2012 Mid-Atlantic Fruit and Vegetable Convention Educational Program

PRE-CONVENTION WORKSHOPS Monday, January 30, 2012

Greenhouse Boot Camp Workshop ($45.00 fee which includes lunch) **PRE-REGISTRATION IS REQUIRED**
9:30 **Registration**
10:00 **Market Potentials for Greenhouse Ornamentals -**Thomas Ford, Penn State Univ. Extension
10:15 **Selecting What to Grow; How Do you Choose with so Many Options -**Alan Michael, Penn State Univ. Extension
11:00 **Crop Scheduling -**Sarah Mitchell, Syngenta Flowers
11:45 **Lunch – included**
12:45 **Water Quality and NPK: Why Is It So Complicated?** -Dr. Cari Peters, J.R. Peters Co.
1:45 **Pest Control (Insects)** -Thomas Ford, Penn State Extension
2:30 **Break**
2:45 **Pest Control (Diseases)** -Steven Bogash, Penn State Extension
3:45 **Post Harvest Handling for Greenhouse Annuals** -Alan Michael, Penn State Extension
4:15 **Marketing Annuals into the Current Economy** -Steven Bogash, Penn State Extension
4:30 **Adjourn**

Mobile Marketing Opportunities & Managing Food Business Risks ($60.00 fee which includes lunch) **PRE-REGISTRATION IS REQUIRED Using Social Media & Mobile Applications in Marketing**
More and more consumers are using social media, such as Facebook and Twitter, and mobile phone applications, such as four-square or Google Places, to learn about businesses and products. Penn State's Sarah Cornelisse and Jeffrey Hyde will lead a discussion of some of these tools in the context of a strategic marketing plan. Participants will leave with a strong sense of how the tools can be used collectively to promote the business to certain target audiences. Managing Food Business Risks In the past decade, interest in locally produced foods has grown substantially, in a great part due to consumer desire to know how and where their food is grown. Capitalizing on this interest in buying fresh, local foods, agricultural producers who direct market and add value have realized a larger portion of each food dol-lar remaining in the farm/orchard – but with increased receipts have come larger business risks, due to factors unique to businesses whose products are ingested. This Penn State Extension session led by Lynn Kime and Winifred McGee introduces five proactive strategies and tools that can be adopted by producers to lessen their liability while remaining in compliance with government regula-tions and consumer expectations for safe, quality food products. By attending this session, participants will be able to choose proactive strategies and take the first steps in engaging a customized risk management plan.

Seed Heat Treatment Workshop – ($25.00 fee) **PRE-REGISTRATION IS REQUIRED**
1:00 to 5:00 This workshop will be a combination of formal powerpoint presentations as well as hands-on demonstrations. Registration will be limited. Participants will be given the opportunity to treat their own seed however, we will also provide some seed to practice with for those who don't bring their own. Depending on the number registered, we may need to place a limit on the amount of seed each person can treat. We will set-up 3 to 4 workstations. Participants will also have the opportunity to make their own drying screens to take with them.

Tuesday Morning, January 30, 2012

Tree Fruit -Nigerian Room
9:00 **Invocation** – James Clarke
9:05 **President's Address** -Ed Weaver, Weaver's Orchard
9:15 ****Making the Worker Protection Standard Work for You -**James Harvey, Penn State Univ.
9:45 **George Goodling Memorial Lecture -*Insect IPM Research in Pennsylvania Tree Fruits Over the Past 40 Years and A Glimpse into the Future -**Dr. Larry Hull, Penn State Univ.
10:30 Adjourn to Keynote Session

Farmers' Markets – Trinidad Room
9:00 **Community Interest, Volunteers and Events -**Megan McBride, Easton Farmers' Market
9:30 **Industry Show and Tell**
9:45 **The Consumer and the Farmers' Market: What Research Shows Us -**Dr. Kathleen Kelley and Dr. Jeffrey Hyde, Penn State Extension
10:30 **Adjourn to Keynote Session**

Vine Crops – Crystal Room
9:00 **Heirloom Watermelons/Muskmelons -**Aubrey Hanford, Samantha's Heirlooms and Exotics
9:30 **Industry Show and Tell**
9:45 **PA Winter Squash Variety Evaluation –** Dr. Elsa Sanchez, Penn State Univ.; Dr. Timothy Elkner, Lee Stivers and Thomas Butzler, Penn State Extension
10:30 **Adjourn to Keystone Session**

Brown Marmorated Stink Bug and Other Invasives -Magnolia Room AB
9:00 **The Invasives-**Dr. Shelby Fleischer, Penn State Univ.
9:30 **Industry Show and Tell**
9:45 **Brown Marmorated Stink Bug in Vegetable Crops –** Dr. Galen Dively, Univ. of Maryland
10:30 **Adjourn to Keynote Session**

Organic Production – Magnolia Room CD
9:00 **Comparing Cultivation, Seeding and Transplanting Techniques for Small to Mid-Scale Organic Vegetable Production –** Sara Runkel, The Seed Farm
9:30 **Industry Show and Tell**
9:45 **Interpreting Your Soil Test for Organic Applications –** Dr. Douglas Beegle, Penn State Univ.
10:30 **Adjourn to Keynote Session**

Greenhouse Production – Empire Room AB
9:00 **Container Vegetables: Opportunities for New Products** -Steven Bogash, Penn State Extension
9:30 **Industry Show and Tell**
9:45 **Trial Gardens Flower Report: The Best from the PSU Flower Trials** -Alan Michael, Penn Extension
10:30 **Adjourn to Keynote Session**

Asparagus – Empire Room C
9:00 **Optimum Fertility for Optimum Yields -**Dr. Michael Orzolek, Penn State Univ.
9:30 **Industry Show and Tell**
9:45 **Weed Management in Asparagus –** Dr. Bradley Majek, Rutgers Univ.
10:30 **Adjourn to Keynote Session**

Hops – Empire Room D
9:00 **Producing Hops: Early Decisions -**Rick Pedersen, Pedersen Farms
9:30 **Industry Show and Tell**
9:45 **Growing Hops –** Dr. Matthew Grieshop, Michigan State Univ.
10:30 **Adjourn to Keynote Session**

Featured Growers – Wild Rose Room
9:00 **To Be Announced**
9:30 **Industry Show and Tell**
9:45 **To Be Announced**
10:30 **Adjourn to Keynote Session**

Keynote Session -Nigerian and Aztec Rooms
10:45 **Mid-Atlantic Legislative Affairs Update –** Gary Swan, Pennsylvania Farm Bureau
11:00 **Keynote Presentation – Positioning Your Farm Business for the Future –** Dr. David Kohl, Virginia Tech Univ.
12:00 **Luncheon Buffet -**Great Lobby and Confection Lobby (cash)

Tuesday Afternoon, January 31, 2012

Tree Fruit -Nigerian Room
1:30 **Rootstock Scion Interactions -What Do We Know** -Dr. Terence Robinson, Cornell Univ.
2:15 **Industry Show & Tell**
2:30 **An Engineer's Vision for the Development of Orchard Labor Saving Technologies -**Dr. Sanjiv Singh, Carnegie Mellon Univ.
2:50 **A Producer's Perspective on Automation Technologies -**Bruce Hollabaugh, Hollabaugh Brothers, Inc.
3:10 **What Should Future SCRI Proposals Address?** (Open Dialogue with Audience, led by a panel of producers, scientists and growers -Bruce Hollabaugh, Jen Snavely, Mark Boyer, Dr. Sanjiv Singh, Dr. Larry Hull, Dr. Tara Baugher, moderator)
4:00 Adjourn

Marketing– Trinidad Room **To Be Announced**

Pumpkins – Crystal Room
1:30 **Virus Transmission in Pumpkins in the Mid-Atlantic**-Dr. Gerald Brust, Univ. of Maryland,
2:00 **To Be Announced**
2:30 **No-Till Pumpkins** -Sjoerd Duiker, Penn State Univ.
3:00 **Industry Show and Tell**
3:15 **Pumpkin and Vine Crop Disease Control** -Dr. Andrew Wyenandt, Rutgers Univ.
4:00 **Pennsylvania Pumpkin Variety Trial** -Dr. Timothy Elkner, Thomas Butzler, and Emily Swackhammer, Penn State Extension
4:30 **Adjourn**

Irrigation – Magnolia Room AB
1:30 **Marcellus Shale Exploration – Effect on Water Quality** – Bryan Swistock, Penn State Extension
2:00 **Monitoring Soil Moisture** – David Lankford, Earthtec Solutions
2:30 **Trends and Development in Drip Irrigation** – William Wolfram, Toro Ag
3:00 **Industry Show and Tell**
3:15 **Drip Chemigation for Vegetables** – Dr. Gerry Ghidiu, Rutgers Univ.
4:00 **Fertigation** -William Wolfram, Toro Ag
4:30 **Adjourn**

Organic Production – Magnolia Room CD
1:30 **Methods Cultural – Fundamental to Successful Organic Pest Management –** Brian Caldwell, Cornell Univ.
2:00 **Biological Control of Insects in Vegetable Cropping Systems –** Dr. Shelby Fleischer, Penn State Univ.
2:30 **Organic Asparagus Production –** Dr. Mark Hutton, Univ. of Maine
3:00 **Industry Show and Tell**
3:15 **Organic Insecticides – What Works and What Doesn't –** Dr. Galen Dively, Univ. of Maryland
4:00 **A Hybrid Mulch System for Organic Vegetable Production-**Dr. Mark Hutton, Univ. of Maine
4:30 **Adjourn**

Greenhouse Production – Empire Room AB
1:30 **Stopping Root Diseases -**Alan Michael, Penn State Extension
2:00 **Fertilizing Annuals -**Dr. Cari Peters, J.R. Peters Co.
2:30 **Growing New Guinea Impatiens and Sunpatiens –** Dr. James Faust, Clemson Univ.
3:00 **Industry Show and Tell**
3:15 **Fundamentals of Tank Mixing** – Dr. Ray Cloyd, Kansas State Univ.
4:00 **Greenhouse Light Management; Making the Most of Sunlight and Artificial Light –** Dr. James Faust, Clemson Univ.
4:30 **Adjourn**

Cole Crops – Empire Room C
1:30 **Cauliflower Production and Marketing in PA -**Jeffrey Stoltzfus, Eastern Lancaster Co. School District
2:00 **Brussels Sprouts Production -**Dr. Michael Orzolek, Penn State Univ.
2:30 **Swede Midge Update -**Christy Hoepting, Cornell Coop. Extension
3:00 **Industry Show and Tell**
3:15 **Insect Identification and Control in Cole Crops** -Dr. Gerald Ghidui, Rutgers Univ.
4:00 **Collards and Kale Production –** Dr. Gerald Brust, Univ. of Maryland
4:30 **Adjourn**

Labor/Farm Management – Empire Room D
1:30 **Overview of Computerized Recordkeeping Systems for Farms** -Keith Dickinson, Penn State Extension
2:00 **To Be Announced**
3:00 **Industry Show and Tell**
3:15 **To Be Announced**
4:00 **To Be Announced**
4:30 **Adjourn**

General Vegetables – Wild Rose Room
1:30 **Managing Soilborne Pathogens in Snap Beans** – Dr. Beth Gugino -Penn State Univ.
2:00 **Edamame Production** – Dr. Carl Sams, Plant Science Dept., Univ. of Tennessee
2:30 **Innovative Equipment for Small Farms** – Dr. John Wilhoit, Univ. of Kentucky
3:00 **Industry Show and Tell**
3:15 **Organic Amendments & Soil Testing to Manage Nitrogen for Vegetable Crops** -Dr. Joseph Heckman, Rutgers Univ.
4:00 **Sweet Spanish Onion Production** – Dr. Michel Orzolek, Penn State Univ.
4:30 **Adjourn**

Tuesday Evening, January 31, 2012 Social
6:00 **Fruit and Vegetable Grower Reception** – Chocolate Lobby
7:00 **Fruit and Vegetable Growers Banquet -**Aztec and Nigerian Rooms ($35 ticket required) – buffet dinner, recognitions and awards

Wednesday Morning, February 1, 2012

Tree Fruit -Nigerian Room
9:00 ***Brown Marmorated Stink Bug – One Year Later** -Dr. Gregory Krawczyk, Penn State Univ.; Dr. Tracey Leskey, United States Dept. of Agriculture
9:45 ***What Copper Formulations are Best for Tree Fruit Applications?** -Dr. David Rosenberger, Cornell Univ.
10:30 **Industry Show & Tell**
10:45 **Test Drive a High Density Sweet Cherry Orchard System** -Dr. Greg Lang, Michigan State Univ.
11:30 **Engineering of Machine-Assist Harvest Devices: Current and Future Activities -**Dr. Paul Heinemann, Penn State Univ.
12:00 **Luncheon Buffet -**Great Lobby and Confection Lobby (cash)

Peaches – Trinidad Room
9:00 **Mechanization in Peach Thinning** -Dr. Tara Baugher, Penn State Extension
9:30 **Peach Rootstocks Your Father Wished He Had** -Dr. Gregory Reighard, Clemson Univ.
10:00 **Industry Show & Tell**
10:15 ***Peach Scab – Biology & Control -**Dr. Norman Lalancette, Rutgers Univ.
10:45 **Breeding for Different Flesh Types, Acidity Levels and Bacterial Spot Resistance** -Dr. John Clark, Univ. of Arkansas
11:30 **RosBREED Survey to Quantify Grower Priorities for New Peach Cultivars** -Drs. Greg Reighard, Clemson Univ. and John Clark, Univ. of Arkansas
12:00 **Luncheon Buffet -**Great Lobby and Confection Lobby (cash)

Sweet Corn – Crystal Room
9:00 **Sweet Corn Insect Pest Control – What New and What Works** -Dr. Galen Dively, Univ. of Maryland
9:45 **No-Til Weed Control in Sweet Control – With and Without Atrazine** -Dwight Lingenfelter, Penn State Univ.
10:15 **Industry Show and Tell**
10:30 **Airblast Sprayers for Sweet Corn – Calibration and Adjustment** – George Hamilton, Univ. of New Hampshire Extension
11:30 **PVGA Annual Meeting**
12:30 **Luncheon Buffet -**Great Lobby and Confection Lobby (cash)

Farm Retail Marketing -Magnolia Room AB
9:00 **The Consumer and the On-Farm Market: What Research Shows Us** -Dr. Kathleen Kelley and Dr. Jeffrey Hyde, Penn State Univ.
10:00 **Industry Show and Tell**
10:15 **Custom Growing** -Bob Russell, Bob Russell Custom Grower
11:00 **Farm Product Branding** -Lela Reichart, Pennsylvania Dept. of Agriculture
11:30 **PVGA Annual Meeting –** Crystal Room
12:30 **Luncheon Buffet -**Great Lobby and Confection Lobby (cash)

Spanish -Magnolia Room D

Potatoes -Magnolia Room D
9:00 **Update from the United States Potato Board and the Pennsylvania Co-Operative Potato Growers-**John Probasco, United States Potato Board and Roger Springer, Pennsylvania Co-Operative Potato Growers
9:30 **Fertilizer Program for Potatoes in the Mid-Atlantic and Northeast** -Dr. Donald Halseth, Cornell Univ.
10:00 **Industry Show and Tell**
10:15 **What's New in the Cornell Potato Breeding Program** -Dr. Walter DeJong, Cornell Univ.
11:00 **Update on Potato Diseases** -Dr. Beth Gugino, Penn State Univ.
11:30 **PVGA Annual Meeting –** Crystal Room
12:30 **Luncheon Buffet -**Great Lobby and Confection Lobby (cash)

Greenhouse Ornamentals – Empire Room AB
9:00 **Western Flower Thrips Management; Is the Game Over?** – Dr. Raymond Cloyd, Kansas State Univ.
10:00 **Industry Show and Tell**
10:15 **Energy Conservation for Greenhouses** -Scott Sanford, Univ. of Wisconsin
11:00 **Biomass Energy for Greenhouses** -Scott Sanford, Univ. of Wisconsin
11:30 **PVGA Annual Meeting –** Crystal Room
12:30 **Luncheon Buffet -**Great Lobby and Confection Lobby (cash)

Peppers – Empire Room C
9:00 **High Tunnel Pepper Nutrient Management -**Steve Bogash -Penn State Extension
9:30 **Keeping it Safe: Tips for Producing and Packing Peppers in the World of Foodborne Illnesses –** Dr. Wesley Kline, Rutgers Coop. Ext.
10:00 **Industry Show and Tell**
10:15 **Pepper Disease Management Update –** Dr. Andrew Wyenandt, Rutgers Univ.
11:00 **Plant Pathogens in Surface Irrigation Water –** Lisa Jones -Cornell Univ.
11:30 **PVGA Annual Meeting –** Crystal Room
12:30 **Luncheon Buffet -**Great Lobby and Confection Lobby (cash)

Root Crops – Empire Room D
9:00 **High Tunnel Beets and Carrots –** David King, Harvest Valley Farms
9:30 **Insect Control for Root Crops –** Dr. Shelby Fleischer, Penn State Univ.
10:00 **Industry Show and Tell**
10:15 **How I Grow Root Crops** – Roy Brubaker, Village Acre Farm
11:00 **Herbicides for Roots Crops –** Dr. Bradley Majek, Rutgers Univ.
11:30 **PVGA Annual Meeting –** Crystal Room
12:30 **Luncheon Buffet -**Great Lobby and Confection Lobby (cash)

Wine Grapes – Wild Rose Room
9:00 **Grape Disease Research Update: Bunch Rot, Black Rot and Phomopsis** -Bryan Hed, Penn State Univ.
9:45 **Soil Health and Nutrition and the Cornell Soil Health Program** -Lee Stivers, Penn State Extension
10:15 **Industry Show & Tell**
10:30 **Bird Management in Vineyards** -Mark Chien, Penn State Extension
11:15 **Powdery and Downy Mildew Research in a Trying Year** -Dr. Noemi Halbrendt, Penn State Univ.
12:00 Lunch

Wednesday Afternoon, February 1, 2012

Tree Fruit -Nigerian Room
1:30 ****Calibrating Air Blast Sprayers -**George Hamilton, Univ. of Vermont
2:30 **High Density Pear Systems -**Dr. Terence Robinson, Cornell Univ.
3:15 **Industry Show & Tell**
3:30 **Food Safety Issues and US Apple Association** -Nancy Foster, U.S. Apple Association
4:00 **Pennsylvania Apple Marketing Board Program Update -**Karin Rodriguez, Penna. Apple Marketing Board
4:30 **Adjourn**

Peaches – Trinidad Room
1:30 **Annual Business Meeting of the National Peach Council**
1:45 **Ernie Christ Memorial Lecture -*The Long View of Orchard Floor Management in Peaches** -Dr. Bradley Majek, Rutgers Univ.
2:30 **Industry Show & Tell**
2:45 **Marketing Opportunities for the Peach Industry** -Steve Lutz, The Perishables Group
3:45 **What are my Favorite Peach Varieties & Why** -Grower Panel -Jerry Frecon (moderator);Mark Bream, PA; Bob Black, MD; Bob Best, NJ; Jim Bennett, DE
4:30 **Adjourn**

Tomatoes – Crystal Room
1:30 **Tomato Breeding Update -**Dr. Majid Foolad -Penn State Univ.
2:00 **Focus on Tomato: A Webcast Training Resource for Growers and Other Practitioners -**Phil Bogan-Communications Manager-Plant Management Network Int.
2:30 **Chasing Potassium: Building High Yields and Great Tomatoes -**Steve Bogash -Penn State Univ.
3:00 **Industry Show and Tell**
3:15 **Tomato Disease Update: Looking Back and Then Forward to 2012 -**Dr. Beth Gugino -Penn State Univ.
4:00 **Dicamba and 24-D Tolerant Crops in Tomato and Vegetable Rotations** -David Mortensen Penn State Univ.
4:30 **Adjourn**

CSA Marketing – Magnolia Room AB
1:30 **Crop Planning -**Tianna DuPont, Penn State Extension
2:15 **The Business Side of CSA's -**Joseph Stratton, Wynnorr Farm
3:00 **Industry Show and Tell**
3:15 **To Be Announced**
4:00 **To Be Announced**
4:30 **Adjourn**

Spanish -Magnolia Room C

Potatoes – Magnolia Room D
1:30 **Update on Insect Control in Potatoes** -Dr. Gerald Ghidiu, Rutgers Univ.
2:00 **Thoughts on Storage of Potatoes** -Todd Forbush-Techmark, Inc.
2:30 **Thoughts, Observations and Concerns from a Potato Chip Company Perspective**-Mitch Keeney, Utz Potato Chip Company (tentative)
3:00 **Industry Show and Tell**
3:15 **So You are Going to be a Potato Farmer-Now What? -**Robert Leiby, Penn State Extension,
4:00 **New Opportunities for Growing Potatoes in Pennsylvania** -Keith Masser, Pennsylvania Co-operative Potato Growers Inc.

Greenhouse Perennials – Empire Room AB
1:30 **New Improved and Underutilized Perennials** -Melanie Neff, Green Leaf Plants
2:00 **Green Roof Plants** -Paul Cook, Creekhill Nursery
2:30 **Managing Foliar Diseases in the Greenhouse** -Ruth Benner, Penn State Extension
3:00 **Industry Show and Tell**
3:15 **Perennial Crop Scheduling and Vernalization Requirements** -Melanie Neff, Green Leaf Plants
4:00 **Marketing Mania; Perennials for Generation X & Yer's** -Thomas Ford, Penn State Extension
4:30 **Adjourn**

Small Fruit – Empire Room CD
1:30 **Raspberry Nutrition: The Foundation of Productivity -**Dr. Eric Hanson, Michigan State Univ.
2:00 **Opportunities in Blackberry Production and Marketing -**Dr. John Clark, Univ. of Arkansas
2:30 **New Season Extension Technologies for Strawberries -**Dr. Kim Lewers, USDA-ARS.
3:00 **Industry Show and Tell**
3:15 **Selecting Primocane-Fruiting Raspberry Cultivars -**Dr. Gail Nonnecke, Iowa State Univ.
4:00 **Strawberries: Then, Now, and in the Future -**Dr. Marvin Pritts, Cornell Univ.
4:30 **Adjourn**

Wine Grapes – Wild Rose Room
1:30 **Update on NE-1020 Wine Variety Trials** -Dr. Robert Crassweller, Penn State Univ.
2:00 **Observations on 2011 Vintage** -Denise Gardner, Penn State Univ.
2:30 **New Zealand Wine Industry and Relations with the U.S**. -Dr. Kathleen Kelley, Penn State Univ.
3:15 **To Be Announced**
3:45 **Impact of the Use of Phosphorous Acid Formulations** -Dr. Joseph Fiola, Univ. of Maryland
4:15 **Adjourn**

Wednesday Evening, February 1, 2012 Social/Educational
5:00 **Reception for Pennsylvania Apple Growers** -Cocoa Suites – hosted by the Pennsylvania Apple Marketing Board
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 **Business Management Software**
7:00 **High Tunnel Biocontrol Workshop Principles for Successful Biocontrol –** Dr. Cathy Thomas, Penna. Dept. of Agriculture **Using Guardian Plants in High Tunnel Biocontrol Program –** Dr. Carol Glenister, IPM Laboratories **The Penn State High Tunnel Facility Biocontrol Program –** Dr. Michael Orzolek, Penn State Univ.

Thursday Morning, February 2, 2012

Tree Fruit -Nigerian Room
9:00 ***Disease Susceptibility of New Apple Cultivars -**Dr. Keith Yoder, Virginia Tech Univ.
9:45 ***Are Apple Tree Canker Diseases Impacted by Glyphosate Herbicide?** -Dr. David Rosenberger, Cornell Univ.
10:15 **Industry Show & Tell**
10:30 ***Apple Scab 101** -Dr. Henry Ngugi, Penn State Univ.
11:00 ***Apogee for Control of Fire Blight and Shoot Growth -**Dr. Keith Yoder, Virginia Tech Univ.
11:30 **China's Coming Impact on the Market -**Karin Rodriguez, Penna. Apple Marketing Board
12:00 **Luncheon Buffet -**Great Lobby and Confection Lobby (cash)

Peaches – Trinidad Room
9:00 ***Peach Scab -Biology & Control** -Dr. Norman Lalancette, Rutgers Univ.
9:45 **Industry Show & Tell**
10:00 **Update on Peach System Trials in Pennsylvania** -Dr. James Schupp, Penn State Univ.
10:45 **National Peach Council Update** -Kay Rentzel, National Peach Council
11:00 **Handling Low Acid Peaches** -Dr. Daniel Ward, Rutgers Univ.
11:30 California Peach Mechanization Discussion – Panel -Ajayab Dhaddy, CA Canning Peach Assoc.; Kevin Voss, CA Canning Peach Assoc.; Ranjit Davit, CA Canning Peach Assoc.
12:00 **Luncheon Buffet -**Great Lobby and Confection Lobby (cash)

High Tunnels – Crystal Room
9:00 **Marketing Using a Cooperative CSA Model"-**Dr. Mitch Wapner, Paradox Farm/Firsthand Farmers
9:30 **What Growers Need to Consider When Comparing High Tunnel Frames**-Ed Person, Ledgewood Greenhouses
10:00 **Industry Show and Tell**
10:15 **Trial Results for Cucumber, Chinese Cabbage and Potatoes in High Tunnels**-Lewis Jett, West Virginia Univ.
11:00 **Diseases and Their Control in High Tunnels**– Dr. Meg McGrath, Cornell Univ.
11:30 **Using Bio-Control Measures in High Tunnels** – To Be Announced
12:00 **Luncheon Buffet -**Great Lobby and Confection Lobby (cash)

Agritainment – Magnolia Room AB
9:00 **Consumer Demand for Agri-tourism** -Sarah Cornelisse, Penn State Extension
9:30 **Networking With Your Regional Tourism Groups** -Shireen Farr, Cumberland Valley Visitors Bureau
10:00 **Industry Show and Tell**
10:15 **Our Small Diverse Farm and Thinking Outside the Box** -Paul Stahlman, Paul's Pumpkin Patch
11:00 **Our Seasonal Suburban Market** -Bruce Hellerick, Hellerick's Family Farm
12:00 **Luncheon Buffet -**Great Lobby and Confection Lobby (cash)

Cut Flowers – Empire Room AB
9:00 **New Varieties of Cut Flowers**, Alicain Carlson, North Carolina State Univ.
9:30 **Insect Management in Cut Flowers**, Thomas Ford, Penn State Extension
10:00 **Industry Show and Tell**
10:15 **Growing Cut Perennials in High Tunnels**, Keith Cramer, Cramer's Posie Patch
11:00 **Post Harvest Handling of Cut Flowers,** Alicain Carlson, North Carolina State Univ.
11:30 **Great Woody Plants for Cut Flowers,** Thomas Ford, Penn State Extension
12:00 **Luncheon Buffet -**Great Lobby and Confection Lobby (cash)

Small Fruit – Empire Room CD
9:00 **Experiences and Ideas in Marketing Berry Crops (grower panel) -**Fred Koenigshof, K & K Farms; Bruce Hellerick, Hellerick's Family Farm, Norm Schultz, Linvilla Orchards
9:30 **Experiences and Ideas in Marketing Berry Crops (cont.) –** Fred Koenigshof, K & K Farms; Bruce Hellerick, Hellerick's Family Farm, Norm Schultz, Linvilla Orchards
10:00 **Industry Show and Tell**
10:15 **Black Root Rot in Strawberries: What's New -**Emily Lavely, Penn State Univ.
11:00 **Food-Borne Diseases and Berries: How to Stay Out of the News** – Dr. Luke Laborde, Penn State Univ.
11:30 **Profitable Strawberries after the Competition is Finished –** Norm Schultz, Linvilla Orchards
12:00 **Luncheon Buffet -**Great Lobby and Confection Lobby (cash)

General Vegetables –Wild Rose Room
9:00 **Food Safety Update** -Dr. Luke LaBorde, Penn State Univ.
9:30 **Soil Compaction** – Dr. Sjoerd Duiker, Penn State Univ.
10:00 **Industry Show and Tell**
10:15 **Food Safety Considerations When Using Manure and Composts -**Wes Kline, Rutgers Extension
11:00 **Grafted Watermelon and Tomato Production** -Dr. Sanju Gu, Lincoln Univ.-Missouri
11:30 **Attempts at Strawberry Production in Greenhouses**-Dr. Carl Sams, Univ. of Tennessee
12:00 **Luncheon Buffet -**Great Lobby and Confection Lobby (cash)

Post Harvest –Magnolia Room CD
9:00 **Post Harvest Handling of Sweet Corn –** Brian Campbell, Brian Campbell Farms
9:30 **Containers for Vegetables –** Eric Menard, Agrinovation
10:00 **Industry Show and Tell**
10:15 **Refrigeration: Cool Bot –** John Wilhoit, Univ. of Tennessee
11:00 **Post Harvest Food Safety –** Lee Stivers, Penn State Extension
11:30 **The Best Looking Vegetables –** Arthur King, Harvest Valley Farms
12:00 **Luncheon Buffet -**Great Lobby and Confection Lobby (cash)

Thursday Afternoon, February 2, 2012

Tree Fruit -Nigerian Room
1:30 ****Core Presentation**
2:00 **New Apple Rootstocks Available Now and On the Horizon -**Dr. Robert Crassweller, Penn State Univ.
2:30 **Rootstocks for Cherries: Not Your Father's Oldsmobile -**Dr. Gregory Lang, Michigan State Univ.
3:00 **Perishable Agricultural Commodities Act** -Travis Hubbs, USDA
3:30 **To Be Announced**
4:00 **Adjourn**

High Tunnels -Crystal Room
1:30 **High Tunnel Bramble Production and Vegetable**–Erik Gundacker, Grower Minnesota
2:00 **New Ideas for High Tunnels** – Todd Alexander, Tunnel Vision Hoops LLC
2:30 **How High Tunnels are Used in My Farming Operation** – Ed Person, Ledgewood Greenhouses
3:15 **Capturing Rainfall Off a High Tunnel for Irrigation** – Dr. Lewis Jett, West Virginia Univ.
3:45 **High Tunnels in the Urban Environment of Philadelphia** -Dr. William Lamont, Penn State Univ.
4:15 **Adjourn**

Marketing Through Communication – Magnolia Room AB

1:30 **Using the Web/Social Network Media for Marketing –** Jenny Carleo, Rutgers Extension
2:00 **Crisis Management-Dealing with the Media for Unexpected Situations-**To Be Announced
2:30 **Communicating the Benefits of Your Products-**Luanne Huges, Rutgers Extension
3:15 **Communicating Your Farm's Vision –** Stephen Komar, Rutgers Extension
3:45 **How We Communicate the Benefits of Our Farm Customers and Community -**Tracy Duffield, Duffield's Family Farm
4:15 **Adjourn**

Cover Crops –Magnolia Room CD

1:30 **Evaluation of Cover Crops for Improving Root Health and Yield of Vegetables -**Dr. Beth Gugino, Penn State Univ.
2:00 **Making Winter Cover Crops Work for Early Spring Vegetable Production: Reducing Tillage, Enhancing Soil Health and Increasing Profitability –** Natalie Lounsbury, Univ. of Maryland
2:30 **The Link Between Cover Crops and Weed Suppression -**Dr. William Curran -Penn State Univ.
3:15 **Use of Roll Down Cover Crops in Vegetable Production Systems –** Alison Grantham -Penn State Univ.
3:45 **Roll Down Cover Crops Grower Panel Discussion –** To Be Announced
4:15 **Adjourn**

Greenhouse New Technologies – Empire Room AB

1:30 **Improving Sustainability: Using and Understanding Biocontainers,** Matt Taylor, Horticulture Researcher, Longwood Gardens
2:00 **Lighting Your Crops with LED's,** Johann Buck, HortAmerica's LLC
3:15 **Virtual Grower Software Part 1,** Jonathan Frantz, United States Dept. of Agriculture
4:15 **Adjourn**

Small Fruit – Empire Room CD

1:30 **Highbush Blueberry Cultural Issues and Solutions –** Dr. David Handley, Univ. of Maine
2:00 **What's New in Blueberry Varieties? –** Dr. Mark Enlenfeldt, United States Dept. of Agriculture
2:30 **Spotted Wing Drosophila: The Other New Fruit Pest –** Dr. David Biddinger and Kathleen Demchak, Penn State Univ.
3:15 **Calibration of Smaller Equipment –** Lee Stivers, Penn State Univ.
3:45 **Adjourn**

Specialty Crops – Wild Rose Room

1:30 **Ethnic Vegetables** – Dr. Sanju Gu, Lincoln University, Missouri
2:00 **Tomatillo and Cilantro Production** – David Myers, Univ. of Maryland Extension
2:30 **Garlic Production** – Tony Hatfield-Nicholson, Juniata Stinking Rose
3:15 **Rhubarb Production** – Arthur King, Harvest Valley Farms
3:45 **Baby Vegetables -**Benjamin Beale, Univ. of Maryland Extension
4:15 **Adjourn**