

Title: Blueberry Pruning Video

Progress Report

Grant Code: 2016-E-04

Research Proposal

Name, Mailing and E-mail Address of Principle Investigator

Erick D. Smith
Assistant Professor
Department of Horticulture
The University of Georgia – Tifton Campus
Ph. 229-386-3119
Email: ericks@uga.edu

Objective: 1) To create an educational/extension video for pruning blueberry (dormant and summer pruning)

Justification: Blueberry growers, both commercial and homeowner, frequently ask extension agents for the appropriate methods for blueberry care. Presently, many county agents look to their extension program to find bulletins, fact sheets, or other media on topics of interest. Agents in the southeastern U.S. also have another excellent resource for small fruit production information at The Southern Region Small Fruit Consortium (www.smallfruits.org) with IPM guides for blueberry, bramble, bunch grapes, and strawberries. However, I still receive a number of calls from agents, growers, and homeowners on pruning, soil, and tissue analysis. Recently, in Alma, GA, University of Georgia's Area Blueberry Specialist, Renee Holland, held a field day where I demonstrated cane renewal (dormant pruning) and hedging (summer pruning) to an audience of 70. Because the field day was conducted 9/24/15, the plants were flush with foliage; making the demonstration of dormant pruning difficult for the audience to see specific cuts. After the demonstration, I was approached by some of the attendees and asked if any YouTube or extension videos existed for pruning. There are a number of commercial and homeowner videos; however, I referenced two videos specifically: 1.) Oregon State University's "A growers guide to pruning highbush blueberries" featuring David Brazelton (https://media.oregonstate.edu/media/t/0_05v1qew6) and 2.) The University of Maine Cooperative Extension's Experts on Demand "Pruning Blueberry Bushes" with David Handley (<https://www.youtube.com/watch?v=fm6ZfpGy5oQ>). Both productions are very informative and the Oregon State University's video included close captioning, which is a requirement for publishing through The University of Georgia. However, both videos focus on dormant pruning of Highbush blueberry and neither video showed summer pruning techniques.

To increase the potential audience, the proposed video will include a Spanish language version for personal viewing or as a training tool for growers and extension. In addition, summer pruning will be demonstrated. The final product will be published on the UGA Extension YouTube Channel and links published in the production tab for blueberry at smallfruit.org. This allows access to the video by anyone with internet access, especially a smartphone where the information can be reviewed in the field.

Methods:

Production:

As outlined on the Audio/Video Production Guide housed at the Office of Communications & Creative Services (OCCS) (<http://www.caes.uga.edu/unit/occs/resources/multimedia/index.html>), there is a five step process to successfully publishing on the UGA Extension YouTube Channel.

1) Make a plan by defining the production: dormant and summer pruning of blueberry in a video. Create a script and storyboards to focus the production and to stay on topic. 2) Record and 3) edit are the next two steps. Because Tifton Campus is 3.5 hours travel from the Athens campus, I will need to access a local production management team for shooting, script reading, and editing. Fortunately, Brad Haire, associate editor at Southeast Farm Press, has been working with extension to produce extension products. 4) Transcribe the video and create synchronized captions for the production and once all the requirements are met 5) publish the video.

Results:

Presently, two videos are in post-production 1) Dormant pruning and 2) Summer hedging. Scripts are being written for close captioning and translation to Spanish for overdubbing. After editing and translation to Spanish, the videos will be sent to OCCS for approval and eventual publication through UGA Extension.

Impact Statement: The blueberry pruning video publication will fulfill requests from growers, extension agents, and homeowners in the Southeastern region of the U.S. In addition, publishing the video in English and Spanish will give the material greater outreach. It is expected that the video will be used as a training tool and a reference for extension agents and growers to teach the proper techniques of pruning blueberry.

References:

Handley, D. (2011) The University of Maine Cooperative Extension's Experts on Demand "Pruning Blueberry Bushes" with David Handley
(<https://www.youtube.com/watch?v=fm6ZfpGy5oQ>)

Strik, B. and Ketchum, L (2011) Oregon State University's "A growers guide to pruning highbush blueberries" featuring David Brazelton.
(https://media.oregonstate.edu/media/t/0_05v1qew6)

