Monday, January 26, 2015

New Organic Vegetable Producers School - Cocoa Terrace
9:00 a.m. to 3:00 p.m.  Fee - $100 includes lunch, course reader and organic production guide.
This full day intensive will delve into plant propagation, insect, weed and disease management. Join us
if you are a new organic vegetable producer or interested in transitioning your operation.
9:00  Introduction and Organic Standards
9:30  Tips for Transplant Propagation for New Organic Growers
10:00 Plant Disease Basics
10:30 Managing Plant Disease Hands-on Activity
12:00 Lunch
12:30 Six Steps toward Ecological Weed Management in Organic Vegetable Production
1:30 Organic Pest Management Hands-on Activity
3:00 Adjourn

Speakers - Tianna DuPont, Penn State Extension; John Good, Quiet Creek Farm, and Beth Gugino,
Penn State Univ.

***Note – Soil Management is an important basis for organic management. Rather than cover it only
in a cursory manner we will point you in the direction of longer courses designed to delve into the
details.

Irrigation Water Toolbox Workshop - Cocoa Suite 1
9:00 a.m. to 4:00 p.m.  Fee - $50 includes lunch
Have you tested your irrigation water chemistry? Learn how the quality of your irrigation water affects
aspects of production including nutrient availability, pesticide behavior, and pathogen control. Bring
your own water sample to test and develop a plan for your own water testing toolbox. Water sample
collection instructions will be sent to registrants.
Presenters will include Penn State Extension commercial horticulture and water resources educators,
and other academic researchers and water treatment industry representatives.
The following topics will be covered:
-Evaluating irrigation water source options.
-Water chemistry: pH, alkalinity and conductivity
-Acid adjustment calculations and injection systems
-Hands-on water testing activity; equipment calibration
-Water testing and water test report interpretation
-Fertilizer-water interactions
-Water quality effects on pesticides
-Physical and chemical water treatment methods

Basics of Good Agricultural Practices Workshop – Cocoa Suite 2 and 3
9:00 a.m. to 5:00 p.m.  Fee $50 includes lunch – limited registration
This will be a pilot presentation of the FDA-Approved Farm Food Safety Course presented by the
Produce Safety Alliance that will prepare growers to meet the food safety standards under the new
Food Safety Modernization Act (FSMA).
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**Pennsylvania Pesticide Applicator License Basic Training** – Magnolia Room CD
9:00 a.m. to 4:00 p.m.  
Fee - $50 includes lunch and Private Applicator Packet (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 (PDA) License. To become a certified private applicator, testing is required. This full day Monday session will cover the basics and prepare you for the pesticide applicator’s exam (which will take place Tuesday morning from 8:30 AM – 11:30 AM).

**Ag Literacy for Growers – Communicating with Consumers and the Media** – Empire Room AB
1:00 p.m. to 4:00 p.m.  
Fee - $50 includes light refreshments
Do you struggle with communicating your message to consumers and media? Are you confident that your employees can handle any question from a customer? Lori Connelly (Penn State Univ.) will prepare you to smoothly deliver your company’s beliefs and easily conduct interviews before any audience. Dr. Richard Stup (AgChoice Farm Credit) returns to discuss best practices for training employees to address concerns they hear from consumers.

Workshop Topics
- Ag Literacy—What is it?
- Connecting with your Consumers
- Framing your Message
- Do’s and Don’ts when the Press Calls
Session incorporates interaction between participants to expand your network and opportunities to ask questions of your peers, industry experts and educators.

**USDA, AMS Grant Writing Workshop** – Empire Room C
1:00 p.m. to 4:00 p.m.  
Fee - $20
We expect USDA, Agricultural Marketing Service (AMS) will announce the availability of approximately $30 million in competitive grant funds to be awarded through the Farmers Market Promotion Program (FMPP) and the Local Food Promotion Program (LFPP). This workshop is intended as grant writing skills development in anticipation of applications for program being available late spring, 2015.
- FMPP is for projects that establish, expand, and promote direct producer-to-consumer marketing.
- LFPP enables eligible entities to plan or implement project(s) that assist in the development, improvement, and/or expansion of local and regional food business enterprise supply chain activities (activities that are not direct-to-consumer).

The goal of these program grants are to increase domestic consumption of and access to locally and regionally produced agricultural products, and to develop new market opportunities for farms serving local markets. For these projects “local/regional” is defined as a 400 mile radius. Bring your ideas for our local/regional food system, and get a start on developing a project proposal with the attributes to get funding. The final details for the expected 2015 programs are not yet published but you can check the USDA, AMS web site for the available information at [http://www.ams.usda.gov/AMSv1.0/fmpp](http://www.ams.usda.gov/AMSv1.0/fmpp)

**Farm Market Tour**
8:15 a.m. to 5:30 p.m.  
Fee - $60 includes lunch and optional wine tasting.
This all-day bus tour will leave the Hershey Lodge at 8:15 a.m. and return at 5:30 p.m. It will include visits to Strite’s Orchard & CSA in Harrisburg (farm market, bakery, and CSA) Ashcombe Farm and Greenhouses (market, gift shop, bakery, café and garden center) in Mechanicsburg, Hollabaugh Brothers Farm in Biglerville (farm market, gifts, bakery, and event venue) and the Hauser Estate Winery (production facility, tasting/sales area).
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Tuesday Morning, January 27, 2015
Food Trends - Empire Room ABC
9:00 *Boomers to Millennials, Who is Buying What and How to Tell Them What You Have - Brian Moyer, Penn State Extension
9:45 **Interpreting National Food Trend for Profit - Heather Mikulas, Penn State Univ.
10:30 Adjourn to Keynote Session

Tomatoes - Trinidad Room
9:00 Getting Paid for Your Produce - An Introduction to PACA - Gregory Brown, McCarron & Diess
9:45 *Tomato Disease Update – Late Blight - Dr. Beth Gugino, Penn State Univ.
10:30 Adjourn to Keynote Session

GMO's - Cocoa Ballroom
9:00 Status and Content of GMO Labelling Legislation - Ross Pifer, Penn State Dickinson Agricultural Law Center
9:45 Experience and Potential of Biotechnology for Fruit and Vegetables - Dr. Li Li, Cornell Univ.
10:30 Adjourn to Keynote Session

Leafy Greens - Crystal Room
9:00 *Four Season Lettuce Production - Dr. Lewis Jett, West Virginia Univ.
9:45 *IPM Strategies for High Tunnel Leafy Greens - Judson Reid, Cornell Coop. Extension
10:30 Adjourn to Keynote Session

Organic Vegetables - Wild Rose Room
9:00 *Using a Buckwheat Cover Crop for Maximum Weed Suppression after Early Vegetables - Thomas Bjorkman, Cornell Univ.
9:45 Spiral Path Farm – How We Grow Transplants - Michael & Terra Brownback, Spiral Path Farm
10:30 Adjourn to Keynote Session

Snap Beans - Magnolia Room A
9:00 Scout’s Perspective - Luke McConnell, McConnells’ Agronomics; Jason Jones, Hanover Foods
9:45 Grower Insights - Donald Bergey, Furman Farms; Stephen Kistler, Kistler Farms; and Nathan Richard, Scattered Acres Farm
10:30 Adjourn to Keynote Session

Apps for Ag - Magnolia Room BCD
9:00 **Apps for Pest Management - Andrew Frankenfield, Penn State Extension
9:45 Is There a Drone (Unmanned Aircraft System) In Your Farms Future? - Craig Williams, Penn State Extension
10:30 Adjourn to Keynote Session

Tree Fruit - Nigerian Room
9:00 Invocation - Ed Weaver
9:05 President’s Address - Tim Weiser
9:15 *The MaluSim Apple Carbohydrate Model and its Use For Improving Consistency of Chemical Thinning - Dr. Alan Lakso, Cornell Univ. and Dr. Terence Robinson, Cornell Univ.
10:00 *Improving Branching of Apple Trees - Win Cowgill, Rutgers Cooperative Extension
10:30 Adjourn to Keynote Session
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**Keynote** - Nigerian and Trinidad Rooms
10:45 **Legislative Update**
11:00 **Keynote Presentation: Human Capital: Now, Tomorrow and the Next Generation** - Russell Redding, Delaware Valley College
11:45 **Crop Insurance Changes Under the New Farm Bill** - Brandon Willis, USDA-RMA
12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

**Tuesday Afternoon, January 27, 2015**

**CSA’s** - Empire Room ABC
1:30 **Cooperative Models - Partnering With Other Farms** - Heidi Secord, Josie Porter Farm
2:10 **Cooperative Models - Partnering With Other Farms** - John Good, Quiet Creek Farm
3:00 **Adding a CSA To Your Retail Farm Market** - Kurt Alstede, Alstede Farm
4:00 **Adjourn**

**Tomatoes** - Trinidad Room
1:30 * **Bacterial Spot of Tomato: Biology and Management** - Dr. Beth Gugino, Penn State Univ.
2:00 **Tomato Fertility** - Steve Bogash, Penn State Extension
2:45 **How Water Quality Effects Pesticide Efficacy** - Dr. Kerry Richards, Penn State Extension
3:30 **Tomato Grafting and Foliar Diseases in High Tunnels** - Judson Reid, Cornell Coop. Extension
4:00 **Grafting of Fruiting Vegetables: Progress and Challenges** - Dr. Frank Louws, North Carolina State Univ.
4:30 **Adjourn**

**Pollinators and Pollination** - Magnolia Room BCD
1:30 * **CPR - Pollinator Biology, Nutrition and Health** - Dr. Harland Patch, Penn State Univ.
2:00 **Pollinating High Bush Blueberry: Who Does It, and How Can Growers Improve It** - Dr. Rufus Isaacs, Michigan State Univ.
2:45 **IPM To Minimize Impacts on Pollinators in Tree Fruit** - Dr. David Biddinger, Penn State Univ.
3:30 **Cucurbit Pollinators, Pollination and IPM** - Dr. Shelby Fleischer, Penn State Univ.
4:00 **Government Conservation Programs for Pollinators** - James Gillis, USDA/NRCS; Mace Vaughan, Xerces Society
4:30 **Discussion** - Dr. Harland Patch, Penn State Univ.; Dr. Rufus Isaacs, Michigan State Univ.; Dr. David Biddinger, Penn State Univ.; Dr. Shelby Fleischer, Penn State Univ.; James Gillis, USDA/NRCS; Mace Vaughan, Xerces Society
5:00 **Adjourn**

**Drip Irrigation** - Crystal Room
1:30 **Pond Management** - Bryan Swistock, Penn State Extension
2:00 **Ag Management Strategies for Drip Irrigation** - John Melora, Lee Rain Inc
2:45 **Soil Moisture and Fertilizer Management** - George Hochmuth, Univ. of Florida
3:30 **Drip Irrigation Uniformity** - William Wolfram, Toro Ag
4:00 **Keeping Fertigation Units Running Properly** - Thomas Ford, Penn State Extension
4:30 **Adjourn**
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Organic Vegetables - Wild Rose Room
1:30 Nutrient Management in Organic Cropping System - John Spargo, Penn State Univ.
2:00 *New Insights on Weed Management Decision Making from Mental Models Research - Dr. Doug Doohan, Ohio Ag Research & Development Center
2:45 *Strategies For Weed Suppression and Improving Soil Fertility During Transition to Organic Vegetable Production - Dr. Doug Doohan, Ohio Ag Research & Development Center
3:30 *Evaluation of Organic Insecticides for Vegetable Production - Dr. Galen Dively, Univ. of Maryland
4:00 A Comparison of Organic Cucurbity Production Techniques - Plastic vs. Strip Tillage Field Preparation With and Without Row Cover - Jason Lilley and Dr. Elsa Sanchez, Penn State Univ.

Onions and Garlic – Magnolia Room A
1:30 Onion Varieties - Dr. Michael Orzolek, Penn State Univ. Emeritus
2:00 Garlic Fertility - Optimal Rates and Timing - Crystal Stewart, Cornell Univ.
2:45 *Bacterial Disease Management of Onions - Dr. Beth Gugino, Penn State Univ.
3:30 Sweet, Green and Overwintering Onion Varieties for Plasticulture & Bare Ground - Gordon Johnson, Univ. of Delaware

Labor/Farm Management - Cocoa Ballroom
1:30 Employee Management - Keith Dickinson, Farm Credit East
2:30 Income Tax Planning - Keith Dickinson, Farm Credit East
3:30 The New Farm Bill, Horticultural Crop Insurance and Noninsured Crop Disaster Assistance Program (NAP) - John Berry, Penn State Extension, Gene Gantz, RMA, and Rebecca Csutoras, Farm Service Agency

Tree Fruit - Nigerian Room
1:30 Automating Pruning—Pie in the Sky or Rubber meets the Road - Dr. Peter Hirst, Purdue Univ.
2:00 Pruning by the Numbers - Dr. Jim Schupp, Penn State Extension
2:30 Pruning Running Late—Time to Automate - Dr. Jayson Harper, Dr. Leland Glenna, Dr. Anouk Patel-Campillo, Penn State Univ.
3:00 From Loppers to Lasers—Labor-Saving Engineering Advances for Grapes and Apples - Dr. Johnny Park, Purdue Univ. and Tony Koselka, Vision Robotics
3:45 Computer-Assisted Pruning Demonstration - Mid-Atlantic Growers and Speakers

SHAP Business Meeting
MSHS Executive Committee Meeting - Cocoa Suite 2
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Wednesday Morning, January 28, 2015

**Marketing 101** - Trinidad Room
9:00  **Effective Market Signage** - Caleb Torrice, Tabora Farm and Orchard
9:40  **Market Curb Appeal** - Jennifer Brodsky, Kitchen Table Consultants
10:30 **Market Décor—Themes, Displays and Windows** - Brit Carlson, Ruie and Grace
11:10 **Market Layout** - Jennifer Brodsky, Kitchen Table Consultants
12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

**Sweet Corn** - Empire Room ABC
9:00  **Nutrient Management with Tissue Testing** - Steve Bogash, Penn State Extension
9:30  **Sweet Corn Varieties** - Blake Myers, Seigers Seed Co.
10:00 **Managing Weeds in No-Till Sweet Corn** - Steve Groff, Cedar Meadow Farm
10:45 **Managing Insects with Today's Options** - Dr. Galen Dively, Univ. of Maryland
11:30 **Understanding and Managing Sweet Corn Leaf Diseases** - Dr. Alyssa Collins, Penn State Univ.
12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

**Soil Health/Cover Crops** - Magnolia Room AB
9:00  **Nitrogen Release and Disease Suppressive Activity of Four Compost Amendments on Three Vegetable Farms** - Lori Hoagland, Purdue Univ.
9:30  **Living Mulch as an Alternative to Herbicides in Plasticulture Vegetables** - Judson Reid, Cornell Coop. Extension
10:00 **Solvita, Haney, Food Web, Cornell Soil Health Test. What are My Soil Health Test Options and What Will They Tell Me** - Charlie White, Penn State Extension
11:30 **Lessons Learned: Incorporating Cover Crops and Reduced Tillage on Our Farm** - Arthur King, Harvest Valley Farms
12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

**Small Fruit - Focus on Spotted Wing Drosophila** - Crystal Room
9:00  **Spotted Wing Drosophila in the Mid Atlantic: An Update** - Dr. David Biddinger, Penn State Univ.
9:30  **Experiences With a Fixed Sprayer System in High Tunnel Raspberries** - Dale Riggs, D. Riggs Consulting
10:00 **Progress Towards Managing Spotted Wing Drosophila on Blueberries** - Cesar Rodriguez-Soana, Rutgers Coop. Extension
10:45 **Chemical and Non-Chemical Approaches to Managing Spotted Wing Drosophila in Raspberry** - Dr. Rufus Isaacs, Michigan State Univ.
11:30 **Using Spotted Wing Drosophila Exclusion Netting in Blueberries** - Dale Riggs, D. Riggs Consulting
12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

**Greenhouse Ornamentals** - Wild Rose Room
9:00  **Getting Started Selling Perennials; These You Need to Have** - Sinclair Adam, Penn State Extension
9:30  **Pesticide Delivery Systems for Greenhouse Applications** - Thomas Ford, Penn State Extension
10:00 **Replacing Neonicotinoids in the Greenhouse** - Dr. Raymond Cloyd, Kansas State Univ.
10:45 **You’re Killing Your Own Plants: Greenhouse Sanitation Makes Better Plants** - Dr. Gary Moorman, Penn State Univ.
11:30 **Top Ten Ways to Save on Greenhouse Heating Costs** - Neil Mattson, Cornell Univ.
12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)
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**Wine Grapes** - Magnolia CD

9:00 **Key Factors to Consider for Vineyard/Winery Development in the Mid-Atlantic** - Joyce Rigby, Harrisburg Area Community College and Hauser Estate Winery

9:45 **Understanding, Assessing and Managing Freeze Injury in Grapevines** - Dr. Michela Centinari, Penn State Univ.


11:00 **Replanting: Challenges and Opportunities** - Dr. Gary Pavlis, Rutgers Univ.

11:30 **Sprayer Calibration: Protecting Your Crop and Your Bottom Line** - Dr. Kerry Richards, Penn State Univ.

12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

**Spanish** - Empire Room D

9:00 *Bayas y la Drosophila Ala Manchada* (Brambles and SWD) - Kathy Demchak & Tianna Dupont, Penn State Univ.

9:30 **Manejo Postcosecha de Bayas y Fresas** (Post-Harvest Handling of Berries) - Lee Stivers, Penn State Extension

10:00 **Mantenga la Seguridad de sus Cultivos- Use Buenas Prácticas Agrícolas y MIP** (Keep Your Crop Safe – Use Good Agricultural Practices and IPM) – Tianna Dupont and Maria Gorgo-Gourovitch, Penn State Extension

11:30 **Poda de Huertos de Manzano de Alta Densidad: Principios y una Demonstracion** (Pruning High Density Apple Orchards: Principles and a Demonstration) - Mario Miranda Sazo, Cornell Extension

12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

**Tree Fruit** - Nigerian Room

9:00 *How to Take Advantage of NEWA Weather and Pest Models** - Dr. Julie Carroll, Cornell Univ.

9:30 **Grower Usage of NEWA Systems** (panel) - Dr. Rob Crassweller, Penn State Univ. (moderator); Sam Boyer, Boyer Orchards; Ben Lerew, Lerew Orchards; Bruce Hollabaugh, Hollabaugh Brothers Fruit Farm

10:00 **Grower Funded Research an Industry Partnership** - Phil Baugher, SHAP Research Committee

10:10 **The Importance of Grower Funded Research for the Prosperity of the Industry** - Dr. Gary Thompson, Penn State Univ.

10:45 **Grower Innovations (panel)** - Bob Pollock, Penn State Extension (moderator); Evan and Nathan Milburn, Milburn Orchards, *use of dancing air machines*, Chuck Musser; *use of blue birds for insect control*; Brian Knouse, Knouse Fruitlands, *use of GPS*; Greg Heller, Heller Orchards *using the Munkoff Pluk-O-Trak*; John Saunders,Sanders Orchards, *irrigation systems*

11:30 **Apple Tree Water Use in Northeastern Climates and an Online Water Balance System** - Dr. Alan Lakso, Cornell Univ., Danilo Dragoni, Nevada Dept. of Env. Protection and Dr. Terence Robinson, Cornell Univ.

12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)
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**Wednesday Afternoon, January 28, 2015**

**Peaches** - Trinidad Room
1:30  **Peach Cultivars for the New Age - The Ernie Christ Lecture** - Dr. Bill Shane, Michigan State Univ.
2:15  **Peaches: Trends and Opportunities** - Eric Gaarde, Gaarde FoodSource
2:45  **Peach Rootstock Trials** - Dr. Jim Schupp, Penn State Univ.
3:15  **Peach and Nectarine Varieties I Love and Those I Should Never Have Planted** (panel)  
        Jerry Frecon (moderator); Robert Fralinger, Fralinger Farms; Henry Chiles, Crown Orchard Co; Gene Kingsbury, Kingsbury Orchards; Dwight Mickey, Shatzer Orchards
4:00  **Adjourn**

**Sweet Corn** - Empire Room ABC
1:30  **No-Till Sweet Corn Through the Season** - Andrew Frankenfield, Penn State Extension
2:00  **Organic Sweet Corn Without the Worms: It Can Be Done!** - James Crawford, Pearl Wetterall and Jennifer Glenister, New Morning Farm
2:45  **Management of Wildlife Issues** - Matt Rice, USDA-APHIS Wildlife Services
3:30  **Wholesaling Sweet Corn: Do's and Don'ts** - Rick Stauffer and William Saussaman, Seminole Produce
4:00  **Health Effect of Pesticides: Get the Facts** - Emelie Swackhamer, Penn State Extension
4:30  **Adjourn**

**Agritainment** - Crystal Room
1:30  **How To Grow Your Agritainment Business** - John Hill, Hill Ridge Farm
2:45  **Growing Your Agritainment Business—What Works?** - Eric Voll, Soergel’s Orchards
3:30  **Safety First** - To Be Announced, Penna. Department of Agriculture
3:45  **Braggs and Blunders — What Worked and What Didn’t** - Audience
4:30  **Adjourn**

**General Vegetables** - Magnolia Room AB
1:30  **Risk Management of 2 4-D and Dicamba Tolerant Soybeans** - Dr. Doug Doohan, Ohio Ag Research & Development Center
2:00  **2014 Broccoli Variety Trial Results** - Dr. Elsa Sanchez, Dr. William Lamont Jr, Robert Pollock, Lee Stivers, Steve Bogash and Thomas Butzler, Penn State
2:45  **How We Grow Celery and Greenhouse Greens at Twin Springs Farm** - Thomas Childs, Twin Springs Fruit Farm
3:30  **Soil Nutrient Problems and Resolutions** - George Hochmuth, Univ. of Florida
4:00  **Field Greens and Salad Mix Production at the Dickinson College Farm** - Matthew Steinman, Dickinson College Farm
4:30  **Adjourn**

**Greenhouse Ornamentals** - Wild Rose Room
1:30  **How To Best Manage Fungus Gnats** - Dr. Raymond Cloyd, Kansas State Univ.
2:00  **Best of Penn State Flower Trials** - Sinclair Adam, Penn State Extension
2:45  **Efficient Feeding: Going Beyond 20-20-20** - Krystal Snyder, JR Peters Co.
3:30  **Minimizing Phytotoxicity in the Greenhouse** - Thomas Ford, Penn State Extension
4:00  **Stayin’ Alive: Strategies To Improve Plant Retail Shelf Life** - Neil Mattson, Cornell Univ.
4:30  **Adjourn**
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**Wine Grapes** - Magnolia Room CD

1:30 **Recommended and Promising Varieties for the Mid-Atlantic** - Dr. Joseph Fiola, Univ. of Maryland Extension

2:15 * **Spotted Lanternfly and its Pest Potential to the Grape Industry** - Dr. Mike Saunders, Penn State Univ.


3:30 **Wine Marketing & Promotion Strategies for the Mid-Atlantic Region** - Abigail Miller, Penn State Univ.

4:30 **Adjourn**

**Spanish** - Empire Room D

1:30 **Nuevas Tecnologías para Trabajar Inteligentemente y No Tan Fuerte** (New Technologies to Work Smarter Not Harder) - Mario Miranda Sazo, Cornell Extension

2:15 **Uso de Presupuestos para Evaluar Empresas Agrícolas** (Using Budgets to Analyze Agricultural Enterprises) - Miguel Savioff, Penn State Extension

3:10 **El Impacto de la Calidad del Agua en el Desempeño del Pesticida: El pequeño Factor que hace la Gran Diferencia** (The Impact of Water Quality on Pesticide Performance: The Little Factor that Makes a Big Difference) - Hector Nunez-Contreras, Penn State Extension

4:05 **Evaluación** (Survey)

4:15 **Sesión termine** (Adjourn)

**Tree Fruit** - Nigerian Room

1:30 * **Revisiting Control Options for Internal Worms** - Dr. Greg Krawczyk, Penn State Univ.

2:00 **U.S. Apple Assoc & PA Apple Marketing Board Updates** - Jim Bair, US Apple Association, Julie Bancroft, PA Apple Marketing Program

2:30 **Apple Flower Development - Busting the Myths** - Dr. Peter Hirst, Purdue Univ.

3:00 * **Wooly Apple Aphid Outbreaks in Relation to Stink Bug Management** - Dr. Chris Bergh, Virginia Tech Univ.

3:45 **Progress on a Low Cost Harvest Assist Device** - Dr. Paul Heinemann, Penn State Univ.

4:15 **Adjourn**

4:30 **MSHS Business Meeting** - Tower 2 (all members are encouraged to attend)

**Thursday Morning, January 29, 2015**

**Risk Management in On-Farm Direct Marketing** - Crystal Room

9:00 **Direct Marketing - Is It Right For You, Doing a Self Assessment** - Stephen Komar, Rutgers Cooperative Extension

9:30 **Considerations for Selecting and Training Employees to Improve Safety for Direct Marketing** - Michelle Infante-Casella, Rutgers Co-op Extension

10:00 **Assessing Farm Safety When Inviting the Public on Your Property** - William Bamka, Rutgers Cooperative Extension

10:45 **Right To Farm, Deed of Easement and Other Regulations that Impact Direct Marketing** - Brian Schilling, Rutgers Cooperative Extension

11:30 **Food Aspects for Direct Marketing** - Meredith Melendez, Rutgers Cooperative Extension

12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

**Vine Crops** - Empire Room ABC

9:00 * **Monitoring for Squash Vine Borer, An Unseen Plant Killer** - George Hamilton, Univ. of New Hampshire Coop. Extension

9:30 * **Bacterial Diseases in Vine Crops - Is There Any Hope?** - Dr. Beth Gugino, Penn State Univ.

10:00 * **Watermelon Insect Management Update** - Joanne Whalen, Univ. of Delaware

10:45 **Lighting the Way With 'Sunlight', 'Moonlight' and Other New Cucurbit Varieties on the Horizon** - Dr. Brent Loy, Univ. of New Hampshire Emeritus

11:30 **Using a Plasticulture System to Grow Cucurbits** - Dr. Michael Orzolek, Penn State Univ. Emeritus

12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)


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**High Tunnels** - Magnolia Room BCD

9:00   **Winter Production in High Tunnels** - Judson Reid, Cornell Coop. Extension
9:30   **Mechanization of Ventilation in High Tunnels** - Steve Bogash, Penn State Extension
10:00  **Cover Crops for High Tunnels** - Dr. Lewis Jett, West Virginia Univ.
10:45  **Effect of Compost Application Rates on High Tunnel Tomatoes** - Dr. Mark Hutton, Univ. of Maine
11:30  **Top 10 Reasons Not to Grow in High Tunnels** - Judson Reid, Cornell Coop. Extension
12:00  **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

**Post Harvest** - Empire Room D

9:00  **Cooling Methods and Impact of Delays to Cool** - Marita Cantwell, Univ. of California at Davis
9:30  **Northeast Garlic Post Harvest Trial Results - Heat Curing, Topping vs. Washing** - Crystal Stewart, Cornell Univ.
10:00 **Postharvest Handling of Vegetables to Ensure Quality and Safety** - Marita Cantwell, Univ. of California at Davis
10:45 **Practical Food Safety Strategies for the Pack House** - Rebecca Munro, The Seed Farm and Andy Andrews, Pennypack Farm & Education Center
11:30 **New York Farmers Added Cooling Technology Improving Quality and Fostering Economic Development** - Elizabeth Claypoole, Cornell Extension
12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

**Potatoes** - Wild Rose Room

9:30  **Varieties That Look Promising** - Michael Peck, Penn State Univ.
10:00 **Update on Management of Potato Diseases** - Dr. Steven Johnson, Univ. of Maine Cooperative Extension
10:45 **Health Benefits of Colored Potato Chips** - Dr. Jairam Vanamala, Penn State Univ.
11:30 **Update on Insect Management in Potatoes** - Dr. Thomas Kuhar, Virginia Tech
12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

**Small Fruit** - Cocoa Suite 1

9:00  **What’s New in Blueberry Weed Control** - Dr. Eric Hanson, Michigan State Univ.
9:30  **How We Grow and Market Strawberries and Raspberries at Strawberry Tyme Farms** - John Cooper, Strawberry Tyme Farms
10:00 **Recycling Horticultural Films: Handling and Marketing** - Dr. Lois Levitan, Cornell Univ.
10:45 **Low Tunnels for Strawberries: What Works and What Doesn’t** - David Pike, Farm to You Market; Eric Menard, Dubois Agrinovation and Kathleen Demchak, Penn State Univ.
11:30 **Proper Postharvest Handling of Berries** - Lee Stivers, Penn State Extension
12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

**Tree Fruit** - Nigerian Room

9:00  **How Do We Adjust Spraying Different Size Trees** - Panel: Dean Polk, Rutgers Univ. (moderator); Gary Mount, New Jersey; J. D. Rinehart, Maryland; and Chris Baugher, Pennsylvania
9:45  **Worker Protection Standards** - Jim Harvey, Penn State Univ.
10:15 **Best Management Practices to Minimize Bitter Pit in Honeycrisp** - Dr. Tara Baugher, Dr. Rich Marini, Dr. Jim Schupp, Lynn Kime, Penn State Univ.
10:45 **Performance of New Fire Blight Resistant Pears** - Dr. Bill Shane, Michigan State Univ.
11:15 **The 2014 Fire Blight Epidemic: Mayhem, Mystery, Myths and Management** - Dr. Kari Peter, Penn State Univ.
12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)
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* before a topic indicates the topic is expected to qualify for a category pesticide applicator license update credit.
** before a topic indicates the topic is expected to qualify for a core pesticide applicator license update credit.

**Peaches** - Trinidad Room
9:00 **Protective Clothing – Dress for Success in Protecting Yourself** - Dr. Kerry Richards, Penn State Extension
9:30 **How We Put the Woot in Froot?** - Kim Gaarde, Fruit Dynamics
10:00 **Rise in Secondary Pests in Peaches** - Dean Polk, Rutgers Cooperative Extension
10:45 *Observations in the Field of Bacterial Spot on Stone Fruits* - Mark Shannon, Shannon Farm Services, Inc.
11:00 *Bringing IPM Back to Peaches in the Face of BMSB* - Dr. Ann Nielsen, Rutgers Univ.
11:30 **What the Industry Learned about Listeria Outbreak** - Dr. Steve Knabel, Penn State Univ.
12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

**Thursday Afternoon, January 29, 2015**
**Social Media** - Trinidad Room
1:30 **How To Integrate Social Media Into Your Marketing Strategy** - Sarah Lanphier, Nuts About Granola
2:00 **Social Service - Using Social Media for Customer Service** - Sarah Cornelisse, Penn State Univ.
2:45 **Helping Customers "Find" You** - Shannon Dill, Univ. of Maryland Extension
3:30 **Farming Followers** - Julie Bancroft, PA Apple Marketing Board
4:00 **Tricks of the Trade** - Shannon Dill, Univ. of Maryland Extension
4:30 Adjourn

**Pumpkins** - Empire Room ABC
1:30 **We Make Pumpkins Fly Through the Air, Ag-Entertainment** - George Hamilton, Univ. of New Hampshire Coop. Extension
2:00 *Effectively Managing the Mildews* - Dr. Beth Gugino, Penn State Univ.
2:45 *Early Season Virus Infections in Pumpkins* - Dr. Gerald Brust, Univ. of Maryland Extension
3:30 **Health Effects of Pesticides, Get the Facts and Put Them to Use** - Lee Stivers, Penn State Extension
4:00 *Squash Bug Update* - James Wilson, Virginia Tech
4:30 Adjourn

**High Tunnels** - Magnolia Room BCD
1:30 *Insect Control in High Tunnels* - Dr. Gerald Brust, Univ. of Maryland Extension
2:00 *Disease Management in High Tunnels* - Thomas Ford, Penn State Extension
2:45 **Variety Evaluation of Kale, Parsley and Legumes** - Dr. Lewis Jett, West Virginia Univ.
3:30 **Who are the High Tunnel Growers in Philadelphia?** - Thomas McCann, Penn State Extension
4:00 Adjourn

**Tough To Manage Weeds** - Crystal Room
1:30 *Identifying Problem Weeds* - Dwight Lingenfelter and Andrew Frankenfield, Penn State Univ.
2:00 *Palmer Amaranth - One Weed You Really Need to Know* - Dwight Lingenfelter and Andrew Frankenfield, Penn State Univ.
2:30 *Sweet Corn and Cucurbit Weed Control Programs with Q & A* - Dwight Lingenfelter and Andrew Frankenfield, Penn State Univ.
3:15 **Applying Herbicides, Avoiding Drift and Calibrating Herbicide Sprayers** - Thomas Ford, Penn State Extension
3:45 Adjourn
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**New Equipment** - Empire Room D
1:30  **We Built a New Hydroponic System** - Thomas Childs, Twin Springs Farm
2:00  **Simple Wash Station Efficiency Tips** - David Hambleton, Sisters Hill Farm
2:45  **FARMDATA Record Keeping System** - Matthew Steinman, Dickinson College Farm
3:30  **Update on LED’s, Is It Time To Jump In?** - Neil Mattson, Cornell Univ.
4:30  Adjourn

**Potatoes** - Wild Rose Room
1:30  **Weed Control Strategies for Potatoes** - Sudeep Mathew, Univ. of Maryland Extension
2:00  **Fertility Management for Potatoes** - Dr. Steven Johnson, Univ. of Maine Coop. Extension
2:45  **USDA Breeding Program for Potatoes** - Dr. Kathleen Haynes, USDA/ARS
3:30  **Report From the US Potato Board and Input for Next Strategic Plan** - Blair Richardson, US Potato Board
4:30  Adjourn

**Small Fruit** - Cocoa Suite 1
1:30  **What the Winter of 2013/2014 Taught Us About Floating Row Covers** - Dr. Michael Newell, Wye Research & Education Center
2:00  **Integrated Management of Major Diseases on Brambles** - Dr. Mahfuzur Rahman, West Virginia Extension
2:45  **Pollinators and Pesticides** - Ryan Reynolds, Penn State Univ.
3:30  **Food Safety Considerations When Using Irrigation in Strawberries** - Kathleen Demchak, Penn State Univ.
4:30  Adjourn

**Tree Fruit** - Nigerian Room
1:30  **Sprayers 101 – Are You Hitting the Target** - Dr. Kerry Richards, Penn State Univ.
2:00  **Using Social Media to Tell Your Story** - YGA Panel; Carla Snyder, Penn State Extension (moderator); Ben Kishbaugh, Big Hill Ciderworks; Ashlee Dugan, Broad Street Market; Tyler Butler, Butler Orchards
2:45  **Early Results of Asian Pear Cultivar Plantings** - Dr. Rob Crassweller, Penn State Univ.
3:15  **Determining Harvest Maturity of Asian Pears** - Win Cowgill, Rutgers Cooperative Extension
3:30  Adjourn