

HLA HAPPENINGS

Issue 22-36 / September 23, 2022

In this issue:

- National Postdoc Week
- Welcome Leilei Zhang!
- Emmanuel Cooper Receives Yirgou Travel Grant
- Dr. Mearaj Shaikh Placed First in Postdoc Poster Competition
- Lori Hoagland and Colleagues Presented on Research and Engagement Activities
- Ariana Torres and Coauthors Published New Article
- This Week with the HLA Bowling Team
- HLA Fall Seminar: Drs. H. Christopher Peterson and Simone Valle de Souza
- HLA Fall Event
- Workshop on Hydroponics and Floriculture Production
- Newsletters

NATIONAL POSTDOC WEEK

THANK YOU!

RYAN PATRICK

RAJEEV RANJAN

ALEJANDRO RODRIGUEZ SANCHEZ

MEARAJ SHAIKH

KAI TANG

REBECCA TRALDI

NATIONAL POSTDOC WEEK


 Horticulture and
 Landscape Architecture

This week was National Postdoc Week and we want to thank our Postdocs for all the talents and passions they bring to research, the department, the university, and the world around them.

WELCOME LEILEI ZHANG!



The Hoagland Lab welcomed new visiting scholar, **Leilei Zhang**, currently a PhD student at the Università Cattolica del Sacro Cuore in Italy. During her internship here at Purdue, Leilei will conduct studies investigating the impacts of different types of microplastics on critical plant and microbial processes. Please welcome Leilei to HLA!

EMMANUEL COOPER RECEIVES YIRGOU TRAVEL GRANT



Emmanuel Cooper, M.S. student in the Horticulture Crops Weed Science Lab, was selected as a 2022 recipient of the Dr. Dagnatchew Yirgou Endowment Travel Award from the Purdue University College of Agriculture. The Dr. Dagnatchew Yirgou Endowment was established in September 2002 with gifts

by Mezgebou Amlak and others in memory of Dr. Yirgou to support 'merit-based scholarships for students majoring in Agriculture! The \$500 award will help defray the cost of participation at the North Central Weed Science Society 77th Annual Meeting in St. Louis, Missouri on December 5-8, 2022.

DR. MEARAJ SHAIKH PLACED FIRST IN POSTDOC POSTER COMPETITION

Dr. Mearaj Shaikh (postdoctoral researcher, Widholm lab) won first place in the postdoc poster competition at the 2022 Purdue Center for Plant Biology Symposium for his talk titled: "Novel Approaches of Increasing vitamin K1 pathway metabolite pool size in Camelina (*Camelina sativa*)"

LORI HOAGLAND AND COLLEAGUES PRESENTED ON RESEARCH AND ENGAGEMENT ACTIVITIES

EL INSTITUTO NEXUS DE AREQUIPA

¿Qué hemos logrado y cómo podemos construir sobre nuestro éxito?

Lori Hoagland, PhD
Profesora Asociada
Co-Directora

Daniel Leon Salas, PhD
Profesor Asociado
Co-Director

Dennis Macedo, MS
Profesor Asociado
Co-Director

Rosa Cossio, PhD
Coordinadora de Proyecto

PURDUE UNIVERSITY UNSA

9/23/2022

Lori Hoagland and her colleagues gave an on-line presentation at a meeting organized by the regional government of Arequipa, Peru, covering research and engagement activities associated with the Arequipa NEXUS Institute.

ARIANA TORRES AND COAUTHORS PUBLISHED NEW ARTICLE

Ariana Torres and coauthors published a new article on Agribusiness titled "Exploring market choices in the US ornamental horticulture industry". The article is available at <https://onlinelibrary.wiley.com/doi/epdf/10.1002/agr.21769>.

THIS WEEK WITH THE HLA BOWLING TEAM



Our team Split Happens played against The Madames Monday afternoon at Mike Aulby's Arrowhead Bowl for Week 4 of the Purdue Staff and Students league. We won all three sets and high game, resulting in all 8 points. This placed our team in 2nd for the week.

In the Men's Category, Chris Adair placed 4th with scratch game scoring a 209, placed 3rd with scratch series scoring a 533, and placed 1st with handicap game scoring a 281.

In the Women's Category, Alexandra Jewell placed 1st with scratch game scoring a 210, placed 1st with scratch series scoring a 556, placed 1st with handicap game scoring a 262, and placed 3rd in handicap series scoring a 712.

HLA FALL SEMINAR: DRs. H. CHRISTOPHER PETERSON AND SIMONE VALLE DE SOUZA



Drs. H. Christopher Peterson and Simone Valle de Souza
Michigan State University

Thursday September 29th, at 3:30pm

HORT 117 or join via Zoom

"Meeting the demands of Indoor Agriculture consumers through the horticultural research agenda"

Abstract:

The presentation will address four interrelated issues for development of the Indoor Agriculture leafy green industry:

What do consumers want from Indoor Agriculture leafy green produce? This research sheds light on the subject of consumer preferences for specific attributes of leafy greens. Some aspects of consumer purchasing behavior are discussed along with more details on what consumers understand by often used market labels which relate with leafy green attributes.

Who is the consumer? Using Principal Component and Cluster Analyses, we identified two types of consumer segmentation, based firstly on their attitudes towards indoor farming as an innovative technology and then on their willingness to pay for specific attributes. These two segments are finally compared to determine overlaps.

How do Indoor Agriculture producers respond to consumer needs and segments? Every Indoor Agriculture producer should formulate their value proposition and marketing strategy to meet what consumers want and need.

What does all this mean for horticultural research? We suggest some needed horticultural research topics to enable industry growth as producers meet consumer needs.

HLA FALL EVENT

Join the social committee at MEIGS (Purdue Ag Center) for a cookout, yard games, farm tours, & pumpkin picking! We will also have face-painting & fall crafts for the kids!

Please RSVP at your earliest convenience so we can get a headcount. We hope to see you there! [RSVP Link](#)



WORKSHOP ON HYDROPOONICS AND FLORICULTURE PRODUCTION

Purdue University Controlled Environment Horticulture

Workshop on Hydroponics and Floriculture Production

November 3, 2022 (8 am to 5 pm)

Room 241, Pfendler Hall of Agriculture, 767-799 W State Street, Purdue University, West Lafayette

Learn about crop management, insect and disease control, and environment/crop monitoring from Purdue extension specialists and industry professionals

Registration link:

https://purdue.ca1.qualtrics.com/jfe/form/SV_ePW5cXYdfNKy7xI

Registration fees: \$25 (covers breakfast, lunch, and snacks). Register for workshop by October 20, 2022

Contacts for additional information

Lori Jolly-Brown (765-494-1296; ljollybr@purdue.edu)
Dr. Krishna Nemali (knemali@purdue.edu)



Newsletters

- Facts for Fancy Fruits: <https://fff.hort.purdue.edu/>
- Vegetable Crops Hotline: <https://vegcropshotline.org/>
- Purdue Landscape Report:
<https://www.purduelandscapereport.org/>
- Greenhouse and Indoor Production of Speciality Crops: <https://mdc.itap.purdue.edu/newsearch.asp?subCatID=425%20&CatID=10>

It is the policy of the Purdue University that all persons have equal opportunity and access to its educational programs, services, activities, and facilities without regard to race, religion, color, sex, age, national origin or ancestry, marital status, parental status, sexual orientation, disability or status as a veteran. Purdue is an Affirmative Action Institution. This material may be available in alternative formats.

HLA Happenings © Purdue University - www.purdue.edu/hla/sites/hla-happenings

Editor: Pam Fisher | Department of Horticulture and Landscape Architecture, 625 Agriculture Mall Dr., West Lafayette, IN 47907