

**2nd Annual
Virginia Berry
Production and Marketing
Conference**

**Thursday, March 26, 2009
9:00 am – 4:30 pm**

This conference is designed to assist experienced and new growers in learning about production and marketing of berries.



**Virginia State University
School of Agriculture
L. Douglas Wilder Building
Petersburg, VA**
Science.....Service....Solutions



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Program Agenda

Registration Fee is \$10.00

- 9:00 – 9:05 Opening Remarks
Dr. Jewel E. Hairston
Associate Administrator for Programs
Cooperative Extension
Virginia State University
- 9:05 – 9:40 Growing Strawberries in Virginia - Challenges and Opportunities
Dr. Allen Straw
Small Fruit Extension Specialist
Virginia Tech.
- 9:45–10:20 High Tunnel Raspberry Production - Challenges and Opportunities
Ms. Kathy Demchak
Pennsylvania State University
- 10:35 – 10:45 Break.
- 10:45 – 11:20 Blackberry Research and Extension Experience in
North Carolina
Dr. Gina Fernandez
Extension Specialist
North Carolina State University
- 11:25 – 12:00 Growing Blueberries - Challenges and Opportunities
Dr. Gary Pavlis
Cooperative Extension
Rutgers University
- 12:00–12:30 New Blueberry, Strawberry and Raspberry Cultivars
Dr. Jim Ballington
Department of Horticultural Science
North Carolina State University
- 12:30 – 2:00 Lunch and Grower Panel Discussion
Mrs. Shirley Kline, Happy Valley Berry Farm, NJ
Mr. Chuck Gyer, Berry Grower, Westmoreland Farm, VA
Mr. Clyde Goode, Blueberry Grower, VA
Mr. Tom Baker, Brookdale Farm, VA
- 2:10– 2:45 Berry Disease Management
Dr. Mike Ellis
Ohio State University
- 2:50 – 3:25 Berry Insect Management
Dr. Hannah Joy Burrack
North Carolina State University
- 3:30 – 4:30 High Tunnel Raspberry Tour at VSU
Randolph Farm (optional)

About Our Speakers

Dr. Allen Straw is an Extension specialist with Virginia Cooperative Extension in Glade Springs, Virginia. Recently he has offered an intensive course on plasticulture strawberry production, an area he has researched intensely over the years. He educates both new and experienced commercial farmers throughout the state.

Kathleen Demchak is a senior Extension Associate in the Department of Horticulture at Penn State University. Her current research projects include work with strawberry plasticulture, high tunnel production of brambles and strawberry, day-neutral strawberry and cultivar trials.

Dr. Gina Fernandez is an associate professor in the Department of Horticultural Science at North Carolina State University. She teaches the Small Fruit Production class every other spring. Dr. Fernandez's research activities focus primarily on season extension and breeding of blackberries and raspberries. High tunnels and row covers are used to manipulate the harvest season of both raspberries and blackberries. The focus of the breeding program is the development of raspberries for the southern U.S. She and Jim Ballington released 'Nantahala' red raspberry in 2007. 'Nantahala' is the first raspberry to be released from the current breeding program.

Dr. Gary Pavlis is an Atlantic County Agricultural Agent with Rutgers University Cooperative Extension. His research has changed the way commercial blueberries are fertilized. His introduction of trickle fertilization has resulted in higher yields and better blueberries for his growers. He also publishes a weekly newsletter called the "Blueberry Bulletin" which is geared towards commercial blueberry growers. This newsletter gives up-to-date information on marketing, disease, and many other topics crucial to commercial growers.

Dr. James Ballington is a professor in the Department of Horticultural Science at North Carolina State University. His research has dealt with breeding and developing blueberry, raspberry and strawberry cultivars. Currently he is testing high tunnel strawberry production in North Carolina as a winter crop. So far, he has been successful. His future plans are to improve the quality of the berries.

Shirley Kline was formerly an Extension Agent with Cornell Cooperative Extension, and an international consultant in Honduras, El Salvador, Nicaragua, Guatemala, Bolivia, Haiti, Moldova, Mexico. Since 1997, she has owned and operated Happy Valley Berry Farm, using a combination of greenhouses, high tunnels, and outdoor production to produce bramble crops nearly year round. With the greenhouses and high tunnels, she is able to produce quality raspberries with a long shelf life. Shirley also produces hanging strawberry baskets for springtime sales. She uses a variety of marketing channels.

Chuck Gyer and his wife Ann began operating Westmoreland Berry Farm in Oak Grove, Virginia in 1983. On their farm visitors can pick strawberries, blackberries, red raspberries, blueberries, cherries, and a variety of fruits and berries. They can also shop for fresh picked produce. The Gyers also participate in local Virginia Farmer's markets and even sell several types of preserves online.

Clyde Goode is a veteran blueberry grower with 24 years of experience. He and his wife Kathryn and their three children operate the Swift Creek Berry Farm and Greenhouse in Chesterfield County, Virginia. They grow rabbiteye blueberries. Most of their blueberry production is sold to U-Pick customers visiting the farm. In addition to this, they also manage a fruit and vegetable stand at their farm. Also, the Goode family manages a greenhouse operation, where they produce bedding plants and hanging baskets.

Dr. Mike Ellis previously held a position at the University of Puerto Rico where he taught introductory Plant Pathology and conducted seed pathology research on grain legumes, such as beans, pigeon peas, cow peas and soybeans. Mike left Puerto Rico and accepted his current position as fruit pathologist at The Ohio State University in 1979. At Ohio State, he conducts research on the epidemiology and control of fruit crop diseases. He also works very closely with fruit growers and other people in the fruit industry to deliver up-to-date information on disease management for fruit crops.

Dr. Hannah Burrack is an Assistant Professor and Extension Specialist in the Department of Entomology at North Carolina State University. Her research and extension programs address questions of applied insect ecology in small fruits, specialty crops, and tobacco. She is currently studying the seasonal biology and management of two spotted spider mites in strawberries, thrips in blackberries, and behavior and host choice of the tobacco splitworm. Upcoming projects will study fruitworms and pollination biology in blueberries.

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2nd Annual Virginia Berry Production and Marketing Conference**

Saturday, March 26, 2009

Please print clearly

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Address.....

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City..... StateZip

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**Conference Fee: \$10:00 per person includes lunch and
Conference materials**

**Make check or money order payable to Virginia State
University**

**Please mail this registration form and payment by
March 20 to:**

Virginia State University

Attention: Dr. Rafie

P.O. Box 9081

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If you are a person with disability, please contact this office ten (10) days prior to the
activity to arrange accommodations.

Local Hotel Information

Holiday Inn Express
12001 South Carter Road
Petersburg, VA 23806
804-732-2000

Holiday Inn Express
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Chester, VA 23831
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