

News From Your County Agent
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What a way to end the last weekend of May 2017 but with very heavy rains, lots of thunder/lightning strong wind and in some spots a little hail. At least we go into June with adequate soil moisture, green landscapes, range and pastures and happy livestock and wildlife. We will see what June and July will bring but many predictions are that the summer is going to be wetter than usual plus at least 11 named tropical storms, so we will wait and judge how accurate our weather experts are this year. Greetings to all of you and thank you so much for reading this week.

Texas Beef Council Launches Beef Loving Texans Brand

I have been asked by the The Texas Beef Council (TBC) to help get the word out about a new ad campaign as part of the ongoing Beef Loving Texans brand movement aimed at elevating Texans' passion for beef. The 2017 "Only in Texas" campaign celebrates the nuances, pride and deeply-rooted values only found in this great state. Advertising for the campaign includes radio, billboards and digital television. "Only in Texas aims to tell Texans' stories through family, community and tradition, connecting Texan values, nostalgia, and pride to the passion Texans have for beef. I hope all beef producers in Texas will recognize the value and importance of checkoff-funded programs like this one."

The Beef Loving Texans digital television ad is airing in Dallas/Fort Worth, Houston, San Antonio and Austin. The campaign is expected to achieve about 70 percent more total impressions. Texans will also see Beef Loving Texans ads on 159 billboards across the state with the expected reach of more than 337 million impressions. Radio ads will be featured on Pandora radio reaching more than 25 million Texans. Beef Loving Texans is TBC's consumer-driven brand created to share unique recipes, stories, cooking and shopping tips and expert nutrition information. The Beef Loving Texans brand celebrates the pride and values deeply rooted in Texans through family, community and tradition. Those of us in Zavala County can related to beef as we know, work and help many beef cattle producers in our county. To learn more about Beef Loving Texans and other checkoff-funded programs, please visit TexasBeefCheckoff.com.

Countywide 4-H Stockshow Checks Distribution and Financial Literacy Educational Event Set June 8

The much anticipated "Stockshow" checks for exhibitors who sold animal projects at the Zavala County Junior Fair in January will be distributed in a countywide event next week. A countywide 4-H Stockshow Check Distribution and Youth Financial Literacy Education Program will be held next Thursday June 8th beginning at 6:00 p.m. at the La Pryor School Cafeteria in La Pryor. Crystal City, Batesville and La Pryor 4-H members who have completed all requirements are expected to attend this event and pick up their stockshow checks at this event.

Tammy Ritchie, President of Zavala County bank and staff will conduct a youth financial literacy program teaching youth about the importance of savings, managing money and procedures on opening a savings or checking account in financial institutions. La Pryor District School Counselor will discuss the cost of 2 and 4 year post secondary education in both public and private institutions in Texas to 4-H members and their parents. Marcel Valdez, County Extension agent will teach parents and 4-H member about management strategies on utilizing stockshow animal project funds. The event will conclude with a pizza supper sponsored by the Zavala County 4-H County Council. For more information about this event please contact the Zavala County office of the Texas A&M AgriLife Extension Service at 830-374-2883.

Tip of the Week: June Beetles Are Having A Good Year-How to Control Them

I have received a couple of calls from folks complaining about stepping out of the house and hearing a crunch, crunch sound as they step on hundreds of brown bugs. After encountering such an experience myself I quickly realized they are June beetles, and they are many many of them around. So how can we control them and what harm do they do.

What you are stepping on in your front porch are the adult beetles of the dreaded white grubs. Once a year, in late spring or summer, adult beetles emerge from the soil to mate. Mated females then return to the soil to lay eggs. Within about two weeks the eggs hatch into small white grubs that feed on grass roots. The pupa, or intermediate stage between the larva and the adult, occurs the following spring and is the last immature phase of the insect's development cycle. Adults subsequently emerge from the pupal stage when environmental conditions are favorable in early- to mid-summer. Most damage from white grubs occurs during mid-summer to early-fall when the larger larvae are actively feeding.



Adult June Beetle



June Beetle Larvae

Pictures Courtesy of The Texas A&M AgriLife Extension Service-Department of Entomology

Knowing when you have a problem. White grub damage can be detected by the presence of irregular- shaped areas of weakened or dying grass in the lawn. Lessseverely damaged turf lacks vigor and is more vulnerable to invasion by weeds. Depending on location within the state, damage may appear any time between the months of June and October. Turfgrass damaged by white grubs has a reduced root system and is easily pulled from the soil. Grubs should be readily found in the top few inches of soil, in the turfgrass root zone. Turfgrass usually recovers from white grub damage by fall or the following spring.

Control:

First if you do not want the adult June beetles appearing on your porch each morning turn off the porch light which they are attracted to. This will not eliminate a June beetle problem on your lawn but it will help you not have to clean up the dead June beetle bodies which you have stepped on during the day.

Non-chemical controls. Several non-chemical treatments are available for controlling white grubs. Beneficial nematodes within the genera *Steinernema* and *Heterorhabditis* are tiny worms that attack white grubs and other soil inhabiting insects. These microscopic worms can be purchased in stores or through garden supply catalogs. Commercial nematode products are usually designed to be mixed with water and applied to lawns using a hose-end or hand-held sprayer. Recent research shows that under good conditions commercially- available nematodes can reduce white grub populations by 50% or more.

Chemical Control. The insecticides imidacloprid and halofenozide are used most today for white grub control. Imidacloprid is most effective against small and medium-sized grubs but may kill some grubs larger than 1/2 inch long. Imidacloprid trade names include Merit®, Bayer Advanced Lawn™ Season Long Grub Control and Scott's® Grub-Ex®. The lethal effects of the insect growth regulator halofenozide are limited to early white grub life stages. Halofenozide is ineffective if applied too late, after grubs have reached the third-instar life stage. Halofenozide trade names include Mach 2, Spectracide® Grub Stop™ and Hi-Yield® Kill-a-Grub™. Fortunately, both halofenozide and imidacloprid can be applied early and persist in the soil. Ideally, both products should be applied within six weeks of egg-laying. In south Texas, apply insecticides for white grubs in early- to mid-June. You can find some of most of these products in your favorite garden supply store or Wal-Mart garden center. For more detailed information about June Beetles contact the Zavala County Office of the Texas A&M AgriLife Extension Service at 830-374-2883 and ask for Texas A&M AgriLife Extension Service E-211 titled "White Grubs in Texas Turfgrass". Have a great week. M.V.

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