

# HLA Happenings

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## Dudareva Lab Featured in Purdue Ag Story



Purdue Agriculture published an article featuring the work of **Dudareva Lab** and Ph.D. candidate **Shannon Stirling**: [Decoding the plant world's complex biochemical communication networks.](#)

## Meyers' Lab Introduces Horticulture to 5th Graders



**Carlos López** and **Jeanine Arana** (Meyers' Lab) and **Lais McCartney** (Purdue ANR Educator, Hancock County), presented about "Horticulture careers" to fifth graders at Eastern Hancock Elementary School. The 5th graders learned about horticulture crops grown in Indiana and the importance of horticulture. All the students took home a peppermint plant thanks to the Meyers' lab research.

## Torres Lab Published New Article

HortScience 59(4):533-541. 2024. <https://doi.org/10.21273/HORTSCI17598-23>

### Characterizing the US Market for Salad Mixes through the Lens of Environmental Preferences

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**Ariana P. Torres**  
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**Keywords:** clustering, environmental labels, market segments, ordered probit

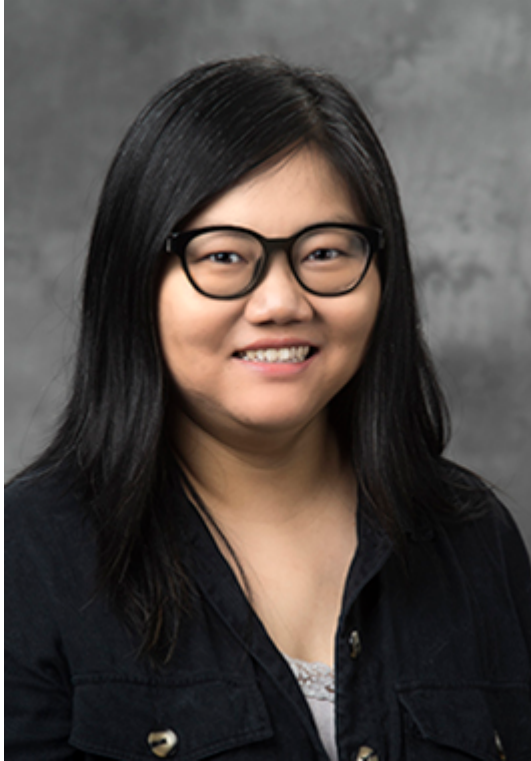
**Abstract.** The consumption of salad mixes has increased because of their convenience and nutritional value, resulting in significant sales increases during the past decade. Conversely, the uses of pest-control chemicals, long-distance transportation of salad mixes, and plastic packaging have raised environmental concerns among "green consumers." Because proenvironmental products are becoming more widespread, this study delved into market segments of salad mix consumers based on their preferences

thus making proenvironmental labels popular for food retailers (De Canio et al. 2024). Many food companies are using proenvironmental labels to communicate the environmental benefits of their products through product labels, phrases, and logos (De Canio et al. 2021). These proenvironmental labels are intended to influence consumer behavior and raise awareness about the relationship between consumption and the environmental impact of food choices. Previous studies have discussed the efficiency and value of proenvironmental labels in the food industry (Donato and D'Amelio 2021; Kaczorowska et al. 2019).

Although various researchers have indicated that consumers are more likely to choose products with environmentally friendly labels (Risikos et al. 2021), others have suggested that the impact of these labels on consumer behavior is limited or inconclusive (Grunert et al. 2014). One explanation for this inconsistency may be the heterogeneity of consumers. This heterogeneity is compounded by the wealth of products and labels available in the marketplace. Studies have also reported that there are challenges involved in the accurate measurement of environmental impacts, resulting in inconsistencies in labeling standards and leading

**Torres Lab** published an article in HortScience titled ["Characterizing the US Market for Salad Mixes through the Lens of](#)

## Yiwei Huang Received Teaching Award



**Yiwei Huang** and Professor Bo Zhang from Oklahoma State University, received the 2023-24 Inter-institutional Innovative Teaching Awards from The Association of Public Land-Grant Universities.

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## HLA Graduate Students Placed at ASPB Midwest Regional Meeting



**Shannon Stirling** (PhD student, Dudareva lab) won 1st place in the graduate student oral presentation category at the American

Society of Plant Biologists (ASPB) Midwest regional meeting.



**George Meyer** (PhD student, Widhalm lab), alongside PULSe rotation student Amanda Navodani, won 3rd place in the graduate student poster presentation category.

The ASPB Midwest meeting was hosted by the College of Agriculture and Center for Plant Biology at the Purdue Memorial Union March 16th-17th. It included over 225 researchers from 15 states across the Midwest and featured 22 oral presentations and 115 posters.

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## New Publication from Yiwei Huang and Chloe Kennedy

**Yiwei Huang** and previous LA student **Chloe Kennedy** published a journal article: "[Bloom and Grow: Creating an Illustrated Book and Learning Games on Native Plants for Children](#)" in *Landscape Architecture Frontier*.

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## Meyers and Ingwell Labs Publish New Research Article

Members of the **Horticulture Crops Weed Science Lab** and the Specialty Crops IPM Lab published their collaborative research in *HortTechnology* this month. The team investigated the ability of black soldier fly larvae to reduce weed seed emergence in composts created from various substrates. Thank you to all those who helped with this project, including the Horticulture Greenhouse team!

[Effect of Black Soldier Fly Larvae and Food Substrates on Weed Seed Emergence](#). Stephen L. Meyers, Jeanine Arana, Luz Cardona Giraldo, Laura Ingwell, Laura Rodriguez, and Nathaly Vargas

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## Ariana Torres Presented at Indiana Grown Symposium

**Ariana Torres** presented at the Indiana Grown Symposium in Danville, IN on the top trends in Agritourism.

## Wenjing Guan Presented Webinar

**Wenjing Guan** was invited to present at Vermont Vegetable and Berry Grower 2024 Winter Webinar on March 20, 2024.

## HLA Bowling Team

Our team **Good Thyme Gang** played against **Here For the Beer** Monday afternoon at Mike Aulby's Arrowhead Bowl for Week 26 of the Purdue Staff and Students league. We won all 8 points, placing our team in tie for 1st place with **River City Rascals**.

In the Team Category: **Good Thyme Gang** placed 3rd in team scratch game with a 688, placed 1st in team handicap game scoring a 995, and placed 1st in team handicap series scoring a 2863.

In the Women's category: **Alexandra Jewell** placed 2nd in scratch game scoring a 234, placed 1st in scratch series scoring a 629, placed 3rd in handicap game scoring a 279, and placed 2nd in handicap series with a 764. This scratch series of 629 is a new personal high score!

No placements in the Men's Category.

### Calling for substitutes next season!

We bowl 3 games on Monday nights starting at 6:30pm. All Purdue faculty, staff, students, and retirees are welcome. If you would like to bowl with us for a session during the next season, please email **Alexandra Jewell** at [jewell4@purdue.edu](mailto:jewell4@purdue.edu).

## HLA Spring 2024 Seminar Series – Dr. Kristine Lang

**Dr. Kristine Lang, Assistant Professor**

**Agronomy, Horticulture, & Plant Science, South Dakota State University Extension**

Thursday March 28th, at 3:30pm, HORT 117 or via Zoom.

“Room to grow: Expanding local food and flower research, outreach, and collaboration across South Dakota”

**Abstract:** Join Dr. Lang as she shares the current context of the local food system and specialty crop production in South Dakota. She will highlight collaborative efforts with tribal, government, business, and non-profit partners to reinvigorate the South Dakota Local Foods Coalition and SDSU Extension Local Foods teams. She will highlight how her growing research program is meeting critical needs within the state while integrating graduate and undergraduate students, SDSU Extension Master Gardener Volunteers, and Midwest farmers into data collection and outreach efforts.

Dr. Lang holds a Ph.D. in Horticulture and Sustainable Agriculture from Iowa State University. Her horticultural career has included working in private-sector, university, and nonprofit organizations across four Midwestern states. Kristine currently collaborates with South Dakota farmers, gardeners, and organizations to conduct research and outreach on Northern Plains high tunnel management, suitable cut flowers for South Dakota, and integration of cover crops and tillage reduction practices for vegetable production. She is a former co-leader of the South Dakota Local Foods Coalition, and a current board member for the SD SARE Advisory Board and Practical Farmers of Iowa.



The poster features the Purdue University logo (Horticulture and Landscape Architecture) in the top left. The main title is "2024 HLA Spring Seminar" in large, bold, black font. Below it, the speaker is identified as "Dr. Kristine Lang, Assistant Professor" in a smaller, italicized font, followed by her affiliation: "Agronomy, Horticulture, & Plant Science, South Dakota State University Extension". The date and time are listed as "Thursday March 28<sup>th</sup>, at 3:30pm, HORT 117 or via Zoom." A circular portrait of Dr. Lang is centered below the text. To the right of the portrait, a small speech bubble icon says "Coffee and light refreshments will be provided". Below the portrait is a quote: "Room to grow: Expanding local food and flower research, outreach, and collaboration across South Dakota". At the bottom, there is an "Abstract" section and a short biography of Dr. Lang. The Purdue University Equal Access/Equal Opportunity statement is at the very bottom.

**Abstract:** Join Dr. Lang as she shares the current context of the local food system and specialty crop production in South Dakota. She will highlight collaborative efforts with tribal, government, business, and non-profit partners to reinvigorate the South Dakota Local Foods Coalition and SDSU Extension Local Foods teams. She will highlight how her growing research program is meeting critical needs within the state while integrating graduate and undergraduate students, SDSU Extension Master Gardener Volunteers, and Midwest farmers into data collection and outreach efforts.

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Purdue University is an Equal Access/Equal Opportunity Institution.

## Marketing Capstone Presentations



The graphic has a blue and white abstract background. On the right side, the text "Marketing Capstone Presentations" is written in a large, serif font. Below this text, the date and time are given as "April 2<sup>nd</sup> at 6pm via Zoom" and the URL "https://bit.ly/hlcapstone2024". A QR code is located in the bottom right corner. A small plus sign is positioned at the bottom center of the graphic.

April 2<sup>nd</sup> at 6pm via Zoom  
<https://bit.ly/hlcapstone2024>

## HLA's Tent at Spring Fest 2024



**SPRING FEST 2024**  
 SATURDAY, APRIL 13  
 9:00 AM - 4:00 PM  
 HLA TENT / SITE 22  
 (AG MALL ACROSS FROM HORT)

**ACTIVITIES**  
 PLANT NECKLACES  
 PLANT SALE (IN HORT GREENHOUSE) BY HORT CLUB AND PURDUE STUDENT FARM  
 KID'S ACTIVITY WITH PASLA  
 EXTENSION MASTER GARDENER Q&A AND CONTAINER GARDENING DEMONSTRATION

**PURDUE UNIVERSITY** Horticulture and Landscape Architecture

## Purdue Small Farm Education Field Day



SAVE THE DATE  
**PURDUE SMALL FARM EDUCATION FIELD DAY**

**JULY 25, 2024**  
 at the Purdue Student Farm  
<https://www.purdue.edu/hla/sites/studentfarm/events/>

PRESENTED BY:  
**PURDUE UNIVERSITY** Horticulture and Landscape Architecture

## Purdue Hydroponics and Greenhouse Crop Production Webinar Series

*Purdue Hydroponics and Greenhouse Crop Production Webinar Series (2024)*

Registration is free  
 Register here for all webinars: [https://purdue.ca1.qualtrics.com/jfe/form/SV\\_e5UHHPj4UtdQoQK](https://purdue.ca1.qualtrics.com/jfe/form/SV_e5UHHPj4UtdQoQK)

1. Nutrient Management in Recycling Hydroponic Systems (April 15, noon to 1 pm)
2. Temperature Management (Summer/ Winter) in Greenhouses (May 15, noon to 1 pm)
3. Organic Lettuce Production in Hydroponic Systems (June 12, noon to 1 pm)
4. How to Build an Indoor Hydroponic Production System for Homes and Schools (Aug 21, noon to 1 pm)
5. Fundamentals of Soilless Substrates for Floriculture Crop Production (Sep 18, noon to 1 pm)

Purdue Controlled Environment Agriculture Research & Extension

**Contacts for additional information**  
 Lori Jolly-Brown (765-494-1296; [ljollybr@purdue.edu](mailto:ljollybr@purdue.edu))  
 Dr. Krishna Nemali ([knemali@purdue.edu](mailto:knemali@purdue.edu))

**PURDUE UNIVERSITY** Extension  
**PURDUE UNIVERSITY** Horticulture and Landscape Architecture

Register for the Purdue Hydroponics and Greenhouse Crop Production Webinar Series.

## Purdue Fruit and Vegetable Field Day



SAVE THE DATE  
**Purdue Fruit and Vegetable Field Day**

**THURSDAY, JULY 18, 2024**  
 Purdue Meigs Ag Center  
 9101 S 100 E, Lafayette, IN 47909

**PURDUE UNIVERSITY** Extension

### Newsletters:

Facts for Fancy Fruits: <https://fff.hort.purdue.edu>

Vegetable Crops Hotline: <https://vegcropshotline.org/>

Purdue Landscape

Report: <https://www.purduelandscapereport.org>

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