

Wisconsin Fresh Fruit & Vegetable Conference



Updated 12/03/2009

| Conference Schedule | | | | | |
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| <i>Attendees may attend ANY session that interests them</i> | | | | | |
| Sunday, January 3 | Apple Track Room I | Berry Track Room E/C | Grape Track Room G/H | Ag Tourism Track Room F | Vegetable Track Room B/D |
| Noon—1:00pm | Conference Registration | | | | |
| 1:00—2:30pm | "Ag Tourism at Honeysuckle Hill Farm, Tennessee" Jeff & Julie Alsup Room 1 | | "High Tunnel Production"—Terry Nennich, Minnesota Extension Carl Rosen, Univ of Minnesota Room G/H | | |
| 2:30—3:30pm | WAGA Annual Meeting w/refreshments | "Berry Issues for 2010" Grower Panel | "Major Issues Impacting Wisconsin's Grape Industry" Grower Panel | WATA Annual Meeting w/refreshments | "Battling Mildew in Cucumbers" Amanda Gevens UW Plant Pathology |
| 3:45—5:00pm | "Apple Issues for 2010" Grower Panel | Eco-Berry Update Michelle Miller - UW CIAS 5:00pm WBGA Annual Meeting w/refresh. | WGGA Annual Meeting w/refreshments | "Meet the Alsups for a Sit & Chat" Jeff & Julie Alsup | WFMVGA Annual Meeting w/refreshments |
| 6:30—?? | WGGA Wine Pairing Dinner at Chula Vista | | | | |
| Monday, January 4 8:30—9:15am | "Fire Blight Management in 2010" George Sundin Michigan State Univ. | "Integrated Weed Control in Strawberries" Jed Colquhoun UW Horticulture | "Viticulture Development in Wisconsin and Seedless Table Grape Preliminary Reports" Judith Reith-Rozelle West Madison Ag Station Dick Weidman UW Peninsular Res. Station | "Bringing Schools To Your Destination" Jeff & Julie Alsup Honeysuckle Hill Farm | "Pest Management Practices that Protect Native and Domestic Pollinators" Russ Groves UW Entomology |
| | "Promising New | "Berry Disease | "Wisconsin IDM | "Slow Money" | "Understanding and Managing |

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| 9:15— 10:00am | Apple Cultivars for Direct Marketing” Duane Greene Univ of Massachusetts | Control & Fungicides” Cost vs. Efficacy” Annemiek Schilder Michigan St. Univ | Overview” Dean Volenberg UW Extension-Door County | Anne Pfeiffer UW Extension Beth Gehred Town & Country R.C & D | and managing Tomato & Potato Late Blight” Amanda Gevens UW Plant Pathology |
| 10:00 | Trade Show Opens | | | | |
| General Sessions: 10:30— 11:15am | “Using the Internet to Market” Ryan Prellwitz Vines & Rushes Vineyard | “In Defense of Growers-Tackling New Food Safety Requirements” Barbara Ingham UW Dept of Food Science | “Worker Protection Standards” Roger Springman WI DATCP | “Making Your Business Structure Work for You” Phil Harris UW Agriculture Economics | “Starting A CSA” Kay Jensen JenEhr Family Farm |
| 11:15—Noon | “PRiME-A New Online Pesticide Evaluation Tool” Tom Green IPM Institute | “Local Food Processing Possibilities” Rick Terrien Iowa Co. Area Econ Development Corp. | “Disease Management in Organic Grape Production” Annemiek Schilder Michigan State Univ. | “The Culture in Agriculture” Donna Neuwirth Wormfarm Institute | “Herbicide Use Near Sensitive Sites” Jed Colquhoun UW Horticulture |
| Noon— 2:15pm | Light Lunch Served in Trade Show Area | | | | |
| General Session: 2:15—3:15pm | “Should You Consider a Certified Kitchen?” Anne Pfeiffer UW Ag Innovation Center | | Partnership and Regional Marketing Lois Federman, Mineral Point School Gift Box Program Kent Gustafson, Great River Road Wine Trail | | |
| 3:30—4:15pm | “Bits and Pieces from the Bug Guy” Dan Mahr UW Entomology | 3:30-4:00pm TBA 4:00 - 4:30pm “Blueberry Virus Spread” Considerations for New Plantings” Annemiek Schilder - MSU | “Cold Hardy Wine Grapes from Minnesota” Peter Hemstad Univ of Minnesota | “I Buy Local-Monroe County Program” Amy Nemitz IBuyLocal.com Coordinator | “A 20 Year Perspective on Onions” Mike Havey Onion Breeder USDA/UW Madison |
| 4:15—5:00pm | “Update on the EcoApple Project” UW CIAS Staff | 4:30 - 5:00pm “Raspberry Cultivar Selection—What & Where to Plant” Brian Smith - UW River Falls | | TBA | TBA |

| Tuesday, January 5th | | | | | |
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| 8:00 - 8:45am | <p>"Chemicals & Strategies to Thin Apples & Enhance Return Bloom" Duane Greene University of Massachusetts</p> | <p>"Meet Rebecca Harbut" Rebecca Harbut University of Wisconsin Extension Fruit Specialist</p> | <p>"Vineyard Safety and Insurance Issues" Dan Neenan, VESTA instructor & Director of the National Education Center for Agriculture Safety</p> | <p>"Social Media, Making it Work for You – Let's Create a Buzz" Melanie Platt-Gibson Director of Marketing & Communications</p> | <p>"Selling Produce Through a Distributor" Philip Brooks (inv) H. Brooks & Co.</p> |
| 8:45 - 9:30am | <p>"Resistance to Strobilurin Fungicides in the Apple Scab Pathogen Venturia inaequalis in Michigan" George Sundin Michigan State University</p> | <p>"State of the State Address: Results of 2008 Berry Growers Survey" Brian Smith</p> | <p>"Spray Drift Investigations and Limitations" Al MacKenzie & Mark McCloskey Wis DATCP</p> | <p>"Grant Opportunities to Fund your Ag Tourism Venture" Deirdre Birmingham</p> | <p>"Managing Soil Fertility for Optimal Fresh Market Vegetable Yield and Quality" Matt Ruark UW Soil Science</p> |
| 9:30 - 11:00am | Refreshment Break/Trade Show Open w/Demonstrations & Mini-Seminars | | | | |
| 11:00 - 11:45am | <p>"Meet Rebecca Harbut" Rebecca Harbut University of Wisconsin Extension Fruit Specialist</p> | <p>"Wisconsin Insects, Thresholds and Control" Dan Mahr UW Entomology</p> | <p>"Pruning and Training for the Beginner" Tim Rehbein UW Extension Vernon County</p> | <p>"Accessing Entrepreneurial Resources around the State" Ashwini Rao Wisconsin Entrepreneur's Network</p> | <p>"I Know Grocers Who Want Your Produce" Greg Lawless Thrive/UW Extension</p> |
| 11:45 - 12:30 | <p>"Organic Tree Fruit Research in Wisconsin" Matt Stasiak Peninsular Research Station</p> | <p>"Small fruit Research in Wisconsin: 2009 Update" Brian Smith UW-River Falls</p> | <p>"Starting a Winery" Gary Penner Top to Bottom Consulting, LLC</p> | <p>"Tourism in Today's Economic Climate" Patrick Reinsma Wis. Dept of Tourism</p> | <p>TBA Erin Silva UW Madison CALS</p> |

Conference Adjourns