first batch of ripe grapes.

EXTENSION

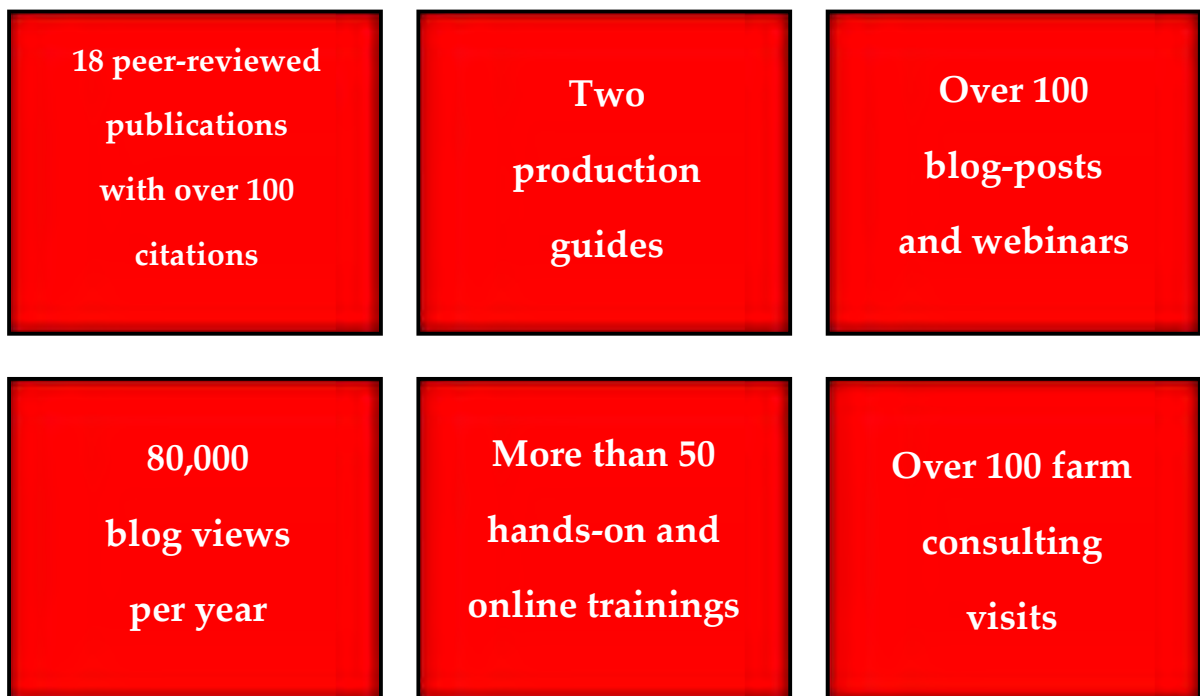
Our extension efforts focus on three key areas: **collaboration**, **cultivation**, and **communication**. We frequently assess the status and needs of the current industry, and base our extension and research program on those findings. Our goal is to develop future leadership, provide public education and support strawberry and grape cultivars for North Carolina. In our **leadership program**, we are currently refining professional development programs for agriculture experts in North Carolina. One of the aims of this program is to prepare students to be future leaders in agriculture and support local extension agents. In the realm of **public education**, we provide comprehensive information on strawberry and grape production, and timely blog posts on agricultural topics from COVID-19 to frost/freeze protection. Last, but not least, our group is involved in the **assessment of newest strawberry and grape cultivars** in North Carolina. We work closely with breeding programs and help select cultivars and numbered selections. Your donation not only invests into public service and research, but also in a better quality of life and healthier future.



IMPACT

Our program was established in July 2017. In the past four years, we had tremendous positive impact on the industry in North Carolina and the United States. Keeping our team dynamic plays a large role in our success. Today, we make sure you can pick fresh strawberries in spring by providing growers with the necessary information to protect their crop from frost and freeze. We also help to ensure you can enjoy a sip of wine in a North Carolina winery by continuously researching and establishing grapevine diagnostic tools for growers to protect their precious fruit. We develop and update production guides, evaluate grape and strawberry cultivars, and provide information on YouTube and Instagram. We think actively about the future of fruit growing in North Carolina and the United States, and focus to develop and establish new growing systems, that are 'outside the box'. From timely services for growers all the way to in-depth research on new growing systems, we make sure fruit production and access to fruit will be easier and more sustainable in the future. **We are here to ensure fruit production in North Carolina today and in the future.** With your donation, you are supporting North Carolina State University's **Think and Do** vision of local strawberry and grape production in North Carolina.

Our impressive 4-year Impact from 2017 to 2021



The quality of our work depends on the motivation and dependability of each single team member. Your donation will help to keep our staff and students hired and mobile, so that we can stay engaged, helpful and be of service to the important work you do every day.

HELP US TO REACH OUR FUNDRAISING GOAL
OF \$50,000 BY MAKING A GIFT IN SUPPORT OF THE
SMALL FRUITS RESEARCH AND EXTENSION
PROGRAM TODAY

DONATE NOW

You can donate online to our program by clicking on the
'Donate Now' button.

GIFT LEVELS

\$100 and more – Be a pre-plant expert and get two highlights on social media

\$500 and more – It's bloom and you earned three highlights on social media

\$1,000 and more – It's time to harvest and you will get four highlights on social media

Your gift will support the Department of Horticultural Science, including but not limited to the Small Fruits Research & Extension Program. Contributions will support things such as travel costs, student support and our overall programs and activities. Your donation, no matter how large or small, will have a big impact on our team!

You will find frequent updates on our program on our homepage:

smallfruits.cals.ncsu.edu

THANK YOU!

Example:



We will highlight you as a donor on our Instagram @theveryberrylabNCSU.

Pre-plant Expert (2X example): (Photo of your choice) a short story/bio about you.

Hashtags of your choice, examples: #agriculture #farm #investor #agvocate #growers #ag #agribusiness #sustainable #farmers #agribootcamp #youngfarmers #thanksfarmers #agproud #CALSPACK #ThinkAndDo

Tags @YOURFARM on instagram

It's Bloom (3X example): (Photo of your choice) a short story/bio about you.

Hashtags of your choice, examples: #agriculture #farm #investor #agvocate #growers #ag #agribusiness #sustainable #farmers #agribootcamp #youngfarmers #thanksfarmers #agproud #CALSPACK #ThinkAndDo

Tags @YOURFARM on instagram

It's Time to Harvest (4X example): (Photo of your choice) a short story/bio about you.

Hashtags of your choice, examples: #agriculture #farm #investor #agvocate #growers #ag #agribusiness #sustainable #farmers #agribootcamp #youngfarmers #thanksfarmers #agproud #CALSPACK #ThinkAndDo

Tags @YOURFARM on instagram

Donor Form

A gift can be made online on the website for [Giving To NC State](#). But you also can send a check:

If you prefer to send a check, please complete the information below and send a scan of this form to mhoffma3@ncsu.edu or mail it to: North Carolina State University, Department of Horticultural Science, Campus Box 7609, Raleigh, NC 27695.

Please make checks payable to the NC Agricultural Foundation, Inc, with "Hort Science Enrichment Fund, Hoffmann" in the memo. Your gift will support the Department of Horticultural Science, including but not limited to the Small Fruits Research & Extension Program.

Gift Level & Amount: _____

Your Name/Organization: _____

☐ I would like my donation to remain anonymous. Please DO NOT list my organization or name.

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NC Agricultural
Foundation

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