



2024
MID-ATLANTIC
fruit & vegetable convention
JANUARY 30-FEBRUARY 1, 2024
 HERSHEY LODGE
 Hershey, Pennsylvania
 www.mafvc.org

Pre-Convention Workshop
Maximizing Productivity: Strawberry Production
January 29, 2024

\$80 - includes lunch
9:00 am - 4:30 pm

Strawberry production A-Z will be covered, starting with factors to consider before planting such as soil health and site preparation, production systems including matted-row, plasticulture, and indoor production, fertility, varieties, and insect, disease and weed management. Marvin Pritts from Cornell University, and David Handley from the University of Maine will be the presenters.

9:00 **Welcome, introduction to workshop** - Marvin Pritts and David Handley
 9:10 **Understanding the Strawberry Plant** - Marvin Pritts or David Handley
 9:30 **Factors to consider before planting (labor, local climate, site, how you want to market)** - Marvin Pritts or David Handley
 10:00 **Soil health, site preparation, crop rotations** - Marvin Pritts
 10:30 **Break**
 10:45 **Fertility and nutrient management** - Marvin Pritts
 11:15 **Varieties: Cool climate performance** - David Handley
 11:35 **Varieties: Warm climate performance** - Jayesh Samtani
 11:55 **Open discussion on morning topics**
 12:05 **Lunch**
 1:00 **Matted row production and variants, including weed mgt** - David Handley
 1:50 **Plasticulture and variants: Zones 6 and Cooler** - Marvin Pritts
 2:15 **Plasticulture and variants: Zones 7 and Warmer** - Jayesh Samtani
 2:40 **Break**
 2:50 ***Insect and Disease Mgt** - David Handley
 3:50 **Alternative systems (greenhouse, substrate production)** - Marvin Pritts
 4:20 **Open discussion on afternoon topics**
 4:30 **Adjourn**

Presented by the North American Strawberry Growers Association.

Pre-registration is required.
 Register with the group of your choice [here](#).
 For information call 717-973-5915