

# 2014 Mid-Atlantic Fruit and Vegetable Convention

\* indicates topic expected to qualify for a category pesticide update training credit

\*\* indicates topic expected to qualify for a core pesticide update training credit

\*\*\* indicates topic expected to qualify for a fumigation pesticide update training credit

## Monday, January 27, 2014

### **020 Keeping Fresh Produce Safe Using Good Agricultural**

**Practices** – (fee -\$25 – lunch on your own)

10:00 a.m. to 4:00 p.m.

This 5 hour workshop focuses on the basics of farm food safety. Produce and fruit farmers can learn how contamination happens and how to assess risk on your farm. This workshop also helps prepare fresh produce growers to implement and document GAPs on their farms. Growers who sell wholesale may be asked by their buyers to provide evidence of GAP training. Participants will be issued a training certificate. This workshop will be presented by Penn State Extension educators, Lee Stivers, Robert Pollock and Thomas Ford. Topics covered in this daylong workshop include: 1) Produce Food Safety – Introduction; 2) Irrigation and Wash Water; 3) Risks from Animals and Manure; 4) Harvester and Handler Health and Hygiene; 5) Harvest and Post-Harvest; 6) Traceability and Recall Programs

### **040 Equipping a New Generation of Specialty Crop**

**Growers - Entrepreneurship, Team-Building, Innovation, Market Diversification** – (fee – \$65 includes lunch)

10:30 a.m. – 4:00 p.m.

How do I become a better....leader, communicator, entrepreneur, innovator? Whether you are just starting out as a young farmer or have some years of experience under your belt, expand your skill set and gain practical knowledge! Rich Stup with AgChoice Farm Credit will address workforce optimization while Penn State Extension educators Lynn Kime, Winifred McGee and Mark Gagnon will shed light on entrepreneurship and the importance of focusing on the future of your business. Young grower entrepreneurs will share their visions and insights from real world experiences.

### **060 Employee Etiquette** – (fee - \$25)

1:30 to 4:30 p.m.

Recruiting and managing employees can be stressful. This workshop will address legal, logistical, and practical employers face as they seek to maximize the value of their workforce. Kimberly A. Nash, Director of Human Resource Services at Brown & Brown Insurance | Alpha Benefits Division, will discuss "Legal Issues Around Having Employees". She will cover what you may legally say in an help-wanted advertisement, how to conduct an effective interview, questions you cannot ask in an interview, how to hire and fire employees and if time allows OSHA/Safe Work Place and Insurance concerns. Issues specific to agricultural employees will be included. Tad Kuntz, Orchard/Farm Market Manager at Masonic Village Farm Market will cover "Writing Employee Policies and an Employee Manual" with specific reference to agricultural employees. The workshop will conclude with a round table discussion with speakers and attendees.

### **070 Getting Started with Raspberries and Blackberries** –

(fee – to be announced)

9:00 a.m. to 12:00 noon

This workshop sponsored by the North American Raspberry and Blackberry Association (NARBA) will feature Dr. Marvin Pritts and Cathy Heidenreich from Cornell Univ. They will be covering the basics of getting started in bramble production.

### **080 Advanced Topics in Raspberry and Blackberry**

**Production** – (fee - to be announced – includes lunch)

9:00 a.m. to 1:30 p.m.

This workshop sponsored by the North American Raspberry and Blackberry Association (NARBA) will cover insecticides for bramble crops, current Spotted Winged Drosophila research, revitalizing an aging bramble planting and real-life production experiences of several growers. It will conclude with a luncheon and annual meeting of NARBA.

### **090 Raspberry and Blackberry Production** – (fee – to be announced)

This workshop sponsored by the North American Raspberry and Blackberry Association (NARBA) will be a continuation of the bramble morning sessions. It will include a grower spotlighting his operation plus experts discussing blackberry post-harvest issues, food safety and GAPs for brambles, and how to capitalize on the health benefits of brambles.

## Tuesday Morning, January 28, 2014

### **110 Emerging Trends in CSA's**

9:00 **Trends in CSA's** - Carla Snyder and Brian Moyer, Penn State Extension

9:45 **Farm to Work Place** - Lindsay Gilmour and Sonya Claxton, Common Market

### **180 Tree Fruit** - Nigerian Room

9:00 **Invocation** - Ed Weaver, Weaver's Orchard

9:05 **President's Address** - Carolyn McQuiston, Dawson's Orchards

9:15 **\*\*The Worker Protection Standard Paper Trail** - James Harvey, Penn State Univ.

9:45 **\*George Goodling Memorial Lecture, Chemical Regulation of Crop Load in Apples: Present Options and Future Possibilities** - Dr. Steven J. McArtney, North Carolina State Univ.

### **190 Keynote** - Nigerian and Trinidad Rooms

10:40 **Changes in Penn State Extension** – Dr. Dennis Calvin, Penn State Univ.

10:55 **Mid-Atlantic Legislative Affairs Update** – United Fresh Produce Association

11:05 **Keynote Presentation – Performance in a Rapidly Changing Environment** – Steven Wiley, Lincoln Leadership Institute (sponsored by DuPont)

### NARBA Tour – (fee – to be announced)

This bus tour of nearby points of interest sponsored by the North American Raspberry and Blackberry Association (NARBA) tentatively will include visits to a high tunnel blackberry operation, a blackberry and strawberry farm, a soil and tissue testing laboratory (Agri-Analysis Labs), and an Amish farm.

### Tuesday Afternoon, January 28, 2014

**210 Wholesale Marketing** - Crystal Room  
Topics to be Announced

### 260 New Equipment – Magnolia Room AB

- 1:30 **Our New Biomass Boiler for Greenhouse Heating** - Thomas Childs, Twin Springs Farm
- 2:00 **Multi-Crop Picking Assistant** – Steve Zook, Crop Care/Paul Zimmerman
- 3:15 **Solar Golf Cart, Electric Cultivator, Roller Crimper and More Equipment from the Dickinson College Farm** - Matthew Steiman. Dickinson College Farm
- 4:00 **To Be Announced**

### 270 Labor/Farm Management – Magnolia Room CD

- 1:30 **Farm Succession Law Issues** - Gary Heim, Persun & Heim P.C. and Jeffrey Ouellet, Hartman, Underhill & Brubaker LLP
- 3:15 **Farm Succession Law Issues** - (continued) Gary Heim, Persun & Heim P.C. and Jeffrey Ouellet, Hartman, Underhill & Brubaker LLP

### 280 Tree Fruit - Nigerian Room

- 1:30 **Managing Wildlife in Orchards** - Kyle Van Why, USDA-APHIS
- 2:00 **\*Fruit Production and Pest Management in the Western US - Progress and Needs** - Rachel Elkins, Univ. of California Extension
- 2:45 **\*Bloom Thinning of Apples in the Mid-Atlantic Region** - Dr. Gregory Peck, Virginia Tech.
- 3:30 **\*How to Conserve Biological Control Agents with the Use of Selective Insecticides** - Dr. David Biddinger, Penn State Univ.
- 4:15 **SHAP Business Meeting**

### Tuesday Evening, January 28, 2014

#### Social

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

### Wednesday Morning, January 29, 2011

#### 310 Marketing 101

- 9:00 **Creating Good Displays** - Brian Moyer and Carla Snyder, Penn State Extension
- 9:30 **Making Effective Signs** - Brian Moyer and Carla Snyder, Penn State Extension
- 10:15 **Market Design and Layout** - Caleb Torrice, Tabora Farm & Orchard

#### 320 Raspberry/Blackberries - Wild Rose Room

- 9:00 **Grower Showcase: Kuhn Orchards** - Sidney Kuhn and Anthony Herring, Kuhn Orchards
- 10:15 **Raspberry Varieties: How We Determine What Works (grower panel)** - Nate Nourse, Nourse Farms and others

- 11:00 **What's New with Blackberry Varieties** - Reza Rafie, Virginia State Univ. and John Clark, Univ. of Arkansas

#### 360 Tree Fruit - Nigerian Room

- 9:00 **Summer Pruning Peaches and Apples** - Dr. Richard Marini, Penn State Univ.
- 9:45 **\*Brown Marmorated Stink Bug – What's Next?** - Dr. Tracy Leskey – USDA-ARS, Dr. Gregory Krawczyk Penn State Univ., Dr. Christopher Bergh – Virginia Tech
- 10:45 **\*\*Why Very Little of the Chemicals You Spray Get Into the Plant and What You Might Do About It** - Dr. Steven J. McArtney, North Carolina State Univ.
- 11:15 **Securing the Future of the Fruit Industry through Successful Farm Transitions** - Moderator: Russell Redding, Delaware Valley College; Panel: Sidney and David Kuhn, Kuhn Orchards, Justin and Edward Weaver, Weaver's Orchard, Benjamin and David Wenk, Three Springs Fruit Farm

### Wednesday Afternoon, January 29, 2014

#### 410 Fun on the Farm: Agritainment

- 1:30 **Going With the Flow: Helping Customers on Having a Good Time via Signage, Pricing, Farm Orientation** - Russ Holmberg, Holmberg Orch, CT
- 2:00 **One and Done: Short Season Agritainment With One Crop** - William Reynolds, Reynolds Pumpkin Farm
- 2:30 **Pickfest: Bringing Music and Arts to the Orchard** - Steve Frecon and Josh Smith, Frecon Orchards
- 3:15 **Pricing Pick Your Own and Charging Admission** - Kurt Alstede, Alstede Farms
- 4:00 **Social Media Update 'Timing is Everything: Using Social Media to Let Customers Know What is Happening On the Farm** - Dr. Kathleen Kelly, Penn State Extension

#### 420 Raspberry/Blackberries – Wild Rose Room

- 1:30 **Black Raspberries: New Interest in an Old Crop** - Bryan Butler, Univ. of Maryland; Kathlenn Demchak, Penn State Univ.
- 2:00 **'Niwot' Double-Cropping Black Raspberry** - Peter Tallman, independent raspberry breeder
- 2:15 **SWD and Other Fruit-Infesting Larvae** – TBA
- 3:15 **Getting the Most out of SWD Control Measures** - Cesar Rodriguez-Saona, Rutgers Univ.
- 4:00 **"There are Worms in My Fruit Salad!": Customer Relations in the Face of SWD** - John Berry, Penn State Extension

#### 470 Peaches – Trinidad Room

- 1:30 **\*Effective IPM Programs for BMSB in Peach: Better and Less Spraying** - Dr. Anne Nielsen, Rutgers Extension
- 2:00 **Ernie Christ Lecture - Performance of Peach Training Systems in the Mid-Atlantic** - Dr. James Schupp, Penn State Univ.
- 3:00 **Peach Flesh Types: Some Curiosities Uncovered** - Dr. John Clark, Univ. of Arkansas
- 3:30 **Peach Variety Update** - Jerry Frecon, Adams County Nursery

#### **480 Tree Fruit** - Nigerian Room

- 1:30 **\*Fungicide Resistance Management** - Dr. Kari Peter – Penn State Univ., Dr. Norman Lalancette, Rutgers Univ., Dr. Keith Yoder – Virginia Tech.
- 2:15 **\*Herbicide Resistance Weed Management Considerations for Orchards** - Dwight Lingenfelter, Penn State Univ.
- 3:00 **Pear Production in Western States: Status, Challenges and Trends** - Rachel Elkins, Univ. of California Extension
- 3:30 **US Apple and Pennsylvania Apple Marketing Board Updates** - Julie Bancroft, PAMB, TBA, US Apple representative

#### **Wednesday Evening, January 30, 2014**

##### **Social/Educational**

- 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 8:00PM
- 7:00 **Musical Jam Session** – bring your instrument & join in
- 7:00 **Smoothie Competition**
- 7:00 **Seed Heat Treatment Workshop**

#### **Thursday Morning, January 30, 2014**

##### **510 Food Trends: Marketing to What Are Your Customers Eating**

- 9:00 **2014 Food Trends, What Will YOUR Customers be Hungry for This Year?** - Heather Mikulas, Penn State Extension
- 9:30 **Essentials of Developing a Marketing Plan** - Dr. Ferd Wirth, St. Joseph's Univ.
- 10:15 **How to Differentiate and Position Your Product and Brand** – Dr. Ferd Wirth, St. Joseph's Univ.
- 11:00 **Overview of Marketing Options for Fruits and Vegetables** – Dr. Ferd Wirth, St. Joseph's Univ.
- 11:30 **Picking Your Packaging for Pricing - What Your Product is in Says a Lot to the Consumer** - Heather Mikulas, Penn State Extension

##### **520 Strawberries** - Wild Rose Room

- 9:00 **An Update on the National Strawberry Sustainability Initiative** - Peter Nitzsche, Rutgers Univ.
- 9:30 **\*Rhizoctonia fragariae in Strawberry Black Root Rot: Friend or Foe?** - Emily Lavelly, Penn State Univ.
- 10:15 **Table Grape Developments from the Univ. of Arkansas** - John Clark, Univ. of Arkansas
- 11:00 **Food Safety Considerations for Strawberries and Other Berries** - Luke LaBorde, Penn State Univ.

##### **570 Tree Fruit** - Nigerian Room

- 9:00 **\*Update on Bacterial Peach Diseases** - Dr. Kari Peter, Penn State Univ.

- 9:30 **Consumer Peach Purchasing Behavior and Preferences: Results from a Sensory Evaluation and Internet Survey** - Dr. Kathleen Kelley, Penn State Univ.
- 10:30 **\*Interpreting Leaf and Soil Analyses** - Dr. Robert Crassweller, Penn State Univ.
- 11:00 **\*What Worm is Feeding on my Fruit?** - Dean Polk, Rutgers Extension
- 11:30 **Flower Bud Formation and the Biennial Bearing Puzzle in Apple** - Dr. Steven J. McArtney, North Carolina State Univ.

#### **Thursday Afternoon, January 30, 2014**

##### **610 Keeping Up with the Changes in Digital Marketing** - Crystal Room

- 1:30 **Marketing to the Mobile Consumer** – Dr. Kathleen Kelley, Penn State Extension
- 2:00 **Beyond FaceBook** - Rachel VanDuzer, VanDuzer Design
- 2:30 **Digital Marketing at the Farm Level** – TBA
- 3:00 **Hardware and Devices for Digital Marketing** - Robert Goodling, Penn State Extension
- 3:45 **Tricks of the Trade** - Moderator, Shannon Dill, This session will be an open discussion to share suggestions and advice in using Digital Marketing for your farm business.

##### **620 Blueberries** - Wild Rose Room

- 1:00 **Diagnosing Blueberry Problems** – Dr. Gary Pavlis, Rutgers Univ.
- 1:30 **What Are You Looking For In a Blueberry Variety? New Choices and Some Time-Tested Ones** - Mark Ehlenfeldt, USDA-ARS
- 2:00 **\*Blueberry Disease Control** – Dr. Peter Oudemans, Rutgers Univ.
- 2:30 **\*Integrated Management of Insect Pests in Blueberries** – Dr. Cesar Rodriguez-Saona, Rutgers Univ.
- 3:00 **\*Monitoring and Insecticide Programs in Light of Spotted Wing Drosophila** - Dean Polk, Rutgers Univ.
- 3:30 **\*Weed Control in Blueberries** – Dr. Bradley Majek, Rutgers Univ.

##### **680 Regulatory Issues for the Horticulture Industries** - Nigerian Room

- 1:00 **The Current Status of Immigration and Labor Reform** - Diane Kurrle, US Apple Association
- 1:45 **Food Safety Regulations** - Mark Seetin, US Apple Association; Dr. Lydia Johnson, PA Dept of Agriculture
- 2:30 **Patient Protection and Affordable Care Act - An Overview of Effects on Small Business** - Dr. Louis DeEugenio Jr., FACP
- 3:00 **\*\*Pesticide Recordkeeping: Pencil and PC (Mac if you must) Formats** - Dr. Kerry H. Richards, Penn State Univ.



## 2014 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  
January 28, 29 & 30, 2014

### NJSHS Member Information

Membership Name(s) \_\_\_\_\_

Farm or Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Telephone \_\_\_\_\_

### NJSHS Membership Dues

**United States Membership: First Member** 1 @ \$50 = \_\_\_\_\_

- Only one person per farm needs to become a member.
- Membership Dues must be paid to receive membership rate for admittance to convention.
- Paid member will receive 4 electronic issues of *Horticulture News* and 3 free magazine subscriptions for one year to *Country Folks Grower*, *Fruit Grower News* and *American Fruit Grower*.

**Convention Registration Fees:** Must be postmarked by 1/21/13. 1-3 day member registration will cost \$80 at door.

Everyone who wishes to attend seminars and trade show must pay registration fee at following rates:

- **NJSHS Member** 3 Days # \_\_\_\_\_ @ \$65 = \$ \_\_\_\_\_
- **NJSHS Member's family or employee(s)** 3 Days # \_\_\_\_\_ @ \$60 = \$ \_\_\_\_\_
- **Non-Member 1 Day** # \_\_\_\_\_ @ \$110 = \$ \_\_\_\_\_
- **Non-Member 3 Days** # \_\_\_\_\_ @ \$150 = \$ \_\_\_\_\_

**Please list below all paid convention attendees.** Name tags will be issued at convention NJSHS registration desk.

\_\_\_\_\_

\_\_\_\_\_

**2014 Grower Reception & Banquet** # \_\_\_\_\_ @ \$35 = \$ \_\_\_\_\_

Tuesday, January 28, 2014: Nigerian Room \*Purchase before 1/28/14 at 12:00pm.

**Contribution to Ernest Christ Distinguished Lecture Series** \$ \_\_\_\_\_

**Support of Horticultural Research** Total Research Donation \$ \_\_\_\_\_

- \$1000 • \$500 • \$250 • \$100 • Other \$ \_\_\_\_\_

**Total Amount enclosed:** NJSHS Membership, Convention Registration & Contribution \$ \_\_\_\_\_

Please make check payable to: New Jersey State Horticultural Society - NJSHS.

<b>Return registration and dues to:</b>	New Jersey State Horticultural Society c/o Greg Donaldson - 176 Airport Road Hackettstown, New Jersey 07840
---	---

Questions? Email: polk@njaes.rutgers.edu or Call Greg Donaldson: #908-296-1604