# 2017 Mid-Atlantic Fruit & Vegetable Convention Overview

| **Monday, January 30** | | |
|---|---|---|
| FSMA Food Safety Workshop | Recall Readiness Workshop | Greenhouse Vegetable Prod. Workshop |
| Hops Production Workshop | PA Pesticide Applicators' Training | Apple Tree Hands-On Grafting Workshop |
| Farm Market Bus Tour | Vegetable Grafting Workshop | Cider Symposium |
| **Tuesday Morning, January 31** | **Tuesday Afternoon, January 31** | **Tuesday Evening, January 31** |
| Fall Ornamentals | Vine Crops | Annual Grower Reception and Banquet |
| Broccoli | Crucifers | |
| Changing Climate | Winter Storage Crops | |
| Organic Vegetable Production | Organic Vegetable Production | |
| Snap Beans | Hydroponics | |
| Asparagus | Labor/Farm Management | |
| Market Trends | Wholesale Marketing | |
| Pome Fruit | Tree Fruit | |
| Keynote Presentation | | |
| **Wednesday Morning, February 1** | **Wednesday Afternoon, February 1** | **Wednesday Evening, February 1** |
| High Tunnels | Sweet Corn | Ice Cream Social |
| General Vegetables | General Vegetables | |
| Greenhouse Ornamentals | Greenhouse Ornamentals | |
| Cover Crops | Small Fruit | |
| Onions | Agritainment and Direct Marketing | |
| Marketing 101 | Wine Grapes | |
| Wine Grapes | Tree Fruit | |
| Tree Fruit | Spanish | |
| Spanish | | |
| **Thursday Morning, February 2** | **Thursday Afternoon, February 2** | |
| Tomatoes | Tomatoes | |
| High Tunnels | Specialty Vegetables | |
| Potatoes | Potatoes | |
| Cut Flowers | Leafy Greens | |
| Small Fruit | Small Fruit | |
| CSAs | Social Media and Advertising Strategies | |
| Tree Fruit | Stone Fruit | |
| | Tree Fruit | |

**FSMA Grower Certification Training**

*9:00 a.m. to 5:15 p.m.*

*Fee - $50 includes lunch PA growers, $150 for non-PA growers - limited registration*

This training is for fruit and vegetable growers and others interested in learning about: produce safety, the Food Safety Modernization Act (FSMA) Produce Safety Rule, Good Agricultural Practices (GAPs), and co-management of natural resources and food safety. This PSA course is one way to satisfy the grower training requirement of the FSMA Produce Safety Rule as outlined in Section 112.22(c).

Participants in the course will learn about:

- Microorganisms relevant to produce safety and where they may be found on the farm;
- How to identify microbial risks, practices that reduce risks, and how to implement produce safety practices on the farm;
- Requirements in the FSMA Produce Safety Rule and how to meet them.

After attending the entire course, participants will be eligible to receive a certificate from the Association of Food and Drug Officials (AFDO) that verifies they have completed the training course. The Pennsylvania Food Safety Resource Center is providing funds to cover AFDO certification fees and course material costs for this workshop.

*Instructors: Jeffrey Stoltzfus, Lee Stivers, and others from the Penn State FSMA Extension Team*

**Greenhouse Vegetable Production Workshop**

*9:00 a.m. to 4:00 p.m.*

*Fee - $60 includes lunch - limited registration*

We will cover greenhouse production of tomatoes, bell peppers and cucumbers from A- Z. This is the ideal place for someone new to greenhouse production or seeking to refine their operation. Topics include: Overview of Greenhouse Production Systems; Pruning and Trellising; Pollination; Plant Nutrition; Greenhouse Vegetable Diseases; Greenhouse Vegetable Insects and Mites; Best Varieties for Greenhouse Production; Harvest and Post Harvest Handling; Economics of Greenhouse Production .(bring your numbers as this is an open discussion)

*Instructors: Steven Bogash, VP ISP Technologies and PSU Extension Ret.; Dr. Timothy Elkner, Horticulture Educator, PSU Extension: Thomas Ford, Horticulture Educator, PSU Extension; and Dr. Beth Gugino, Plant Pathologist, PSU Plant Pathology.*

**Hops Production Workshop**
*9:00 a.m. to 3:30 p.m.*
*Fee - $90 includes lunch*

The demand for local hops is creating a renewed interest in growing hops. This workshop features some of the most knowledgeable hops researchers and educators on the East Coast. This one day session on hops production is designed to educate hops growers and prospective hops growers on pest management, nutrient management, economic implications, malting barley as a companion enterprise, new research, and why hops are used in beer production.

Instructors: *Erin Lizotte, Michigan State Univ.; Tanner Delvalle, Penn State Univ.; Brad Bergefurd, Ohio State Univ.; William Bamka, Rutgers Univ.; Jon Bonfiglio, Penn State Univ; and Dr. Ryan Elias, Penn State Univ.*

**Recall Readiness Workshop - What To Do When FDA Calls**
*8:30 a.m. to 11:30 a.m.*
*Fee - $20 - limited registration*

There are painful recalls and then there are very painful recalls. More often than not, the difference is attributed to preparation. While many companies have plans that address the product-related components of a recall, most are sorely unprepared for the onslaught of unwanted attention from the media, customer and regulators.

During this session, we will review the recall response process and then dive deep into what it takes to communicate during a recall. Under the Food Safety Modernization Act (FSMA), the U.S. Food & Drug Administration requires four specific recall plan components in order to comply with the Preventive Controls for Human Food (PCHF) rule – and three of them have to do with how and to whom the company communicates. Whether you must comply with the PCHF rule or not, these are elements that shouldn't be left out of any recall plan!

*Instructor - Amy Philpott, Vice President, Crisis Services and Reputation Management at Watson Green LLC, Co-developer to the International Food Information Council's 2015 Food Safety: A Communicator's Guide to Improving Understanding*

**Vegetable Grafting Workshop**
*1:00 p.m. to 4:00 p.m.*
*Fee - $30*

This half day workshop will explain and demonstrate grafting techniques for vegetable plants focusing on tomatoes and peppers. Participants will have the opportunity to practice their grafting techniques in the workshop.

*Instructor - Dr. Matthew Kleinhenz, Ohio State Univ.*

**Pennsylvania Pesticide Applicators' License Training**
*9:00 a.m. to 4:00 p.m.*
*Fee - $60 includes lunch and course and study materials.*

If you intend to purchase and/or apply restricted use pesticides for the purpose of producing an agricultural commodity on land which is owned or rented by you, then you need a Pennsylvania Department of Agriculture Pesticide License. To become a certified private applicator, testing is required. This full day session on January 30 will cover the basics and prepare you for the pesticide applicator's exam which will take place the next morning, January 31, from 8:30 AM – 11:30 a.m.

**Hands-on Apple Tree Grafting Workshop**
*1:30 – 3:30 p.m.*
*Fee - $65 – limited registration*

Have some antique varieties you would like to grow on a size-controlling rootstock? Find a scion mutation in your orchard you want to evaluate? Join us for this workshop. Our guest speakers Jerry Frecon, Taylor Mackintosh, and Shaun Callahan are well versed in the science of grafting and maintenance of variety plantings. Knives, rootstocks, and scion wood will be provided. Participants will also receive a grafting knife to take home! Topics include:

Practical benefits of learning how to topwork or bench graft trees;
Establishing and Maintaining a Test Planting for Assessing the Potential for New Varieties on your Farm
Bark Grafting and Bench Grafting

**Cider Symposium**
*9:00 a.m. to 3:00 p.m.*
*Spring Gate in the Village 5948 Linglestown Rd. Harrisburg, PA 17112*
*Fee - $160 includes lunch*

What's behind a quality cider? This full day workshop will provide information and up to date research on sensory analysis, tannins, cider apple varieties, and help to hone your own senses to make you a better quality control check point at your own cidery. Participants will hear from researchers, educators and professionals in the cider production and marketing fields. This workshop is a must for those opening a cider business or looking to perfect their cider production or marketing skills. Speakers include Adam Redding from Good Intent Cider in Bellefonte, Edwin Winzeler from Ploughman Cider in Wenksville, and Carla Snyder from Penn State Extension. For further details visit www.mafvc.org or call 717-334-6271 extension 321. Workshop participants are invited to a networking reception and tour following the close of this program at Spring Gate Vineyard.

# Mid-Atlantic Fruit and Vegetable Convention
# 2017 Educational Program

*As of January 4, 2017*

**Tuesday Morning, January 31, 2017**

**Fall Ornamentals** - Trinidad Room,
9:00 **Update on PVGA Funded Pumpkin Variety Trial** - Elsa Sanchez, Penn State Univ
9:45 **Fall Agritainment at Ackerman Farms** - John & Eve Ackerman, Ackerman Family Farms

**Broccoli** - Magnolia Room ABC,
9:00 ** **Core Credit** - to be announced
9:45 **Expanding Eastern Broccoli Production with Adapted Varieties and Expanded Market Channels** - Dr. Thomas Bjorkman, Cornell Univ.

**Changing Climate** - Wild Rose Room,
9:00 ***Managing Weeds in a Warmer World** – Dr. Steve Young, Cornell Univ
9:45 ***Managing Vegetable Diseases in a Changing Climate** – Dr. Beth Gugino and Dr. Shelby Fleischer, Penn State Univ

**Organic Vegetables** - Empire Room AB,
9:00 **Organic Herb Production** - Tony Ricci, Green Heron Farm
9:45 **Rotational No-Till and Insectary Strips for Organic Cucumber Production** – Dr. Gladis Zinati, Rodale Institute

**Snap Beans** - Empire Room CD,
9:00 ***Snap Bean Weed Control Update** - Dwight Lingenfelter, Penn State Univ.
9:45 ***Improving the Management of White Mold in Snap Beans** – Dr. Sarah Pethybridge, Cornell Univ

**Asparagus** - Cocoa Terrace/Cocoa 1,
9:00 **Creating New Asparagus Varieties** - Scott Walker, Walker Bros Asparagus Farms
9:45 **Growing and Marketing Asparagus** - Carl Cantaluppi, North Carolina Ext. Retired

**Market Trends** - Crystal Room,
9:00 **Direct Marketing - Is There a Silver Bullet Model for Farmers Markets CSA's & Home Delivery**- Heather Manzo, Penn State Univ.
9:45 **On the Ground Evolution of Farmers Markets, CSA's & Other Adventures in Direct Marketing** - Art King, Harvest Valley Farms

**Pome Fruit** - Nigerian Room,
9:00 **Invocation** – Ed Weaver, Weavers Orchard
9:05 **President's Address** – Tad Kuntz, State Horticultural Assn. of PA
9:15 **Update on Interstate Cooperation in Fruit Programs –** Dr. Carolee Bull, Penn State Univ.
9:45 ***George Goodling Lecture - Getting the Most from ReTain –** Dr. Phil Schwallier, Michigan State Univ.

**Keynote** - Nigerian and Trinidad Rooms
10:45 **Produce Industry Legislative Update** - Robert Guenther, United Fresh Produce Association
11:00 **Keynote – How Mid-Atlantic Fruit and Vegetable Growers Can Take Advantage of Future Trends In Agriculture as the Climate, Technology, Economy and Political Landscape Change –** Dr. Jay Lehr

**Tuesday Afternoon, January 31, 2017**

**Vine Crops** - Trinidad Room, sponsored by the ***American Vegetable Grower*** *magazine*
1:00 **Pumpkin Production at Ackerman Family Farms –** John Ackerman, Ackerman Family Farms
1:30 **Midwest Performance and Perspective on Ornamental Pumpkins -** Brad Bergefurd, Ohio State Extension
2:00 ***Silicon Nutriton for Powdery Mildew Disease Suppression** – Dr. Joseph Heckman, Rutgers Univ.
2:30 **Overview of Melon, Squash & Cucumber Varieties** - Sheldon Sutton, Rupp Seeds
3:15 ***Pumpkin Diseases** – Dr. Margaret McGrath, Cornell Cooperative Extension

**Crucifers** - Magnolia Room ABC,
1:30 **Cabbage Production** – Dr. Christopher Gunter, North Carolina State Univ.
2:00 ***Diseases of Cole Crops - What To Lookout for in 2017** – Dr. Beth Gugino, Penn State Univ.
2:30 ***Insect Pests of Cole Crops** – Dr. Thomas Kuhar, Virginia Tech
3:15 **Raising Broccoli Profitably in the Mid-Atlantic** – Dr. Thomas Bjorkman, Cornell Univ.
4:00 **Miscellaneous Cole Crops** – Dr. Lewis Jett, West Virginia Univ.

## Mid-Atlantic Fruit and Vegetable Convention
## 2017 Educational Program

**Tuesday Afternoon, January 31, 2017 Continued**

**Winter Storage Crops** - Wild Rose Room,

1:30 ****Pesticide Safety Challenge** - John Esslinger, Penn State Extension
2:00 **Onions** – Dr. Michael Orzolek, Penn State Univ.Emeritus
2:30 **Growing Root Crops** – Dr. Lewis Jett, West Virginia Univ.
3:15 **Production of Winter Squash** - Gordon Johnson, Univ. of Delaware
4:00 **Potatoes** – Dr. Matthew Kleinhenz, Ohio Ag Research & Development Center

**Organic Vegetable Production** - Empire Room AB,

1:30 **Organic Snap Bean Production** - Jennifer Glenister, New Morning Farm
2:00 **Using Cover Crops** - Elsa Sanchez, Penn State Univ
2:30 ***Managing Late Blight on Organic Farms** - Abby Seaman, NYS IPM Program
3:15 **Overcoming Tunnel Vision - Using Cover Crops in High Tunnels** – Dr. Julie Grossman and Liz Perkus, Univ.of Minnesota
4:00 **Zone Tillage for Organic Vegetables** – Dr. Julie Grossman, Univ.of Minnesota

**Hydroponics** - Empire Room CD

1:30 **The Latest in Greenhouse LED Research** – Dr. A. J. Both, Rutgers Univ.
2:00 **Gone Fishing: Aquaponics and Float Culture Salad Greens Production –** Dr. Robert Berghage, Penn State Univ.
2:30 **Growing Leafy Greens Using LEDs** - Qingwu (William) Meng, Michigan State Univ.
3:15 **Microgreen Production: Healthy for You and Your Bottom Line –** Dr. Robert Berghage, Penn State Univ.
4:00 ****Core Credit** – To be Announced

**Farm Business Transition – What's Your Exit Plan?** - Cocoa Terrace/Cocoa 1,

1:30 **Common Concerns, Challenges Often Seen and Solutions Found** - John Berry, Penn State Extension
2:15 **Our Business Transition Experience** – farmer panel: Paul Parsons, Parson's Farms Produce; Kay Hollabaugh, Hollabaugh Bros.; Reed Soergel, Soergel Orchards
3:45 **Here Is a Path for Planning, Implementing and Managing the Process** - Philip Mason, Peerless Business Advisors

**Wholesale Marketing** - Crystal Room,

1:30 **Review of FSMA Transportation Rule –** Robert Guenther, United Fresh Produce Association
2:00 **How to Get Us to Buy Your Produce –** a panel of chain store and wholesale buyers including Four Seasons Produce, Giant Foods and others
3:15 **Cooperative Marketing Opportunities –** a panel of cooperative representatives to be announced
4:00 **Farm to Table Program –** Elaine McDonnell, Penn State Univ.

**Pome Fruit** - Nigerian Room - sponsored by the ***American Fruit Grower*** *magazine*

1:30 **USDA-ARS Appalachian Fruit Research Station Programs –** Dr. Tracy Leskey, USDA
2:00 ***BMSB Past Present & Future –** Dr. Gregory Krawczyk, Penn State Univ.
3:00 ***Protecting Pollinators and Natural Enemies in the Orchard –** Dr**.** Ann Nielsen, Rutgers Univ.
3:30 ****Worker Protection Starts Now –** James Harvey, Penn State Univ.

**Tuesday Evening, January 31, 2017**

**Social** – Nigerian and Trinidad Rooms

6:00 **Reception –** sponsored by Ag Choice Farm Credit/MidAtlantic Farm Credit (ticket required)
7:00 **Banquet –** awards, recognitions, door prizes (ticket required)

**Wednesday Morning, February 1, 2017**

**High Tunnels** - Magnolia Room ABC, sponsored by the ***American Vegetable Grower*** *magazine*

9:00 **Choosing a High Tunnel Plastic to Suit Your Needs** - Kathleen Demchak, Penn State Univ.
9:30 **Best Varieties for High Tunnels - Tomatoes, Peppers and Cucumbers** - Debra Deis, Seedway
10:15 **Grafting Tomatoes to Reduce Yellow Shoulder** - William Lantz, Univ. of Maryland Coop. Extension
11:00 **High Tunnel Strawberry Plusses and Minuses** - Kathleen Demchak, Penn State Univ.
11:30 **PVGA Annual Meeting –** Crystal Room **-** all members urged to attend

**General Vegetables** - Crystal Room,

9:00 ***Common Soil Diseases of Vegetables** –Dr. Beth Gugino, Penn State Univ.
9:30 **Summer Squash Production** – Dr. William Lamont Jr., Penn State Univ
10:15 **Long Term Affects of Dry Manure Compost Application** – Dr. Matthew Kleinhenz, Ohio Ag Research & Development Center
11:00 **Post Harvest Sanitizers** – Dr. Luke LaBorde, Penn State Univ.
11:30 **PVGA Annual Meeting –** Crystal Room **-** all members urged to attend

## Mid-Atlantic Fruit and Vegetable Convention
## 2017 Educational Program

**Wednesday Morning, February 1, 2017 Continued**

**Greenhouse Ornamentals** - Empire Room AB,

9:00 ***Spring Diseases** – Dr. Margery Daughtrey, Cornell Univ.
9:30 ***Aphids and Bio-Control** - Carol Glenister, IPM Laboratories
10:15 **Best of the PSU Flower Trials** - Sinclair Adam, Penn State Extension
11:00 **LED Colors Matter to Flowering** - Qingwu (William) Meng, Michigan State Univ.
11:30 **Fertilization of Perennials and Mums** - Krystal Snyder, JR Peters Co

**Cover Crops** - Empire Room CD,

9:00 **Getting More From Your Cover Crop with Species Mixtures** – Dr. Charles White, Penn State Univ
9:30 ***Cover Crops for Pollinators** - Erin Treanore, Penn State Univ
10:15 **The Vegetable Grower's Challenge to Maintain Soil Health Can be Aided by Precision Cover Cropping** – Dr. Thomas Bjorkman, Cornell Univ.
11:00 ***Impact of Cover Crops on Diseases of Vegetable Crops** – Dr. Kathryne Everts, Univ. of Maryland
11:30 **PVGA Annual Meeting –** Crystal Room **-** all members urged to attend

**Onions** - Wild Rose Room,

9:00 **Harvest and Post-Harvest Handling of Onions** - Jeffrey Stoltzfus, Penn State Ext
9:30 ***Insect Pests of Onion: Managing the Old and the New** – Dr. Shelby Fleischer, Penn State Univ
10:15 ***Foliar Disease Management of Onion** – Dr. Beth Gugino, Penn State Univ.
11:00 ****Core Credit** - To be announced
11:30 **PVGA Annual Meeting –** Crystal Room **-** all members urged to attend

**Marketing 101** - Trinidad Room,

9:00 **Adding Prepared Foods to Your Market** - Caleb Torrice, Tabora Farm and Orchard
9:30 **Finding the Right POS System** - Jennifer Brodsky, Kitchen Table Consultants
10:15 **Events on the Farm** - Caleb Torrice, Tabora Farm and Orchard
11:00 **Working With Your Tourism Bureau** - Kellie Hinkle, Virginia Economic Development
11:30 **How to Compete with Box Stores** - Jennifer Brodsky, Kitchen Table Consultants

**Wine Grapes** - Cocoa Terrace,

9:00 ****Strategies for Integrated Weed Control in New and Established Vineyards** – Lee Stivers, Penn State Extension
9:30 **Wine Grape Varieties of Promise for the Mid-Atlantic Region** – Dr. Joseph Fiola, Univ. of Maryland
10:20 **Success in the Vineyard: A Manager's Insight –** Jeffrey Zick, Nimble Hill Vineyards
11:00 **Red Leaves in Vineyard: Abiotic and Biotic Stresses –** Dr. Hemant Gohil, Rutgers Univ.
11:30 **Integrating Soil and Tissue Analysis into Vineyard Nutrient Management –** Dr. Gary Pavlis, Rutgers Univ.

**Pome Fruit** - Nigerian Room- sponsored by the ***American Fruit Grower*** *magazine*

9:00 ****Pesticide Storage Security: Be Ready for the Unexpected –** Tracy Harpster, Penn State Univ.
9:30 ***Precision Crop Load Adjustment of Honeycrisp and Other High Value Cultivars -** Dr. Phillip Schwallier, Michigan State Univ.
10:30 **Early Training of Tall Spindle Apple Trees -** grower panel - Dr. Robert Crassweller (moderator) Chris Baugher, PA, John Saunders, VA, Washington White, MD
11:30 ****Protecting Yourself from Lyme Disease –** Dr. Ron Hamlen, Lyme Disease Assn. of Southeastern PA

**Spanish** - Cocoa 1

9:00 **Actividad de apertura** (Welcome and Ice-breaker)
9:15 **Rindiendo cuentas para su bienestar** (Being accountable to your well-being—financial literacy) - Miguel Saviroff, Penn State Extension
9:45 ***Insectos benéficos que aumentan rendimientos - amigos de la horticultura** (Beneficial insects that increase yields - friends of horticulture) - Beth Sastre, VCE-Loudon Extension; Dr. Margarita López-Uribe, Penn State Extension
10:30 ***Identificacion, diagnóstico y manejo de enfermedades en plantas** (Basic plant disease ID, diagnosis and management ) - Dr. Laura Ramos Sepulveda, Penn State Univ.
11:15 **Sueños de mis hijos—Cómo puede ayudar Penn State** (Dreams for my Children—Possible Penn State Role) - Melanie Miller-Foster, Penn State Extension

## Mid-Atlantic Fruit and Vegetable Convention
## 2017 Educational Program

**Wednesday Afternoon, February 1, 2017**

**Sweet Corn** - Magnolia Room ABC,

1:30 ***Sweet Corn Weed Control - New Herbicides, No-till Issues and Other Considerations** - Dwight Lingenfelter, Penn State Univ.

2:00 **Growers Sharing Experiences –** the room will be divided into four sections with a grower stationed in each section to share his experience with the following production techniques for 30 minutes. Each topic will be repeated four times and attendees will be asked to move between the rooms to listen to the topics of interest to them.

**No-till With Floating Cover –** Franklin County Farmers

**Transplanting Into Clear Plastic** – Joseph Swann, Swann Farms

**Double Cropping Practices Behind Early Season Sweet Corn** – Rueben Martin and Eli Burkholder, Maplewood Produce

**Transplanting Into Plastic With Floating Row Covers and Tunnels –** Brent Barnhardt, Country Creek Produce

**General Vegetables** - Wild Rose Room,

1:30 **Tips For Successful Drip Irrigation** - William Wolfram, Toro Ag

2:00 **Traceability in a Global Market** - Robert Frost, LinkFresh

2:30 **Biodegradable Mulch Applications and Results** - Dan Martens, Novamont

3:15 ***Using a Red Clover Mulch to Improve Insect Management, Yield and Environmental Quality in Peppers and Cucumbers** - Cerruti Hooks, Univ. of Maryland

4:00 **New Heating Technology for High Tunnels** - Tim Ransford, Anglesea LLC

**Greenhouse Ornamentals** - Empire Room AB,

1:30 ****Respiratory Protective Devices for Pesticides -** Tracey Harpster, Penn State Univ.

2:00 **Proven New Perennials** - Sinclair Adam, Penn State Extension

2:30 ***Assessing the Quality of Bio-Control Agents** - Carol Glenister, IPM Laboratories

3:15 ***Downy Mildew** – Dr. Margery Daughtrey, Cornell Univ.

4:00 **e-GRO - A Comprehensive Online Resource For the Greenhouse Industry** - Lee Stivers, Penn State Extension

**Small Fruits** - Empire Room CD,

1:30 ***Improving our Understanding of Black Root Rot in Strawberry** - Annie Montes, Univ. of Maryland

2:00 ***Fungicide Resistance Management for Strawberry Fruit Rots** – Dr. Johanna Del Castillo, Univ. of Maryland

2:30 ***Black Shadow on Blueberries - What Is It and Why Does It Matter** - Timothy Waller, Rutgers Univ

3:15 ***Towards an IPM-Based Management Strategy for Spotted Wing Drosophila in Blueberries** - Cesar Rodriguez-Soana, Rutgers Coop. Extension

4:00 ***Managing Insecticide Resistance when Treating for SWD and Other Pests** - Dean Polk, Rutgers Univ.

**Agritourism and Direct Marketing** - Crystal Room,

1:30 **Hosting Birthday Parties** - John Hill, Hill Ridge Farms

2:30 **Cautionary Tales for your Agritainment Business** - Brian Schilling, Rutgers Cooperative Extension

3:15 **Learning From Our Experiences –**grower panel

**Innovative Approaches to Expand Local Markets** - Rose Robson, Robsons Farm

**Expanding Your Reach Into Diverse Ethnic Communities** - Steven Specca, Specca Farms

**Pay the Farm Mortgage by Charging Admission** - Kurt Alstede, Alstede Farm, LLC

4:10 **Resources to Help Grow Your Agritainment and Direct Marketing Operation** - Gillian Armstrong, Rutgers Univ. and William Hlubik, Rutgers Coop. Ext.

**Wine Grapes** - Cocoa Terrace,

1:30 **Canopy Management Strategies for Achieving Balanced Vines –** Maria Smith, Penn State Univ.

2:00 ****Can Grape Root Borer Be Controlled with Pheromones? –** Martin Keen, Landey Vineyards

2:40 **Grape Fruit Sampling, Evaluation and Settling on Ripeness for Harvest** – Dr. Dan Ward, Rutgers Univ.

3:10 ****Grape Disease Management Review and Research Update –** Bryan Hed, Penn State Univ.

3:50 ***Update on Spotted Lanternfly: What to Look for and Control Strategies** - Dr. Michael Saunders, Penn State Univ.

**Tree Fruit** - Nigerian Room,

1:30 **Projections for Apple Industry's Future – How to Remain Competitive –** Robert Pollock (moderator), Jim Bair-US Apple Assn., Ryan Hess-PA, Ben Rice-PA

2:00 ***Fighting Fire Blight: An Update on Blossom and Shoot Blight Management** - Dr. Kari Peter, Penn State Univ.

3:15 **Addressing the Workforce Gap in the Fruit and Vegetable Industry -** Dr. Scott Sheely, PA Dept. of Agriculture

## Mid-Atlantic Fruit and Vegetable Convention
## 2017 Educational Program

**Wednesday Afternoon, February 1, 2017 Continued**

**Stone Fruit** - Trinidad Room

1:30 **National Peach Council Update -** Kay Rentzel, National Peach Council
1:45 **Peach Orchard Irrigation During a Dry Season** – Dr. Hemant Gohil, Rutgers Univ.
2:15 ***Ernie Christ Memorial Lecture** – **How the MyIPM Smartphone App Can Be of Use to the Grower –** Dr. Guido Schnabel, Clemson Univ.
3:00 ***Peach Scab: Biology and Control –** Dr**.** Norm Lalancette, Rutgers NJAES
3:30 ***Pollination Services: Lessons from Wild Bees** - Margarita López-Uribe, Penn State Extension

**Spanish** - Cocoa 1

1:30 **Lavado correcto de frutas y hortalizas después de la cosecha** (Safely washing fresh fruits and vegetables after harvest ) - Lee Stivers, Penn State Extension
2:15 ****Como llegar sanos y sanas a nuestro hogar al final del día** (How to arrive safely to our homes at the end of day) - Maria Gorgo-Gourovitch, Penn State Extension

**Wednesday Evening, February 1, 2017**

**Social**

5:00 **Apple Growers Reception** - Cocoa Suites 3-4-5
7:00 **Ice Cream Social** – Great Lobby - for all Convention attendees, *sponsored by Pennsylvania Vegetable Growers Association*
8:30 **Musical Jam Session –** Main Lobby – bring your instrument and join in

**Thursday Morning, February 2, 2017**

**Tomatoes** - Magnolia Room ABC - sponsored by the ***American Vegetable Grower*** *magazine*

9:00 ***Tomato Disease Update** – Dr. Beth Gugino, Penn State Univ.
9:30 ****Impact of Water Quality on Pesticides** - John Esslinger, Penn State Extension
10:15 - Dr Frank Louws, North Carolina State Univ.
11:00 **Grafting For The Future** - Benjamin Hinson, Tri-Hishtil
11:30 **Fresh Market Tomato Variety Trial Year 1** – Dr. Timothy Elkner, Penn State Extension

**High Tunnels** - Crystal Room,

9:00 ***Managing Aphids, Whiteflies and Spider Mites in High Tunnels with Biologicals** - Ronald Valentin, Bioline
10:15 ***Best Uses of Biologicals for Insect and Mite Management in Greenhouses and High Tunnels** - Matthew Krause, BioWorks
11:00 ***Methods of Application of Biologicals for Insect and Mite Management** - Doug Barrow, Biobest
11:30 ***Best Uses of Biologicals for Disease Management in Greenhouses and High Tunnels** - Matthew Krause, BioWorks

**Potatoes** - Empire Room AB,

9:00 **Update on Potato USA** - Bryan Bender, Benders Potatoes
9:30 **Observations from 2016 Growing Season** - Robert Leiby, PA Coop Potato Growers
10:15 ***Update on Dickeya Situation** –Dr. Steven Johnson, Univ. of Maine Cooperative Extension
11:00 ***What's New in Potato Disease Management for 2017** – Dr. Beth Gugino, Penn State Univ.
11:30 ***Update on Insect Management in Potatoes** – Dr. Thomas Kuhar, Virginia Tech

**Cut Flowers** - Empire Room CD,

9:00 ***Thrips Management in Cut Flowers** - Thomas Ford, Penn State Extension
9:30 **Nutrient Management and Fertigation Programs for Cut Flowers** - Krystal Snyder, JR Peters Co
10:15 **Selling Specialty Cut Flowers to Area Florists** - Dave Delbo, Dave's Flowers
11:00 **Perennials as Specialty Cut Flowers** - Sinclair Adam, Penn State Extension
11:30 **Maximizing Profit in Direct Marketing with Cut Flowers** - Jenny Carleo, Rutgers Cooperative Extension

**Small Fruit** - Wild Rose Room,

9:00 **How You, Too, Can Harvest Strawberries for Six Months a Year** - Brad Bergefurd, Ohio State Extension
9:30 **Gooseberries, Currants, and White Pine Blister Rust: A Modern-Day Understanding** - Steve McKay, Cornell Univ.(retired)
10:15 **Plasticulture and Matted-Row Strawberry Variety Trial Update** – Dr. Timothy Elkner, Penn State Extension and Kathleen Demchak, Penn State Univ.
11:00 ***How to Keep Your Brambles Disease Free** – Dr. Mahfuzur Rahman, West Virginia Extension
11:30 ***Broad Mites in Primocane-Fruiting Blackberries - Another New Pest?!** - Kathleen Demchak, Penn State Univ.

## Mid-Atlantic Fruit and Vegetable Convention
## 2017 Educational Program

**Thursday Morning, February 2, 2017 Continued**

**CSAs** - Cocoa Terrace/Cocoa 1,

9:00 **Managing Excess or Shortage of Produce in a CSA Marketing Operation** - Michelle Infante-Casella, Rutgers Co-op Extension
9:30 **Incorporating Value Added Products for CSA Marketing** - Stephen Komar, Rutgers Cooperative Extension
10:00 **Product Contact Surface Sanitation for Retail Marketing** - Meredith Melendez, Rutgers Cooperative Extension
10:30 **Pros and Cons of Operating a CSA and My Experiences** - Robert Muth, Muth Family Farm
11:00 **Growing CSA: How to Improve Member Outcomes in CSA Programs** - Simon Huntley, Small Farm Central
11:30 **Different Models for CSA Operations and Farmer Experiences** - grower panel - Robert Muth, Muth Family Farm, Samantha Jany, Brown Dog Produce and Julie Pierre, Our Yards Farm

**Tree Fruit** - Nigerian Room - sponsored by the ***American Fruit Grower*** *magazine*

9:00 ***Dealing with Apple Summer Diseases in the Mid-Atlantic Region** – Dr. Keith Yoder, Virginia Tech Univ.
9:30 ***Management of Important Preharvest and Postharvest Rots of Peach –** Dr. Guido Schnabel, Clemson Univ.

***Horticulture 101***

10:30 **Why Apples Blush: Red Color Development in Apple -** Dr. Richard Marini, Penn State Univ.
11:00 **Frost, the Nature of the Beast** - Dr. Robert Crassweller, Penn State Univ.
11:30 **A Perspective of South Africa Fruit Production** - Ben Wenk, Three Springs Fruit Farm

**Thursday Afternoon, February 2, 2017**

**Tomatoes** - Magnolia Room ABC

1:30 **Penn State Tomato Breeding Program** – Dr. Majid Foolad, Penn State Univ.
2:00 ***Growing List of Viruses Impacting Tomatoes** – Dr. Margaret McGrath, Cornell Extension
2:30 **Biostimulants in Tomato Production** - Steve Bogash, Isptech
3:15 ***Stink Bugs and Aphids - What's New For Controlling These Pests** –Dr. Thomas Kuhar, Virginia Tech

**Specialty Vegetables** - Crystal Room,

1:30 **Growing Rhubarb Best Practices** - Nathan Nourse, Nourse Farms
2:00 **The New Snack Peppers** - Debra Deis, Seedway
2:30 **New Eggplant Cultivars** – Dr. Michael Orzolek, Penn State Univ.Emeritus
3:15 **Sweet Potato Production** – Dr. Luis Duque, Penn State Univ

**Potatoes** - Empire Room AB,

1:30 **Nutrition Program for Potatoes** – Dr. Steven Johnson, Univ. of Maine Extension
2:00 **New Ideas on Branding and Marketing PA Potatoes** – David Masser, Sterman Masser Inc.
2:30 **What's New from Cornell's Potato Breeding Program** – Dr. Walter DeJong, Cornell Univ.
3:15 **Colored Potatoes and Colon Cancer** - Venkata Charepalli, Penn State Univ
3:45 **Roots and Shoots Need to be Managed to Propel Quality Yields** - Denny Wildman, Advanced Agriculture & Assoc East

**Leafy Greens** - Empire Room CD,

1:30 **Seed to Sale: All-Season Plasticulture Lettuce Production** – grower panel – Brian Campbell, Brian Campbell Farms; David King, Harvest Valley Farms and Michael Brownback, Spiral Path Farm
2:30 **Mud, Water, Tubs and Sanitizers: Safe Washing of Leafy Greens** - Lee Stivers, Penn State Extension
3:15 **Spinach Production** - Michael Brownback, Spiral Path Farm

**Small Fruit** - Wild Rose Room,

1:30 **Discussion Time: Do High Tunnel Raspberries Pay?** –Dr. David Conner, Univ. of Vermont
2:00 ****Changes In Worker Protection Standards –** James Harvey, Penn State Univ
2:30 **Low Tunnels For Strawberry Production** – Dr. Kim Lewers, USDA-ARS; Dr. David Conner, Univ. of Vermont and Kathleen Demchak, Penn State Univ.

**Social Media and Advertising Marketing Strategies** - Cocoa Terrace/Cocoa 1,

1:30 **Cultivating Customers: Setting up Systems to Drive Farm Sales Using Internet Marketing** - Simon Huntley, Small Farm Central
2:15 **Using Social Media on the Farm** - Kelly Jackson, Emily's Produce
2:45 **Ecommerce and Online Sales** - George Latella, St. Joseph's Univ.
3:30 **Tricks of the Trade** - Shannon Dill, Univ. of Maryland Extension

**Tree Fruit** - Nigerian Room

1:30 ***IPM without Lorsban –** Dr. David Biddinger, Penn State Univ.
2:15 **Crop Insurance Issues** – Rita McMullen, PDM Insurance Agency, Inc.
2:45 **Update on NC-140 Rootstock Trials** – Dr. Robert Crassweller, Dr. James Schupp, Dr. Richard Marini, Penn State Univ.

# 2017 New Jersey State Horticultural Society Membership and Advanced Registration Mid-Atlantic Fruit & Vegetable Convention, Hershey Lodge & Convention Center • Jan. 31 - Feb. 2, 2017 JOIN NJSHS to QUALIFY for the CONVENTION MEMBER RATE

**STEP 1** FARM/BUSINESS INFORMATION (PLEASE PRINT)

| | | |
|---|---|---|
| FARM/BUSINESS NAME | | |
| STREET ADDRESS | | |
| CITY | STATE | POSTAL CODE |
| E-MAIL | PHONE | |

**STEP 2** MAILING PREFERENCE (Please check preference )

☐ E-mail me! (receive 4 electronic issues of *Horticulture News*) - included in membership fee.

☐ I would like to receive a printed copy of *Horticulture News* via US Mail. I will pay the additional $35.00 a year fee - **please circle below.**

**STEP 3** SPECIAL OFFER WITH NJSHS REGISTRATION

☐ **FREE** 1 year subscription to *Country Folks Grower* , *Fruit Grower News* & *American Fruit Grower.*

**STEP 4** ATTENDEE ADVANCED REGISTRATION: MUST BE POSTMARKED ON OR BEFORE JAN. 16, 2017

Please **CIRCLE** the fees that apply to you.
Only 1 person per farm or business needs to become a member.
**PLEASE PRINT NAME(S)**

| | NJSHS 2017 DUES | 2017 NJSHS MEMBER Advanced 3day Registration Before Jan. 16th MEMBER | 2017 NJSHS MEMBER Advanced 3day Registration ADDITIONAL (Family or Employee) | Walk In 1-3 days | Non Member Walk In 1 day | Non Member Walk In 3 day | WORKSHOPS Monday, Jan. 30, 2017 Growers Dinner Tue. Feb. 2 6:00 pm | Farm Market Tour | Cider Symposium | Apple Tree Grafting | Greenhouse Veg. Prd. | Vegetable Grafting | Recall Readiness | FSMA Grower Training | Hops Production | Horticulture News US Mail | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1. Member | $50 | $65 | — | $80 | $110 | $150 | $35 | $60 | $160 | $65 | $60 | $30 | $20 | $50 | $90 | $35 | $ |
| 2. Additional | — | — | $60 | $80 | $110 | $150 | $35 | $60 | $160 | $65 | $60 | $30 | $20 | $50 | $90 | — | $ |
| 3. Additional | — | — | $60 | $80 | $110 | $150 | $35 | $60 | $160 | $65 | $60 | $30 | $20 | $50 | $90 | — | $ |
| 4. Additional | — | — | $60 | $80 | $110 | $150 | $35 | $60 | $160 | $65 | $60 | $30 | $20 | $50 | $90 | — | $ |
| 5. Additional | — | — | $60 | $80 | $110 | $150 | $35 | $60 | $160 | $65 | $60 | $30 | $20 | $50 | $90 | — | $ |
| 6. Additional | — | — | $60 | $80 | $110 | $150 | $35 | $60 | $160 | $65 | $60 | $30 | $20 | $50 | $90 | — | $ |

**Contribution to Ernest Christ Distinguished Lecture Series:** $100 $50 $25 Other $ _____ $

**Support of Horticultural Research:** $1000 $500 $250 $100 Other $ _____ $

**Please make your check payable to:** NEW JERSEY STATE HORTICULTURAL SOCIETY (NJSHS)

**Mail registration and check to:** NJSHS c/o Greg Donaldson, 176 Airport Road Hackettstown, NJ 07840 **Questions?** Email Dean Polk polk@njaes.rutgers.edu or Greg Donaldson greg@donaldsonfarms.net or call Greg #908-296-1604.

**TOTAL ENCLOSED** _____

*You saved by registering in advance!*