

# Mid-Atlantic Fruit and Vegetable Convention and Trade Show

Hershey Lodge and Convention Center, Hershey, Pennsylvania

*Sponsored by the New Jersey State Horticultural Society, Maryland Horticultural Society, State Horticultural Association of Pennsylvania, and the Pennsylvania Vegetable Growers Association in cooperation with the Rutgers New Jersey Agricultural Experiment Station, Cooperative Extension, University of Maryland, and Penn State University*

Register for lodging at [www.mafvc.org/html](http://www.mafvc.org/html) or call 1-800-HERSHEY.

## Educational Program

### Tuesday Morning, February 1, 2011

#### Tree Fruit – Nigerian Room

- 9:00 **Invocation** – James Clarke  
9:05 **SHAP President's Address** – Ed Weaver, Pres. SHAP  
9:15 **\*\*Getting a Handle on Worker Protection Inspections** - James Harvey, Penn State Univ.  
9:45 **George Goodling Lecture - Flower Bud Formation and Control in Apples** - Dr. Steve McCartney, North Carolina State Univ.  
10:30 **Adjourn to Plenary Session**  
(New Jersey Pesticide Applicator Units)

#### Wholesale Marketing – Aztec Room

- 9:00 **Food Alliance Certification** – Ben Wenk, Wenk's Orchards  
9:30 **Industry Show and Tell**  
9:45 **Buyer Grower Panel** – to be announced  
10:30 **Adjourn to Plenary Session**

#### Snap Beans - Magnolia Room A

- 9:00 **\*Ways to Have Poor Weed Control in Snap Beans** – Dwight Lingenfelter, Penn State Univ.  
9:30 **Industry Show and Tell**  
9:45 **\*Update on Virus Epidemics in Snap Beans by Aphid Vectors** - Dr. Brain Nault, Cornell Univ.  
10:30 **Adjourn to Plenary Session**

#### Sweet Corn – Magnolia Room BCD

- 9:00 **Reduced Tillage Sweet Corn** - Lenny Burger, Burgers Farm  
9:30 **Industry Show and Tell**  
9:45 **\*Tackling the Top 10 Weed Problems in Sweet Corn** – Dwight Lingenfelter, Penn State Univ.  
10:30 **Adjourn to Plenary Session**

#### High Tunnels – Crystal Room

- 9:00 **Considerations for High Tunnel Nutrient Management**- Dr. Matthew Kleinhenz, Ohio State Univ.

#### 9:30 **Industry Show and Tell**

- 9:45 **Advantages of Movable High Tunnels: From Structural Considerations to Plant Production Potential**-Michael Bollinger, Four Season Tools  
10:30 **Adjourn to Plenary Session**

#### Organic Vegetables – Empire Room AB

- 9:00 **The Role of Crop Rotation in Weed Management** - Charles Mohler, Cornell Univ.  
9:30 **Industry Show and Tell**  
9:45 **A Crop Rotation Planning Procedure/Crop Rotation During the Transition from Conventional to Organic Vegetable Production** - Charles Mohler, Cornell Univ.  
10:30 **Adjourn to Plenary Session**

#### Pesticide Safety – Empire Room CD

- 9:00 **\*\*Record Keeping for Pesticide Applicators** - William Riden, Penn State Univ.  
9:30 **Industry Show and Tell**  
9:45 **\*\*Pesticide Regulation Update and Pesticide Safety: Focus on PPE**– William Riden, Penn State Univ.  
10:30 **Adjourn to Plenary Session**  
(New Jersey Pesticide Applicator Units)

#### Labor – Wild Rose Room

- 9:00 **Grower Panel** – To be announced  
9:30 **Industry Show and Tell**  
10:30 **Adjourn to Plenary Session**

#### Plenary - Nigerian and Aztec Rooms

- 10:45 **Mid-Atlantic Legislative Affairs Update** – Gary Swan, Pennsylvania Farm Bureau  
11:00 **KEYNOTE PRESENTATION – EATING – IS THERE A SOLUTION TO THE CONFUSION?** – DR. JOSEPH SCHWARCZ, MCGILL UNIV.

**Tuesday Afternoon, February 1, 2011**

**Tree Fruit** - Nigerian Room

**Taking the LEAP (Labor Efficient Apple and Peach Production) to Labor Efficient Technologies**

- 1:30 **Preparing Our Enterprises for Labor Efficient Technologies** - Dr. James Schupp, Penn State Univ.
- 2:00 **Engineering Solutions Under Development by Univ./ Commercialization** - Drs. Sanjiv Singh, Carnegie Mellon and Paul Heinemann, Penn State Univ.
- 2:40 **Industry Show and Tell**
- 2:55 **Apple Rootstock and Cultivar Extension Project** – Dr. Rob Crassweller and Dr. Rich Marini, Penn State University
- 3:05 **Labor Efficient IPM Tools** - Dr. Larry Hull, Penn State Univ.
- 3:25 **Encouraging Results from CASC Harvest Assist Trials with a Commercial Partner** - Phillip Brown and Dr. James Schupp, Penn State Univ.
- 3:45 **Developing a Mind-Set for Automation** – Karen Lewis, Washington State Univ.
- 4:15 **Adjourn**  
(New Jersey Pesticide Applicators Units)

**Direct Marketing - CSAs** – Aztec Room  
**To Be Announced**

**Onions** – Magnolia Room A

- 1:30 **Onion Production 101-** Arthur King, Harvest Valley Farms
- 2:00 **\*Iris Yellow Spot Virus: The New York Story** - Christy Hoepting, Cornell Coop. Ext.
- 2:30 **\*Maximizing the Level of Onion Thrips Control Using Insecticides** – Dr. Brian Nault, Cornell Univ.
- 3:00 **Industry Show and Tell**
- 3:15 **\*Managing Bacterial Diseases of Onion** - Dr. Beth Gugino, Penn State Univ.
- 4:00 **Considerations for Marketing Onions** - William Saussaman, Seminole Produce Distributing Co. Inc
- 4:30 **Adjourn**

**Sweet Corn** – Magnolia Room BCD

- 1:30 **Techniques for Producing Early Sweet Corn: Clear Plastic and Covered Using a Hoop Layer - Row Cover** - Keith Eckel, Fred W. Eckel Sons; **Clear Plastic or Row Cover Depending on Planting Date** - John Mason, Mason Farms
- 2:30 **How We Harvest Fresh Market Sweet Corn: Hand Harvesting and De-Tasseling** - Keith Eckel, Fred W. Eckel Sons; **One Row Mechanical Harvester** - William Geise, Geise's Sweet Corn; **Four Row Mechanical Harvester** - Brian Campbell, Brian Campbell Farms

- 3:15 **Industry Show and Tell**
- 3:30 **\*\*Sprayers for Sweet Corn – Coverage and Calibration** – Dr. Andrew Landers, Cornell
- 4:30 **Adjourn**

**High Tunnels** – Crystal Room

- 1:30 **What to Consider When Purchasing a High Tunnel Frame** - Ed Person, Ledgewood Farm and Greenhouses
- 2:00 **Putting the Economic Pencil to High Tunnel Production-** Adam Montri, Michigan State Univ.
- 2:30 **The Use of Compost, Grafting and Irrigation in Organic High Tunnel Management-** Dr. Matthew Kleinhenz, Ohio State Univ.
- 3:00 **Industry Show and Tell**
- 3:15 **Using High Tunnels for the Production of Tomatoes and Other Crops-** Fred Forsburg, Honeyhill Farm
- 4:00 **How I Use High Tunnels in My Farming Operation-** Ed Person, Ledgewood Farm and Greenhouses
- 4:30 **Adjourn**

**Organic Vegetables** – Empire Room AB

- 1:30 **Grant Programs Available that Allow Farmers to Try New and Innovative Practices on their Farms** - Carol Delaney, SARE farmer grant specialist
- 2:00 **\*Managing Late Blight on Organically Produced Tomato** – Dr. Beth Gugino, Penn State Univ.
- 2:30 **Growing Potatoes Organically** – Dr. Melvin Henninger, Rutgers NJ Agricultural Experiment Station, Cooperative Extension
- 3:00 **Industry Show and Tell**
- 3:15 **Tools for Integrated Crop Management of Peppers** - Dr. Mark Bennett, Ohio State Univ.
- 4:00 **Organic Cucurbit Production** - Ermita Hernandez, Penn State Univ.
- 4:30 **Adjourn**

**Cole Crops** – Empire Room CD

- 1:30 **\*Managing Diseases of Cole Crops During a Cool, Wet Season** - Dr. Chris Smart, Cornell Univ.
- 2:00 **Variety Selection** - Jan Van Heide, Bejo Seeds
- 2:30 **Colorful Cauliflower Production** – Michelle Casella, Rutgers, NJAES, Cooperative Extension
- 3:00 **Industry Show and Tell**
- 3:15 **Nutrition of Cole Crops** - Dr. Carl Rosen, Univ. of Minnesota
- 4:00 **To Be Announced**
- 4:30 **Adjourn**

**General Vegetables** – Wild Rose Room

- 1:30 **Soil pH, CEC and Organic Matter: How are They Related?** - Dr. Carl Rosen, Univ. of Minnesota
- 2:00 **Improving Carotenoid Phytochemical Concentrations in Vegetable Crops** - Dr. Dean Kopsell, Univ. of Tennessee

- 2:30 \*\*\***Fumigants: Current Materials and Uses** - Victor Lilley, Reddick Fumigants  
 3:00 **Industry Show and Tell**  
 3:15 \***Management Strategies for Phytophthora** - Dr. Chris Smart, Cornell Univ.  
 4:00 **Asparagus Production** - Dr. Robert Precheur, Ohio State Univ.  
 4:30 **Adjourn**

**Tuesday Evening, February 1, 2011**

**Social**

- 6:00 **Fruit and Vegetable Grower Reception** – Chocolate Lobby  
 7:00 **Fruit and Vegetable Growers Banquet** - Aztec and Nigerian Rooms (ticket required) – buffet dinner, recognitions and awards

**Wednesday Morning, February 2, 2011**

**Tree Fruit - Nigerian Room**

- 9:00 \***Managing Apple Powdery Mildew on Susceptible Varieties in SI Resistant Orchards** - Dr. Kerik Cox, Cornell Univ.  
 9:45 \*\***Matching the Sprayer to the Canopy** - Dr. Andrew Landers, Cornell Univ.  
 10:30 **Industry Show & Tell**  
 10:45 **Competitive Orchard Systems: One Destination, Several Ways to Get There** - Karen Lewis Washington State Univ.  
 11:15 **The Wonderful World of PGR's: Harvest Management and Thinning in Apple** - Dr. Steve McCartney, N Carolina State Univ.  
 (New Jersey Pesticide Applicator Units)

**Spiking Your Farm Market** – Aztec Room

- 9:00 **Why We Do What We Do at Our Market** - Jay Milburn, Milburn Orchards  
 10:00 **Industry Show and Tell**  
 10:15 **The Significance of Educating Consumers - Your Customers** – MeeCee Baker, Versant Strategies  
 11:00 **Visually Communicating with Your Customers Through Print and Virtual Media** – Deanna Fox, The Fox Groupe  
 11:45 **Using EBT Machines at Your Market** – Sandy Hopple, Penna. Dept. of Agriculture  
 12:15 **Luncheon Buffet** - Great Lobby and Confection Hall Lobby (cash)

**Spanish** - Magnolia Room A

- 9:30 **Principios de la seguridad alimentaria con buenas prácticas agrícolas (GAPs) (Food Safety Principles Using Good Agricultural Practices)** - Maria Gorgo-Gourovitch, Yardley  
 10:00 **Control de plagas y enfermedades del suelo por uso de cobertura vegetal (Control of Soil-Borne Pests and Diseases with Cover Crops)** - Tianna DuPont, Penn State Coop. Ext.

- 10:30 **Manejo y control del escarabajo japonés en arándanos (Japanese Beetle Control on Blueberries)** - Dr. Carlos Garcia-Salazar, Michigan State Univ.

- 11:00 **Noticia del chincheapestoso (vaquiña) marrón mármol (Brown Marmorated Stink Bug Status Update)** - Dr. Katie Ellis, Penn State Univ.

- 11:10 **Cómo igualar la aspersora de alta presión a la copa (Matching the Sprayer to the Canopy)** - Dr. Andrew Landers, Cornell Univ. - English/Spanish Interpretation Session; Interpretation by Bruce Hollabaugh, Hollabaugh Bros., Inc.

- 11:30 **Identificación y control de enfermedades del tomate (Selected Tomato Diseases and Their Control)** - Dr. Beth Gugino, Penn State Univ. - English/Spanish Interpretation Session; Interpretation by Bruce Hollabaugh, Hollabaugh Bros., Inc.  
 (New Jersey Pesticide Applicators Units)

**Tomatoes** - Magnolia Room BCD

- 9:00 **New Fresh Market Varieties** – Peter Nitzsche, Rutgers NJAES, Cooperative Extension  
 9:30 **To Be Announced**  
 10:00 **Industry Show and Tell**  
 10:15 \***Bacterial Canker and Other Tomato Diseases** - Dr. Beth Gugino- Penn State Univ.  
 11:00 **Fighting Disease/Grafting**- Dr. Matthew Kleinheinz- Ohio State Univ.  
 11:30 **PVGA Annual Meeting** – Wild Rose Room  
 12:30 **Luncheon Buffet** - Great Lobby and Confection Hall Lobby (cash)

**Food Safety** – Crystal Room

- 9:00 **Penn State GAPs Program**- Dr. Luke LaBorde, Penn State Univ.  
 10:00 **Industry Show and Tell**  
 10:15 **Problems Observed in Audits in New Jersey** – Dr. Wesley Kline, Rutgers NJ Agricultural Experiment Station, Coop. Ext.  
 11:00 **New York GAP Update** – Elizabeth Bihn, Food Science, Cornell Univ.  
 11:45 **Panel Discussion** – Donald Wellbrock, Penna. Dept. of Agriculture; Glenda Christy, Giant Eagle; and other session speakers  
 12:30 **Luncheon Buffet** - Great Lobby and Confection Hall Lobby (cash)

**General Vegetables** – Empire Room AB

- 9:00 \*\***Surfactants 101** – Kerry Hoffman-Richards, Penn State Univ.  
 9:30 **Brassica Cover Crops and Seed Meals as Soil Biofumigants in Vegetable Crop Production** - Dr. Dean Kopsell, Univ. of Tennessee  
 10:00 **Industry Show and Tell**  
 10:15 **Basic Plant Nutrition** - Dr. Ernest Bergman, Emeritus Penn State Univ.  
 11:00 **Burning Plastic for Energy: An Update** - James Garthe, Penn State Univ.

11:30 **PVGA Annual Meeting** – Wild Rose Room  
12:30 **Luncheon Buffet** - Great Lobby and Confection Hall  
Lobby (cash)

**Potatoes** – Empire Room CD

9:00 **\*\*Preventing Catastrophic Failures of Poly Tanks-**  
Robert Leiby, Penn State Univ.  
9:30 **Drip Irrigation of Potatoes on a Large Scale-** Nolan  
Masser, Red Hill Farms  
10:00 **Industry Show and Tell**  
10:15 **Plant the Crop Right** – Dr. William Bohl, Univ. of  
Idaho  
11:00 **Basics of Potato Storage Management**– Dr. Steven  
Johnson, Univ. of Maine  
11:30 **PVGA Annual Meeting** – Wild Rose Room  
12:30 **Luncheon Buffet** - Great Lobby and Confection Hall  
Lobby (cash)

**Wine Grapes** – Wild Rose Room

9:00 **\*Weed Control in Wine Grapes** - Scott Guiser, Penn  
State Coop. Ext.  
9:45 **Winter Hardiness in Grapes** - Dr. Robert Crassweller,  
Penn State Univ.  
10:15 **Industry Show & Tell**  
10:30 **\*Brown Marmorated Stink Bug Control** - Dr. Mike  
Saunders, Penn State Univ.  
11:15 **Temperature and Light Impact on Fruit Color** - Dr.  
Sara Spayd, North Carolina State Univ.  
12:30 **Luncheon Buffet** - Great Lobby and Confection Hall  
Lobby (cash)  
(New Jersey Pesticide Applicator Units)

**Greenhouse** – Cocoa Suite 1

9:00 **Container Grown Vegetables: New Business  
Opportunities** - Steven Bogash  
9:30 **\*Pests of Vegetables and Herb Transplants** - Stanton  
Gill, Univ. of Maryland Ext.  
10:00 **Industry Show and Tell**  
10:15 **\*IPM for Root and Stem Diseases** - Rick Yates,  
Griffin Greenhouse Supplies  
11:00 **Supplemental Lighting Guidelines for Greenhouse  
Crop Production** – Dr. Erik Runkle, Michigan  
State Univ.  
11:30 **The Best Tried and True Varieties That You Should  
Be Growing** - Alan Michael, Penn State Coop.  
Ext.  
12:00 **Luncheon Buffet** - Great Lobby and Confection Hall  
Lobby (cash)

**Wednesday Afternoon, February 2, 2011**

**National Peach Council** – Aztec Room

1:30 **Ernie Christ Memorial Lecture - Peach Breeding  
Program of the Univ. of Arkansas**  
Dr. John Clark, Univ. of Arkansas  
2:15 **Industry Show & Tell**  
2:30 **Automated String Thinner Positioning** - Reuben Dise/  
Dr. Paul Heinemann, Penn State Univ.

3:00 **Industry Show & Tell**  
3:15 **Peach Training Systems for the Mid-Atlantic** - Dr.  
James Schupp, Penn State Univ.

4:00 **Adjourn**

**(New Jersey Pesticide Applicator Units)**

4:30 **ANNUAL MEETING OF NEW JERSEY STATE  
HORTICULTURAL SOCIETY (TOWER  
SUITE)**

**Tree Fruit** - Nigerian Room

1:30 **\*\*Core Presentation** – Dr. Kerry Hoffman Richards –  
Penn State Univ  
2:00 **Cost of Fruit Production Part A** - Lynn Kime, Penn  
State Univ.  
2:30 **Generating Buzz for Your Business – PR Roundtable**  
- Karin Rodriguez, Penna Apple Marketing  
Board, and  
Teri Hurst, PPO & S  
3:15 **Industry Show & Tell**  
3:30 **U.S. Apple Update** - Nancy Foster, U.S. Apple  
Association  
3:50 **Pennsylvania Apple Marketing Board Update** - Karin  
Rodriguez, PA Apple Marketing Board  
4:15 **Adjourn**  
(New Jersey Pesticide Applicator Units)  
4:30 **ANNUAL MEETING OF NEW JERSEY STATE  
HORTICULTURAL SOCIETY (TOWER  
SUITE)**

**Spanish** - Magnolia Room A

1:30 **¿Cómo leer la etiqueta del pesticida?/Calibración de  
equipos de aplicación de pesticidas (How Do  
You Read a Pesticide Label?/Pesticide  
Application Equipment Calibration)** - Miguel  
Saviroff, Penn State Coop. Ext.  
2:00 **Introducción al manejo de los gusanos del fruto del  
arándano (CBFW)/Uso de técnicas de  
pronóstico para control de plagas (Managing  
Cranberry Fruitworm Larvae in Blueberries/  
Using Weather Models for Pest Control)** - Dr.  
Carlos Garcia-Salazar, Michigan State  
University  
2:30 **Visualizando el futuro mediante un plan de negocios**  
(Viewing Your Future Through a Business  
Plan) - Miguel Saviroff, Penn State Coop. Ext.  
3:00 **El arte y la ciencia de podar árboles de manzana y  
Durazno (The Art and Science of Pruning  
Apple and Peach Trees)** - Dr. Chris Walsh,  
Univ. of Maryland  
(New Jersey Pesticide Applicators Units)  
4:30 **ANNUAL MEETING OF NEW JERSEY STATE  
HORTICULTURAL SOCIETY (TOWER  
SUITE)**

**Tomatoes** – Magnolia Room BCD

1:30 **The A-B-C's I Mean N-P-K's of Tomato Production** -  
Dr. Dean Kopsell, Univ. of Tennessee  
2:00 **To Be Announced**

- 2:30 **Starting Out Right:How to Protect Your Tomato Transplants from Disease** – Dr. Kelly Ivors, North Carolina State Univ.
- 3:00 **Industry Show and Tell**
- 3:15 **Keeping Your Tomatoes Healthy** – Dr. Michael Orzolek, Penn State Univ.; Dr. Albert Liptay, Stoller USA; Terry Hughes, Grower
- 4:00 **\*\*Sprayer Safety** – to be announced
- 4:30 **Adjourn**

**Postharvest Handling** – Crystal Room

- 1:30 **ABCs of Postharvest Handling** - Lee Young, Penn State Coop. Ext.
- 2:15 **Evaluation of Yield and Postharvest Quality of Winter Squash Cultivars in West Virginia**- Dr. Lewis Jett, West Virginia Univ.
- 2:45 **Industry Show and Tell**
- 3:00 **PA Market Maker** - Sarah Cornlisse, Penn State Coop. Ext.
- 3:15 **Postharvest Tips and Tools for Small Scale Producers** – Thomas Ford, Penn State Cooperative Extension
- 3:45 **Maintaining Quality at the Wholesale/Retail Level** – Dr. Wesley Kline, Rutgers NJ Agricultural Experiment Station. Coop Ext.
- 4:15 **Adjourn**

**Small Fruit** – Empire Room AB

- 1:30 **\*Spotted Wing Drosophila Update in Small Fruit** - Kathy Demchak, Penn State Univ.
- 2:00 **\*Understanding the Role of Root Diseases in Strawberry and Raspberry Decline** - Kerik Cox, Cornell Univ.
- 2:30 **\*Weed Management in Strawberries: What's New** – Dr. Richard Bonanno, Univ. of Massachusetts
- 3:00 **Industry Show and Tell**
- 3:15 **Berries in High Tunnels: Discussion Forum** - Kathy Demchak, Penn State Univ.
- 4:30 **Adjourn**  
(New Jersey Pesticide Applicators Units)
- 4:30 **ANNUAL MEETING OF NEW JERSEY STATE HORTICULTURAL SOCIETY (TOWER SUITE)**

**Potatoes** – Empire Room CD

- 1:30 **\*Insect Management Update-** Dr.Gerald Ghidu, Rutgers NJ Agricultural Experiment Station, Cooperative Extension
- 2:00 **\*Disease Management Update-** Dr. Beth Gugino, Penn State Univ.
- 2:30 **\*Potato Seed Treatments and Handling for Optimum Results-** Dr. Steven Johnson, Univ. of Maine
- 3:00 **Industry Show and Tell**
- 3:15 **\*\*\*Fumigating Potato Ground in Pennsylvania-** Chad Hutchison, Hendrix and Dail, Inc.
- 4:00 **Minimizing Bruise Damage-** Dr. William Bohl, Univ. of Idaho
- 4:30 **Adjourn**

**Wine Grapes** – Wild Rose Room

- 1:30 **Impact of Vineyard Fertility on Wine Grape Quality** - Dr. Sara Spayd, North Carolina State Univ.
- 2:15 **\*Progress in Bunch Rot Control\*** - Mr. Bryan Hed, Penn State Univ.
- 2:30 **Industry Show & Tell**
- 3:00 **\*Wine Grape Disease Management in 2010** - Dr. Noemi Halbrendt, Penn State Univ.
- 3:30 **Vineyard Floor Management for Successful Establishment** - Dr. Daniel Ward, Rutgers NJ Agricultural Experiment St
- 4:15 **Adjourn**  
(New Jersey Pesticide Applicators Units)
- 4:30 **ANNUAL MEETING OF NEW JERSEY STATE HORTICULTURAL SOCIETY (TOWER SUITE)**

**Greenhouse** – Cocoa Suite 1

- 1:30 **The Best New Varieties That You Should Be Growing** - Alan Michael
- 2:00 **Energy-Efficient Strategies To Provide Long Days To Photoperiodic Crops** – Dr. Erik Runkle, Michigan State Univ.
- 2:30 **Nightmare Crops** - Rick Yates, Griffin Greenhouse Supplies
- 3:00 **Industry Show and Tell**
- 3:15 **Thrips and Whitefly Management: What's New and What Works** - Stanton Gill, U. Maryland Ext.
- 4:00 **My Crystal Ball: Anticipating the Market for 2011** - Steve Bogash, Penn State Coop. Ext.
- 4:30 **Adjourn**

**Wednesday Evening, February 2, 2011 Social/Educational**

- 4:30 **ANNUAL MEETING OF NEW JERSEY STATE HORTICULTURAL SOCIETY (TOWER SUITE)**
- 5:00 **Reception for Pennsylvania Apple Growers** - Cocoa Suites – hosted by the Pennsylvania Apple Marketing Board and Temple-Inland
- 7:00 **Ice Cream Social for All Convention Attendees** – Great Lobby – hosted by the Pennsylvania Vegetable Growers Association – ice cream served until 8:00 p.m.
- 7:00 **Cut Flower Arrangement Workshop** – Wild Rose Room
- 7:00 **Business Management Software** – Empire Room CD
- 7:00 **Strawberry Plasticulture Roundtable Discussion** - Empire Room AB

**Thursday Morning, February 3, 2011**

**National Peach Council** - Aztec Room

- 9:00 **Early Season Insecticide Programs to Maximize Biological Control of OFM** - Dr. David Biddinger, Penn State Univ
- 9:30 **PPV: Let's Not Give it Another Chance** - Dr. Ruth Welliver, PA Dept. of Ag

10:00 **Industry Show & Tell**  
10:15 **California's Stone Fruit Industry**, Dr. Roger Duncan, U of California, Cooperative Extension  
11:00 **Peach Marketing Panel** - Kay Rentzel (moderator) (NJ Pesticide Applicator Units)

**Tree Fruit** - Nigerian Room

9:00 **Video Series for Pruning and Training Dwarf Cherry Trees** Win Cowgill, Rutgers NJAES, Cooperative Extension; Jon Clements, UMass; Greg Lang, Michigan State Univ.; Lynn Long, Oregon State Univ.  
9:45 **Cost of Fruit Production Part B** - Mr. Lynn Kime, Penn State Univ.  
10:15 **Industry Show and Tell**  
10:30 **\*What Do We Know About Brown Marmorated Stink Bug** - Dr. Greg Krawczyk, Penn State Univ.  
11:00 **\*\*How Pesticide Label Language is Developed** - Dr. Clayton Myers, US EPA  
11:30 **\*New Chemistries and Alternate Row Middle Spraying** - Dr. Larry Hull, Penn State Univ. (NJ Pesticide Applicator Units)

**Agri-tainment** – Magnolia Room ABCD

9:00 **What is Agri-tainment and How Do We Enhance Customer Safety** – John Berry, Penn State Cooperative Extension  
9:30 **Agri-tainment Perspective –PDA, Rides and Amusements Regulations and Guidelines** – John Filoromo, Pennsylvania Department of Agriculture.  
10:00 **Industry Show and Tell**  
10:15 **Growing our Agri-tainment Experience** – Greg and Tina Forry, Risser-Marvel Farm Market  
11:00 **Adjourn**

**Vine Crops** – Crystal Room

9:00 **\*Fungicide Resistance Management for Cucurbit Crops**- Dr. Andrew Wyenandt, Rutgers NJAES, Cooperative Extension.  
9:30 **Winter Squash Variety Trial Update** – Dr. Elsa Sanchez, Penn State Univ. and Dr. Timothy Elkner, Penn State Coop. Ext.  
10:00 **Industry Show and Tell**  
10:15 **\*Early Season Virus Transmission by Striped Cucumber Beetles in Cucurbits** – Dr. Gerald Brust, Univ. of Maryland  
11:00 **\*Recommendations Based on Science: How to Effectively Manage Common Cucurbit Diseases.** - Dr. Kelly Ivors, North Carolina State Univ.  
11:30 **\*Weed Issues in Cucurbit Crops** – Dr. Bradley Majek, Rutgers NJAES, Cooperative Extension.  
12:00 **Luncheon Buffet** - Great Lobby and Confection Hall Lobby (cash)

**Small Fruit** – Empire Room AB

9:00 **\*Experiences with Brown Marmorated Stink Bug in Raspberries** - Bryan Butler, Univ. of Maryland  
9:30 **Topic TBA** – John Clark, Univ. of Arkansas  
10:00 **Industry Show and Tell**  
10:15 **\*Assessing and Avoiding Viruses in Blueberries and Raspberries** – Dr. Kerik Cox, Cornell Univ.  
11:00 **\*\*Core Pesticide Credit** – Dr. Timothy Elkner, Penn State Coop. Ext.  
11:30 **Primocane-Fruiting Blackberry Breeding** – Dr. John Clark, Univ. of Arkansas  
12:00 **Luncheon Buffet** - Great Lobby and Confection Hall Lobby (cash) (NJ Pesticide Applicator Units)

**Leafy Greens** – Empire Room CD

9:00 **Consumer Preferences for Specialty Greens and Herbs** – William Sciarappa, Rutgers Coop. Ext.  
9:30 **Growing Leafy Greens in a High Tunnel** – Eli Cook, Grower, West Virginia  
10:00 **Industry Show and Tell**  
10:15 **Growing and Harvesting Leafy Greens** – Thomas Sheppard, Sheppard Farms,  
11:00 **Activities of the Leafy Green Council**- Ray Clark, Leafy Greens Council  
11:30 **\*Weed Control in Leafy Green Crops** – Dr. Richard Bonanno, Univ. of Mass. and Bonanno Farms  
12:00 **Luncheon Buffet** - Great Lobby and Confection Hall Lobby (cash)

**Cut Flowers** –Wild Rose Room

9:00 **Starting and Growing Lisianthus from Seed** - Robert Ambrose, Ridgeview Acres  
9:30 **How I Market Lisianthus and Other Interesting Flowers** - Dave Dowling, Farmhouse Flowers  
10:00 **Industry Show and Tell**  
10:15 **Managing Insect Pests in Cut Flowers** - Stanton Gill, Univ. of Maryland Coop. Ext.  
11:00 **New Varieties: Lisianthus and More from American Takii** - Mark Huggett, American Takii  
11:30 **Trends in Cut Flowers: Growing your Market** - Steve Bogash, Penn State Coop. Ext.  
12:00 **Luncheon Buffet** - Great Lobby and Confection Hall Lobby (cash)

**Thursday Afternoon, February 3, 2011**

**National Peach Council**- Aztec Room

1:30 **\*\*Core Presentation**  
2:00 **\*Critical Steps in Weed Control** - Dr. Thomas Tworkoski  
2:30 **\*Approaches for Bacterial Spot Management in Stone Fruits** - Dr. Norman Lalancette, Rutgers Univ.  
3:15 **National Peach Council Update** - Kay Rentzel, National Peach Council  
3:30 **Annual Business Meeting of National Peach Council**

4:00 **Adjourn**  
(NJ Pesticide Applicator Units)

**Tree Fruit** - Nigerian Room

- 1:30 **Real Energy Savings for Horticulture** - Dr. Daniel Ciolkosz, Penn State Univ.  
2:00 **Market Trends in Apples** - Karin Rodriguez, PA Apple Marketing Board  
2:30 **\*Practical Implications of Molecular Aspects of Fungicide Resistance in Apple Scab and Brown Rot Pathogens.** - Dr. Kerik Cox, Cornell Univ.  
3:00 **\*Status of DMI Fungicide Resistance in PA Orchards** - Dr. Henry Ngugi, Penn State Univ.  
3:45 **Adjourn**  
(NJ Pesticide Applicator Units)

**Web Presence Marketing** – Magnolia Room ABCD

- 1:30 **Making Your Website Everything It Can Be** – David King Harvest Valley Farm  
2:00 **Maximizing Visits to Your Web Site** – Chris Moore, Penn State University  
2:30 **Selling Through Your Website** – David Brown, Brown's Orchard and farm market  
3:00 **Adjourn**

**Pumpkins** - Crystal Room

- 1:30 **Growing Giant Pumpkins** – James Beauchemin, New Hampshire Giant Pumpkin Growers Association  
2:00 **\*Controlling the Mildews** – TBD  
2:30 **To Be Announced**  
3:15 **Pennsylvania Pumpkin Variety Trial Overview** – Dr. Timothy Elkner and Thomas Butzler, Penn State Coop. Ext.  
3:45 **\*Weed Control Update in Pumpkins** – Dr. Bradley Majek, Rutgers Univ.  
4:15 **Adjourn**

**Small Fruit** – Empire Room AB

- 1:20 **Welcome and Growers' Survey** – Kathy Demchak, Penn State Univ. and Cesar Rodriguez-Saona, Rutgers NJAES, Cooperative Extension

- 1:30 **\*Japanese Beetle Management in Blueberries** – Carlos Garcia-Salazar, Michigan State Univ.  
2:00 **\*Best Weed Control Program Choices for 2011** – Dr. Bradley Majek, Rutgers NJAES, Cooperative Extension  
2:30 **\*Rational Fungicide Use for Blueberry Disease Management** – Dr. Peter Oudemans, Rutgers NJAES,.  
3:00 **\*Effect of Nitrogen Regime on Blueberry Overwinter, Stem Blight, and Phomopsis Susceptibility and Aphid Population Density - Year Two Results** – Dr. Gary Pavlis, Rutgers NJAES, Cooperative Extension  
3:30 **\*What We Have Learned for More Efficient Blueberry Scouting** – Dean Polk, Rutgers NJAES, Cooperative Extension  
4:00 **\*Plum Curculio Management in Blueberries: New Solutions for an Old Problem** – Dean Polk, Rutgers NJ Agricultural Experiment Station, Cooperative Extension  
4:30 **Adjourn**  
(NJ Pesticide Applicator Units)

**Equipment for Reduced Tillage** – Empire Room CD

- 1:30 **Approaches to Reduce Tillage on Small to Large Farms** – Dr. Anu Rangarajan, Cornell University  
2:15 **Tillage Equipment – Panel Discussion** - Furman Farms, Donn Branton, Branton Farms  
3:30 **Adjourn**  
**Herbs** – Wild Rose Room  
1:30 **Growing Medicinal Herbs** - Rusty and Claire Orner, Quiet Creek Herb Farm  
2:00 **Medicinal Qualities of Herbs** - Leslie Alexander, Restoration Herbs  
2:30 **Is this Plant a Hoax?** - Dr. Arthur Tucker, Delaware State Univ.  
3:00 **Eat Your Weedies** - Leslie Alexander, Restoration Herbs  
3:45 **Adjourn**



**ADVANCED REGISTRATION AND MEMBERSHIP INVOICE**  
**For the Mid-Atlantic Fruit & Vegetable Convention**  
**and Membership to the New Jersey State Horticultural Society**  
**Hershey Lodge and Convention Center – Hershey, PA**

February 1-3, 2011

Membership Name(s) \_\_\_\_\_  
 Farm or Business Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
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 Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Registration Fees

**MEMBERS' ADVANCED REGISTRATION** ..... # \_\_\_\_\_ X \$60 = \$ \_\_\_\_\_

**(Must be postmarked by 1/25/11)**

One, Two, or Three Day Members' Registration Will Cost \$75 at the Door

**NON-MEMBERS' REGISTRATION** (Pay at the Door)

One Day..... # \_\_\_\_\_ X \$100 = \$ \_\_\_\_\_  
 Two or Three Days..... # \_\_\_\_\_ X \$140 = \$ \_\_\_\_\_  
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**PROGRAMA de ESPAÑOL (2/1/11)** ..... # \_\_\_\_\_ .....Gratuito

**CONTRIBUTIONS LECTURE SERIES & RESEARCH**

Ernie Christ Distinguished Lecture Series ..... \$ \_\_\_\_\_  
 Research: .....\$500 \_\_\_\_\_ \$250 \_\_\_\_\_ \$100 \_\_\_\_\_ \$50 \_\_\_\_\_  
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Must be Paid to Receive Membership Rate at Convention

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Return Registration and Dues to:

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**PO BOX 116, CLAYTON, NEW JERSEY 08312**

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Email: [njhortsociety@gmail.com](mailto:njhortsociety@gmail.com)



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