

2018 Mid-Atlantic Fruit and Vegetable Convention Detailed Program

as of January 23, 2018, and subject to change

* indicates the topic is expected to qualify for a category pesticide applicator's update training credit

** indicates the topic is expected to qualify for a core pesticide applicator's update training credit

Tuesday Morning, January 30, 2018

110 Tomatoes – Trinidad Room

- 9:00 **Growing Good Neighbors Through Stewardship and Communication**– Stephanie Regagon, Fieldwatch
- 9:30 **Industry Show and Tell**
- 9:45 ***Best Management Practices for Tomato Bacterial Diseases** – Dr. Beth Gugino, Penn State Univ.
- 10:30 **Adjourn to Keynote Session**

120 Organic Vegetable Production - Empire Room AB

- 9:00 **Impacts of Conventional Pest Management Practices on Organic Farming** - Galen Dively, Univ. of Maryland
- 9:30 **Industry Show and Tell**
- 9:45 **Managing Weeds in Organic Vegetables** – Alan Leslie, Univ. of Maryland
- 10:30 **Adjourn to Keynote Session**

130 Rhubarb - Empire Room CD

- 9:00 **How We Grow Rhubarb in Colorado** – Dennis Duncan, High Altitude Rhubarb
- 9:30 **Industry Show and Tell**
- 9:45 **How We Grow Rhubarb Year Round in Ontario** – William French, Lennox Farms
- 10:30 **Adjourn to Keynote Session**

140 Kale/Brussels Sprouts - Crystal Room

- 9:00 **Increasing Success with Brussels Sprouts: Varieties, Topping and Insect Management** – Dr. Rebecca Sideman, Univ. of New Hampshire
- 9:30 **Industry Show and Tell**
- 9:45 **How We Do Kale and Brussels Sprouts** – grower panel: - David Miller, Miller Plant Farm; Richard Calimer, Scenic View Orchards and Thomas Childs, Twin Springs Fruit Farm
- 10:30 **Adjourn to Keynote Session**

150 Application of Drones and Mapping – Where is This Going? - Magnolia Room AB

- 9:00 **Drone Mapping and Scouting** – Justin Croner - GrowMarkFS
- 9:30 **Industry Show and Tell**
- 9:45 **Veris Mapping - Why Should We Do This?** - Justin Croner - GrowMarkFS
- 10:30 **Adjourn to Keynote Session**

160 Microgreens - Wild Rose Room

- 9:00 **Selection Criteria and Use of Microgreens by Chefs** - Zach Ford, U.S. Hotel Restaurant & Tavern
- 9:30 **Industry Show and Tell**
- 9:45 **Microgreens Production II** - Dr. Robert Berghage, Penn State Univ.
- 10:30 **Adjourn to Keynote Session**

170 Food Trends - Cocoa Terrace/Cocoa 1

- 9:00 **2018 Food Trends to Keep Your Customers Engaged**- Heather Manzo, Penn State Extension
- 9:30 **Industry Show and Tell**
- 9:45 **2018 Direct Marketing Silver Bullets** – Heather Manzo, Penn State Extension
- 10:30 **Adjourn to Keynote Session**

180 Pome Fruit - Nigerian Room

- 9:00 **Invocation** – Ed Weaver, Weaver's Orchard
- 9:05 **President's Address** – Tad Kuntz, SHAP President
- 9:15 ***Current State of the Spotted Lantern Fly in Pennsylvania** – Sven-Erik Spichiger, PA Dept. of Agriculture
- 9:45 **George Goodling Lecture: How to Optimize Light Management in the Canopy** - Dr. Stefano Musacchi, Washington State Univ.
- 10:30 **Adjourn to Keynote Session**

190 Keynote - Nigerian/Trinidad Room

- 10:45 **Federal Legislative Update**
- 11:00 **Keynote: Values, Trust and Science – Building Trust in Our Post-Truth Tribal World** – Charlie Arnot, The Center for Food Integrity
- 12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

Tuesday Afternoon, January 30, 2018

210 Tomatoes - Trinidad Room - *sponsored by the American Vegetable Grower magazine*

- 1:30 ***Magnesium Based Nanomaterials for Management of Bacterial Spot of Tomatoes** - Ying-Yu Liao, Univ. of Florida
- 2:00 ***New Bio-Pesticides for Tomato Production- Uses and Applications** – Timothy Johnson, Marrone Bio Innovations
- 2:30 **Tomato Variety Trial – Year Two, Any Trends?** – Dr. Timothy Elkner, Penn State Extension
- 3:00 **Industry Show and Tell**
- 3:15 **Getting Micronutrients in the Zone for the Best Tomatoes** - Steven Bogash, Marrone Bio Innovations
- 4:00 ****Do You Get My Drift?** – William Riden, Penn State University
- 4:30 **Adjourn**

220 Organic Vegetable Production - Empire Room AB

- 1:30 **Toigo Organic Farms: How we grow tomatoes** – Kevin Mathews, Toigo Organic Farms
- 2:00 ***Using Biocontrols to Manage Aphids in High Tunnels** – Elsa Sánchez, Penn State Univ., Margaret Skinner and Cheryl Frank, Univ. of Vermont
- 2:30 **Growing Organic Belgian Endive for Winter Markets** - John Eisenstein, Jade Family Farm
- 3:00 **Industry Show and Tell**
- 3:15 ***Heat Treating Seed** –Dr. Beth Gugino, Penn State Univ.
- 4:00 **911 – High Tunnel Rescue** – Dr. Elsa Sánchez, Penn State Univ. and Thomas Ford, Penn State Ext.
- 4:30 **Adjourn**

230 Cut Flowers - Empire Room CD

- 1:30 **New and Exciting Cut Flowers Introductions for Mid-Atlantic Growers** - Tom Caan, Fred C. Gloeckner Co.
- 2:00 ***Weed Management in Field Grown Cut Flowers** - Thomas Ford, Penn State Extension
- 2:30 **Butterbee Farm Sustainably Grown Flowers for Baltimore** - Laura Beth Resnick, Butterbee Farm
- 3:00 **Industry Show and Tell**
- 3:15 ***Utilizing Biocontrols in High Tunnel and Field Grown Cut Flowers** - Dr. Lily Calderwood, Cornell Cooperative Extension
- 4:00 **Factors that Influence Stem Length in Cut Flowers** - Dr. Robert Berghage, Penn State Univ.
- 4:30 **Adjourn**

240 Root Vegetables - Crystal Room

- 1:30 **How We Grow and Market Roots**- Chris Brittenburg, Who Cooks for You Farm
- 2:00 **Sweet Potato Production in Pennsylvania** - Dr. Michael Orzolek, Penn State Univ.
- 2:30 ***Insect and Disease Pests of Carrots and Beets** - Dr. Carla Burkle, Penn State Extension
- 3:00 **Industry Show and Tell**
- 3:15 **Healthy Soils for Roots, Tubers and More** – Dr. Sieglinde Snapp, Michigan State Univ.
- 4:00 **Production of Overwintered Bulbing Onions in Low Tunnels** - Dr. Rebecca Sideman, Univ. of New Hampshire
- 4:30 **Adjourn**

250 Ethnic/Specialty Vegetables - Magnolia Room AB

- 1:30 **Best Hot Pepper Varieties** - James Weaver, Meadow View Farm
- 2:00 ****Sprayer Cleanup** - William Riden, Penn State Extension
- 2:30 **Outstanding Specialty Melons for the Mid-Atlantic Region** - Pam Guigley, Seedway
- 3:00 **Industry Show and Tell**
- 3:15 **Growing Ethnic Vegetables and Attracting the People Who Buy Them** - Leonard Burger Jr., Burger Farms
- 4:00 ***Managing Phytophthora: 2017 Research Results** - John Esslinger, Penn State Extension
- 4:30 **Adjourn**

260 Farm Management - Wild Rose Room

- 1:30 **Communicate to Lead** – John Wodehouse, Penn State Extension
- 2:15 **Using the Records You Have to Make Decisions** – Robert Goodling, Penn State Extension
- 3:00 **Industry Show and Tell**
- 3:15 **What Your Employees Want** – John Berry, Penn State Extension
- 4:00 **Retiring From the Farm** – Juliette Enfield, Penn State Extension
- 4:45 **Adjourn**

270 Agritourism - Cocoa Terrace/Cocoa 1

- 1:30 **Agritourism at High Altitude Rhubarb** – Dennis and Donna Duncan, High Altitude Rhubarb
- 2:30 **Fair Weather Acres** - Billy and Michelle Collins (invited)
- 3:15 **Keeping Employees Honest** – John Roba, Roba Farms; Billy and Michele Collins, Fair Weather Acres; and Steve Weber, Weber's Cider Mill Farm.
- 4:30 **Adjourn**

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

- 1:30 **Current Options for Frost Control in Orchards** – Dr. Hemant Gohil, Rutgers Univ.
2:00 **Grower Use of Frost Protection Strategies – Grower Panel** - Dr. Hemant Gohil, Rutgers Univ.(moderator); Donald Ganske; Donald Smith, Penn State Univ.; William Mackintosh, Crop Production Services; Bobby Fifer, Fifer Orchards; and Mark Boyer, Ridgetop Orchards
2:45 **Industry Show & Tell**
3:00 ***Trials & Tribulations of 2017 Chemical Thinning** - Dr. James Schupp, Penn State Univ.
3:30 **Penn State Ag & Biological Engineering Update** - Dr. Dana Choi and Dr. Long He, Penn State Univ.
4:10 **Adjourn**

Tuesday Evening, January 30, 2018

- 6:00 **Reception** - Chocolate Lobby – sponsored by Farm Credit (ticket required)
7:00 **Banquet** – Nigerian Room – awards, recognitions, door prizes (ticket required)

Wednesday Morning, January 31, 2018

310 Pumpkins/Vine Crops - Magnolia Room ABCD - *sponsored by the **American Vegetable Grower** magazine*

- 9:00 **Pumpkin Variety Trial Results** – Dr. Elsa Sanchez and Dr. William Lamont, Penn State Univ.; Dr. Timothy Elkner, Thomas Butzler, and Robert Pollock, Penn State Extension
- 9:30 ***The Squash Bees of Pennsylvania** - Dr. Margarita López-Urbe, Penn State Univ.
- 10:00 **Industry Show and Tell**
- 10:15 ***Why Are My Cucurbits Collapsing** – Dr. Beth Gugino, Penn State Univ.
- 11:00 ***Managing Cucumber Beetles While Conserving Pollinators** – Dr. Shelby Fleischer, Penn State Univ.
- 11:30 **PVGA Annual Meeting** – Crystal Room
- 12:30 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

320 Greenhouse Ornamentals - Empire Room AB

- 9:00 ****Pesticide Application Equipment Selection and BMP's for Greenhouse Operators** - Thomas Ford, Penn State Extension
- 9:30 **Best Annuals of the PSU Flower Trials** - Sinclair Adam, Penn State Extension
- 10:00 **Industry Show and Tell**
- 10:15 **Ornamental Plant Nutrition** - Fred Hulme, Everris NA
- 11:00 ***Mealybug Management** – Dr. Raymond Cloyd, Kansas State Univ.
- 11:30 **Marketing Your Business as No One Will** - Maria Zampini, UpShoot, LLC
- 12:30 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

330 General Vegetables - Crystal Room

- 9:00 ***Biopesticides: What We Have Tried and What Has Worked** - Abby Seaman, NYS Ag Experiment Station
- 9:30 **Using Shade Cloth to Increase Marketable Yields of Tomatoes and Peppers** - Dr. Gerald Brust, Univ. of Maryland
- 10:00 **Industry Show and Tell**
- 10:15 **High Tunnel Tomato Nutrient Management: Lessons Learned** – Dr. Rebecca Sideman, Univ. of New Hampshire
- 11:00 ****Sprayer Calibrations** - Robert Pollock, Penn State Extension
- 11:30 **PVGA Annual Meeting** – Crystal Room
- 12:30 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

340 Soil Health/Reduced Tillage - Empire Room CD

- 9:00 **Challenges and Opportunities for Soil Health in Organic Vegetables** – Dr. Franklin Egan, PA Assoc. for Sustainable Ag (PASA)
- 9:30 **No-till vs Plastic Bed Vegetables (title tentative)** – Drs. Elsa Sanchez and Sjoerd Duiker, Penn State Univ.
- 10:00 **Industry Show and Tell**
- 10:15 **Biological Aspects of Soil Health Related to IPM** – Dr. Mary Barbercheck, Penn State Univ.
- 11:00 ***Trials, Tribulations and Triumphs in Weed Control in No-Till Vegetable Systems** – Dr. Gerald Brust, Univ. of Maryland
- 11:30 **PVGA Annual Meeting** – Crystal Room
- 12:30 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

350 Farm Market Development - Trinidad Room

- 9:00 **From the Ground Up** - Mike & Barb Dietrich, Oley Valley Organic
- 10:00 **Industry Show and Tell**
- 10:15 **Location, Location, Location** - Charles Smith, T.S. Smith & Sons
- 11:00 **"From The Ground Up", Starting a Retail Farm Market** – Jen Brodsky, Kitchen Table Consultants
- 12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)
- 12:15 **Vegetable Marketing Roundtables** – join Kitchen Table Consultants staff for roundtable discussions over lunch (purchased on your own at the buffet) on how you can better promote your vegetable products using the "tools" they have created for the Vegetable Marketing and Research Program for PA Produce Month. Roundtables will be in the Great Lobby at the top of the escalators.

360 Small Fruit - Wild Rose Room

- 9:00 **Fluctuating Temperatures and Effects on Berry Crops** – Dr. Richard Marini, Penn State Univ.
- 9:30 ***Insect and Mite Pests of Brambles** – Dr. Carla Burkle, Penn State Extension
- 10:00 **Industry Show and Tell**
- 10:15 ***What's New in SWD Management?** – Dr. Kelly Hamby, Univ. of Maryland
- 11:00 **The Strawberry Virus Situation of 2012-13: What Went Wrong, and How We're Avoiding a Repeat!** – Dr. Robert Martin, USDA-ARS, Corvallis, OR
- 11:30 ****Keeping Pesticides from Groundwater** – Megan Chawner, Penn State Extension
- 12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

370 Wine Grapes - Cocoa 1

- 9:00 **Should You Be Growing Grapes? Pros, Cons, and Site Selection** – Dr. Gary Pavlis, Rutgers Univ.
9:40 **How To Protect Grapevines From Spring Frost Damage** - Dr. Michela Centinari, Penn State Univ.
10:10 **Show & Tell**
10:20 ***Etiology and Management of Sour Rot in Grapes** – Dr. Megan Hall, Cornell Univ.
11:00 **Clonal Choices – Factors and Methods** – Hemant Gohil, Rutgers Univ.
11:30 ***Herbicide Injury to Grapes: Awareness and Prevention** – Andrew Muza, Penn State Univ.
12:00 **Lunch**

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

- 9:00 ****The New Respirator Fit Test** – James Harvey, Penn State Univ.
9:30 **Ernie Christ Memorial Lecture: The Effect of Early Season Temperatures on Peach Fruit Size** - Dr. Ted DeJong, Univ. of California-Davis
10:15 **Industry Show & Tell**
10:30 **Delayed Harvest & Storage Performance of Firm-Fleshed Peaches** - Dr. Daniel Ward, Rutgers Univ.
11:15 ***The Whys & Whens of Basic Arthropod Pests in Peaches** - Dean Polk, Rutgers Univ.
12:00 **Lunch**

390 Spanish - Cocoa Terrace

- 9:00 **Actividad de Apertura** (Welcome and Ice-breaker)
9:45 ***Manejo Ecológico de Plagas en la Agricultura** (Ecological Framework for Pest Management) - Beth Sastre, VCE-Loudon Extension
10:30 **Establecimiento de Hortalizas en el Campo** (Vegetable Crop Establishment) - Dr. Anamaria Gomez, Independent Consultant
11:15 **Empezando un Huerto** (Starting an Orchard) - Maria Gorgo-Gourovitch, Penn State Extension
12:00 **Almuerzo** (Lunch)

Wednesday Afternoon, January 31, 2018

410 General Vegetables - Magnolia Room ABCD

- 1:00 **Anaerobic Soil Disinfestation and Vegetable Grafting: Applied Biotechnology for Sustainable Vegetable Production Systems** - Dr. Francesco Di Gioia, Univ. of Florida (soon Penn State Univ.)
- 2:00 ***Allium Leafminer: Life Cycle, Location and Management** - Dr. Shelby Fleischer, Penn State Univ.
- 2:30 ***Managing Flea Beetles in Both Cole Crops and Eggplant** - Dr. Thomas Kuhar, Virginia Tech Univ.
- 3:00 **Industry Show and Tell**
- 3:15 **Equipment to Incorporate Soil Amendments** – William Reiss, BDI Machinery Sales
- 4:00 **Vegetable Stand Establishment** - Lee Stivers, Penn State Univ.
- 4:30 **Adjourn**

420 Greenhouse Ornamentals - Empire Room AB

- 1:30 ***Chemical Control of Ornamental Diseases** - Virginia Brubaker, Griffin Greenhouse Supplies
- 2:00 **Results of the PSU Perennial Plant Trials** - Sinclair Adam, Penn State Extension
- 2:30 **Using Consumer Trends to Market your Business** - Maria Zampini, UpShoot, LLC
- 3:00 **Industry Show and Tell**
- 3:15 ***Managing Western Flower Thrips** – Dr. Raymond Cloyd, Kansas State Univ.
- 4:00 ***Biological Controls for Ornamental Growers** - Matthew Krause, BioWorks, Inc.
- 4:30 **Adjourn**

430 Cover Crops (and Other Soil Amendments) - Crystal Room

- 1:30 **Cover Crops - Practical Methods for Vegetable Farms** - Matt Steiman, Dickinson College
- 2:00 **Using Leaf Mulch as an Organic Amendment (tentative title)** - Robert Muth, Muth Family Farm
- 2:30 **Designer Cover Crops for Multiple Uses** – Dr. Sieglinde Snapp, Michigan State Univ.
- 3:00 **Industry Show and Tell**
- 3:15 ***Nitrogen and Weed Management in Cover Crop-Based Crop Production** - Dr. Steven Mirsky, USDA-ARS Beltsville
- 4:00 **Are Cover Crops Improving Soil Health Indicators? What We've Learned from On-Farm Demonstrations** – Megan Chawner, Penn State Extension
- 4:30 **Adjourn**

440 Educating Consumers and Media to Your Advantage - Empire Room CD

- 1:30 **Communicating Food Safety Issues to Your Advantage** - Meredith Melendez, Rutgers Coop. Extension
- 2:00 **Creating a Positive Message for Hot Topic Issues** - William Hlubik, Rutgers Cooperative Extension
- 2:30 **Keeping in Contact with Consumers Through Web-based Marketing** - Gillian Armstrong, Rutgers Coop. Extension
- 3:00 **Industry Show and Tell**
- 3:15 **Building your Farm Brand and Identity** – Aly, Wil, Jim and Wes Johnson, Locust Hill Farm
- 4:00 **Planning for Success During Large Events through Public Relations** - Tim VonThun, VonThun Farms
- 4:30 **Adjourn**

450 Wholesale Marketing – Trinidad Room

- 1:30 **Retailer Panel** – Lela Reichart, Sterman Masser Inc.(moderator); Atif Bostic, Uplift Solutions (Wakefern); Dan Bate, Supervalu; Joseph Dirzius, Weis Markets; Alex Baloga, PA Food Merchants Ass'n. and Ryan Krebs, Rutter's Farm Stores
- 2:30 **Industry Show and Tell**
- 2:45 **Wholesaler Panel** – Laura England, PA Dept. of Agriculture (moderator); Ben Rice, Rice Fruit Co.; Anthony Tomasic, Paragon Produce; Benjamin Burchfield, Kegel's Produce; and Emily Kohlhas, John Vena Produce
- 3:45 **What PA Preferred Can Do for You** – Ashlee Dugan, PA Dept. of Agriculture
- 4:15 **Adjourn**

460 Small Fruit - Wild Rose Room

- 1:30 ***Improving Fruit Rot Management by Preventing Fungicide Resistant Development** – Justine Renee Beaulieu, Univ. of Maryland
- 2:00 **The Clean Plant Network: What Is It and What Does It Do?** - Dr. Robert Martin, USDA-ARS, Corvallis, OR
- 2:30 **Strawberry Production in Containers – Tips for Success** – Kathleen Demchak, Penn State Univ.
- 3:00 **Industry Show and Tell**
- 3:15 ***Integrated Management of Black Root Rot Complex and Crown Rots of Strawberry** – Dr. Mahfuz Rahman, West Virginia Univ.
- 4:00 **Virus Testing – How & When to Sample & Ship Samples** - Dr. Robert Martin, USDA-ARS, Corvallis, OR
- 4:30 **Adjourn**

470 Wine Grapes - Cocoa 1

- 1:30 **Cane versus Cordon/Spur Pruning: Comparison of Pros and Cons** – Dr. Joseph Fiola, Univ. of Maryland
- 2:10 **Tools for Vineyard Vigor Management** – Dr. Daniel Ward, Rutgers Univ.
- 2:40 **Show & Tell**
- 2:50 ***Grape Disease Management Review and Research Update** – Bryan Hed, Penn State Univ.
- 3:30 ***Grape Berry Moth Management** – Jody Timer, Penn State Univ.

480 Tree Fruit - Nigerian Room

- 1:30 **National Peach Council Update** – Kay Rentzel, National Peach Council
- 2:00 **An Update on RosBREED** – Dr. Susan Brown, Cornell Univ.
- 2:30 **Industry Show & Tell**
- 2:45 **Apple Variety Showcase** – Moderators: Dr. Robert Crassweller and Dr. James Schupp, Penn State Univ.; Dr. Chris Walsh, Univ. of Maryland
- 4:00 **Adjourn**

490 Spanish - Cocoa Terrace

- 1:30 **** ¿ Cómo minimizar el efecto negativo de pesticidas en polinizadores de cultivos?** (Pollinators and Pesticides) - Dr. Margarita López-Urbe and Carlos Quesada, Penn State Univ.
- 2:15 **Estamos Contigo** (We are with You) - Alejandra Olivares and Elizabeth Lucano Gómez, Consulate of Mexico in Philadelphia
- 3:15 **Evaluación (Survey)**
- 3:30 **Cierre del Evento (Session adjourned)**

Wednesday Evening, January 31, 2018

- 5:00 **Apple Growers Reception** - Cocoa Suites
- 7:00 **Ice Cream Social** – Great Lobby – for all Convention attendees, ice cream served until 8:00 p.m.
- 7:30 **Forming Peer Discussion Groups**

We all learn from peers that we respect. Peer to peer discussion groups consist of farmers that meet regularly to discuss and exchange ideas of concern to their operations. The power of these groups is they are self-directed and rely on shared knowledge. Discussing the pros and cons of an idea or practice allows for idea sharing, offering advice and formulation of opinions on practices that can be implemented at the home farm. We are all better for having a strong network of peers.

The concept for this Round Table is to discuss the features of Peer Discussion Groups, and gauge interest in piloting this method of learning in a few locations across Pennsylvania. John Berry is leading the round table and brings twenty years' experience utilizing this unique adult education technique. From vegetable grower study circles, novice farmer discussion groups, grain marketing clubs, and facilitating small group activities countless times; John brings a wealth of understanding and skill centered on effectively using peer discussion groups to strengthen and grow your business.

Thursday Morning, February 1, 2018

510 High Tunnels - Magnolia Room ABCD

- 9:00 **Indoor Cukes in Bags** - David King, Harvest Valley Farms
- 9:30 ****Pesticide Calculation and Sprayer Calibration for High Tunnels** - Steven Bogash, Marrone Bio Innovations
- 10:00 **Industry Show and Tell**
- 10:15 ***Managing Early Season Insects in HT with a Biological Focus** - Steven Bogash, Marrone Bio Innovations
- 11:00 **Learning the Potential of Grafted Indeterminate Tomatoes in HT** - Kaitlin Horst, Re Devined
- 11:30 **Update on Colored High Tunnel Bell Peppers** - Dr. Timothy Elkner, Penn State Extension
- 12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

520 Sweet Corn - Trinidad Room - *sponsored by the American Vegetable Grower magazine*

- 9:00 **Sweet Corn Varieties and Genotypes: Where We are Headed** - Blake Meyers, Seigers Seed
- 9:30 ***Weed Control and the Transition to No-till** – H. Grant Troop, AgXplore
- 10:00 **Industry Show and Tell**
- 10:15 ***Managing Sweet Corn Insects and Resistance Problems with Today's Options** – Dr. Galen Dively, Univ. of Maryland
- 11:00 **Bird Damage in Sweet corn: Risk Factors and Management Strategies** – Dr. Catherine Lindell, Michigan State Univ.
- 11:30 ***Organic Sweet Corn Without the Worms: It Can Be Done!** – Jennifer Glenister, James and Moie Crawford, New Morning Farm
- 12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

530 Potatoes - Empire Room AB

- 9:00 **Update on Programs at the Potatoes USA** - Bryan Bender, Bender Potato Farms
- 9:30 **The 2017 Potato Growing Season in Review** – Robert Leiby, Pa Co-operative Potato Growers
- 10:00 **Industry Show and Tell**
- 10:15 **The Cornell Potato Breeding and Selection Program** – Dr. Walter DeJong, Cornell Univ.
- 11:00 ***Insect Control Update** – Dr. Thomas Kuhar, Virginia Tech Univ.
- 11:30 ***Potato Disease Update** – Dr. Beth Gugino, Penn State Univ.
- 12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

540 General Vegetables - Crystal Room

- 9:00 **Supporting Bee Populations for Cucurbit Crops** - Dr. Shelby Fleischer, Penn State Univ.
- 9:30 **Basics of Drip Irrigation for Vegetable and Small Fruit Production** - Dr. William Lamont, Penn State Univ.
- 10:00 **Industry Show and Tell**
- 10:15 **Tillage and Cover Crops in Snap Bean/Pea Production** - Dr. Gordon Johnson, Univ. of Delaware
- 11:00 ***Mildew Management in Cucurbits** - Dr. Beth Gugino, Penn State Univ.
- 11:30 ***How to Control Glyphosate Resistant Weeds** - Dwight Lingenfelter, Penn State Univ.
- 12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

550 Alternative Activities for On-Farm Marketing - Cocoa Terrace/Cocoa 1

- 9:00 **Practical Safety Considerations with On-Farm Activities** – William Bamka, Rutgers Coop. Extension
- 9:30 **Hunting and Fishing Activities for Guests on the Farm** – Stephen Komar, Rutgers Coop. Extension
- 10:00 **Athletic Activities on Agritourism Farms** – Michelle Infante-Casella, Rutgers Coop. Extension
- 10:30 **Agritourism Offerings: If We Plan it, Will They Come?** - Ginger Myers, Univ. of Maryland Extension
- 11:00 **Gleaning to Fight Hunger and Reduce Food Waste: The Role of the Farmer** – Brian Strumfels and Elyse Yerrapathruni, NJ Agricultural Society, Farmers Against Hunger
- 11:30 **Industry Show and Tell**
- 11:45 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)
- 12:15 **Vegetable Marketing Roundtables** – join Kitchen Table Consultants staff for roundtable discussions over lunch (purchased on your own at the buffet) on how you can better promote your vegetable products using the “tools” they have created for the Vegetable Marketing and Research Program for PA Produce Month. Roundtables will be in the Great Lobby at the top of the escalators.

560 Small Fruit - Wild Rose Room

- 9:00 ***Practical Approaches to Spotted Wing Drosophila Management** – Dean Polk, Rutgers Univ
- 9:30 **Bird Damage in Blueberries: Risk Factors and Management Strategies** – Dr. Catherine Lindell, Michigan State Univ.
- 10:00 **Industry Show and Tell**
- 10:15 **Blueberry Production in Florida: A Different Way of Growing** – Dr. Carla Burkle, Penn State Extension
- 11:00 ***National Blueberry Virus Survey: Pennsylvania Results and What They Means for Virus Management** – Dr. Robert Martin, USDA-ARS, Corvallis, OR
- 11:30 **Mulches and Amendments for Blueberry Production** – Kathleen Demchak and Dr. Richard Marini, Penn State Univ.
- 12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

570 Asparagus - Empire CD

- 9:00 ****The New Respirator Fit Test** – James Harvey, Penn State Univ.
- 9:30 **Asparagus Production, Management & Marketing** – Carl Cantaluppi, North Carolina Extension retired
- 10:15 **Industry Show and Tell**
- 10:30 ***Controlling & Managing Important Diseases of Asparagus** – Dr. Andrew Wyenandt, Rutgers Coop. Extension
- 11:00 **Asparagus Growers Roundtable** – Carl Cantaluppi, North Carolina Extension retired
- 12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

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

- 9:00 ***Rapid Apple Decline Status** - Dr. Kari Peter, Penn State Univ.
- 9:30 **Orchard Training Systems for Apples & Pears** - Dr. Stefano Musacchi, Washington State Univ.
- 10:15 **Industry Show and Tell**
- 10:30 **Controller Peach Rootstocks for Stone Fruits** - Dr. Ted DeJong, Univ. of California - Davis
- 11:00 ***Postharvest Pome Fruit Disease Identification, Prevention and Control** – Dr. Wayne Jurick II, USDA-ARS
- 11:30 **Vertically Integrated Fruit Production** - Chalmers Carr, Titan Farms
- 12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

Thursday Afternoon, February 1, 2018

610 High Tunnels - Magnolia Room ABCD

- 1:30 **Growing Organic Hoop House Tomatoes** - Chris Brittenberg, Who Cooks For You Farm
- 2:00 **Reconditioning High Tunnel Soils** - grower panel – Arthur King, Harvest Valley Farms (moderator), John Corneal; David King, Harvest Valley Farms; and Nicole Shelly, Godshall Farm
- 2:45 ***Challenges of Soilborne Disease Management in High Tunnels** – Dr. Beth Gugino, Penn State Univ.
- 3:15 **High Tunnel Economics** - Arthur King, Harvest Valley Farms
- 3:45 **New Introductions of Parthenocarpic Cucumbers for HT Growers** - Steven Bogash, Marrone Bio Innovations
- 4:15 **Adjourn**

620 Third Party GAP Audits - Crystal Room

- 1:30 **3rd Party Audits – Where We’ve Come From and Where We are Headed** – Steve Strub, Wegmans
- 2:00 **Common Mistakes on a 3rd Party Audit** - John Mast, Audit Solutions, LLC, and Christine Shearer and Brenda Sheaffer, Penna. Dept. of Agriculture
- 2:45 **Collaborating for Food Safety Success** - Lindsay Gilmore, Food Safety Consultant
- 3:15 **I Survived a 3rd Party Audit**- grower panel – Jeffrey Stoltzfus, Penn State Extension (moderator); Becky Howe, Weavers Orchard and Ephraim Zook, Sunrise Acres Produce.
- 4:00 **Adjourn**

630 Potatoes - Empire Room AB

- 1:30 **Variety Licensing and Its Implications**- Dr. Walter DeJong, Cornell Univ.
- 2:00 **2017 Potato Trials in Pennsylvania and Promising Varieties** - Dr. Xinshun Qu, Penn State Univ. and Robert Leiby, Pa Co-operative Potato Growers
- 2:30 **How to Conduct On Farm Potato Research**- Dr. Curtis Frederick, Sterman Masser
- 3:00 **Where is the Pennsylvania Potato Industry Headed?** - Robert Leiby, PA Co-operative Potato Growers and audience discussion
- 3:45 **Adjourn**

640 Farm Labor – Nigerian Room

- 1:00 **Getting the Labor Situation Moving** – Diane Kurrle, U.S. Apple Association
- 1:30 **Update on US DOL Regulations** – Lou Nieves, Jr., US Dept. of Labor
- 2:00 **Current Labor Situation: What Can Be Done** - Chalmers Carr, President USA Farmers
- 2:45 **Mexico’s “We Are With You Program”** – Alicia Kerber-Palma, Mexican Consul
- 3:15 **Current Labor Situation in the Mid-Atlantic** - Sean High, Penn State Center for Agricultural & Shale Law
- 3:45 **Questions for all the Speakers**
- 4:15 **Adjourn**

650 Marketing on Social Media - Cocoa Terrace/Cocoa 1

- 1:30 **Creating a Digital Marketing Kit** – Kim Rush Lynch, Univ. of Maryland Extension
- 2:00 **Farm Approach to Social Media** - Kelly Jackson, Emily’s Produce
- 2:45 **Social Media Marketing for Green/Ag/Hort Businesses** – Kathy Jentz, Washington Gardener Magazine
- 3:15 **Tricks of the Trade – Moderator** - Shannon Dill, Univ. of Maryland Extension
- 3:45 **Adjourn**

660 Small Fruit - Wild Rose Room

- 1:30 ***Diagnosing Blueberry Problems** – Dr. Gary Pavlis, Rutgers Coop. Extension
- 2:00 **Pruning Blueberries: The Art and the Science – Concepts, Principles, and Practices** – Dr. Mark Ehlenfeldt, USDA-ARS
- 2:45 ***Strategies for Successful Weed Control in Highbush Blueberries** – Baylee Carr, Rutgers Univ.
- 3:15 **Cover Crops for Blueberries** – Kate Brown, Rutgers Univ.
- 3:45 **Adjourn**