

VIRGINIA GROWN CONFERENCE AND TRADE SHOW
SHERATON WEST, RICHMOND, VA
JANUARY 27 – 29, 2003
Concurrent Meeting Program

Monday, January 27, 2003

Concurrent Session 1 - Good Agricultural Practices (GAPs) and Cucurbit Production Workshops

- 8:30 a.m. "Good Agricultural Practices (GAPs) Workshop for Fruit & Vegetable Growers"
Presenters: Dr. Rob Williams, Dept of Food Science, Virginia Tech,
Dr. Tony Bratsch, Dept. Horticulture, Virginia Tech, Regina Prunty, VCE, Horticulture, King
George County, Tom Smith, VDACS
- 12:00 p.m. LUNCH
- 1:00 p.m. Pest Management Topics:
- "An Overview and Identification of Key Problem Insects in Cucurbits", Tom Kuhar and Jack
Speese, Dept. of Entomology, Virginia Tech, Eastern Shore AREC
- "Efficacy of Materials and Management of Key Insects", Tom Kuhar and Jack Speese, Dept. of
Entomology, Virginia Tech, Eastern Shore AREC
- "An Overview and Identification of Key Cucurbit Diseases", Christine Waldenmaier, Virginia
Tech, Eastern Shore AREC
- "Efficacy of Disease Control Materials and Management Strategies", Christine Waldenmaier,
Virginia Tech Eastern Shore AREC
- "Weed Control Options for Cucurbits", Kevin Bradley, Cory Whaley, and Henry Wilson, Virginia
Tech, Eastern Shore AREC
- 3:15 p.m. BREAK
- 3:30 p.m. Selected Production Topics:
- "Cantaloupe: Variety Options", Herman Hohlt, Eastern Shore AREC
- "No-till Pumpkin Production: Do's and Don'ts", Ron Morse, Dept. of Horticulture, Virginia Tech
- "Best Pumpkin and Gourd Varieties", Ron Morse, Dept. of Horticulture, Virginia Tech

Concurrent Session 2 – Virginia/West Virginia State Horticultural Societies

- 1:00 p.m. Welcome: George Behling, 1st Vice President, WVSHS
- 1:10 p.m. Opening: Governor Mark Warner
- 1:30 p.m. "Replant Site Renovation", Dr. John Halbrendt, Penn State University
- 2:00 p.m. Show & Tell, John Miller, Moderator
- 2:15 p.m. "Fireblight Management in the 21st Century", Dr. Jay Norelli, USDA - Appalachian Research Station
- 2:45 p.m. Show & Tell
- 3:00 p.m. "Where Does My Company Fit?", Ag-related Industry Panel:
- "The Changing Equipment Industry in Agriculture," Douglas Rinker, President, Winchester
Equipment Company
- "How a Changing Fruit Industry Affects Valley Farm Credit", Robert Carpenter, President,
Valley Farm Credit
- "Evolution of the Crop Protection Industry", John Clawson, District Sales Manager,
E.I. DuPont Crop Protection
- 4:00 p.m. Show & Tell
- 4:15 p.m. "Worker Protection Update", Don Delorme, Investigator, Virginia Department of Agriculture
- 4:45 p.m. Show & Tell
- 5:00 p.m. Annual Meetings – Horticultural Societies

Tuesday, January 28, 2003

Concurrent Session 1 - Vegetable Production General Session

- 8:50 a.m. Welcome, Vegetable Production General Session, Tony Bratsch, Dept. of Horticulture,
Virginia Tech
- 9:00 a.m. "What's New in Plasticulture Technology for Vegetable Crops", Bill Lamont, Dept. of Horticulture,
Penn State University
- 9:40 a.m. "Dealing With Drought: Irrigating Efficiently and Effectively", Brian Benham, Dept. Biological
Systems Engineering, Virginia Tech
- 10:15 a.m. BREAK

10:45 a.m. "High Tunnels for Vegetable Crops", Bill Lamont, Dept. of Horticulture, Penn State University
 11:25 a.m. "Consider Your Water Source and Quality for Irrigation", Norris Powell, Virginia Tech, Tidewater AREC
 12:00 p.m. LUNCH
 1:30 p.m. "New Jersey Specialty Crops Research Program Overview", Bill Sciarappa, Rutgers Cooperative Extension
 2:10 p.m. "Promises and Problems for Marketing Ethnic Crops in Virginia", Greg Welbuam, Dept. of Horticulture, Virginia Tech
 2:50 p.m. BREAK
 3:00 p.m. "Specialty Crops Research at Virginia Tech", Tony Bratsch, Dept. Horticulture, Virginia Tech
 3:45 p.m. "Certified Organic Production and Marketing, the New Realities", Andy Hankins, Virginia State University
 6:00 p.m. RECEPTION – Exhibit Hall (admission by ticket)

Concurrent Session 2 – Virginia/West Virginia State Horticultural Societies

8:25 a.m. Opening & Announcements: Orville Smoot, Vice President, VSHS
 8:30 a.m. "Fire Blight Infections on Apple Rootstalks", Dr. Jay Norelli, USDA - Appalachian Research Station
 9:00 a.m. Show & Tell
 9:15 a.m. Entomology Panel: "Internal Worms – Monitoring/Chemical Control"
 - Speaker 1: Doug Pfeiffer, "FOPA update and implications" (9:15)
 - Speaker 2: Jim Walgenbach "The fit of new chemistries and efficacy data for OFM and CM" (9:30)
 - Speaker 3: Chris Bergh "Getting the most bang for your buck: The increasing importance of spray timing" (9:45)
 - Questions and answers from 10:00-10:15
 10:15 a.m. Show & Tell
 10:30 a.m. "The History of 1-MCP Development and Potential Future Uses in Fruit Crops", Dr. Sylvia Blankenship, University of North Carolina
 11:00 a.m. Show & Tell
 11:15 a.m. "How to Grow Large Peaches", Dr. Rich Marini, Virginia Tech University
 12:00 p.m. LUNCH
 1:25 p.m. Announcements: Stephen Miller, President, WVSHS
 1:30 p.m. "Plum Pox Update", Dr. John Halbrendt, Penn State University
 2:00 p.m. Show & Tell
 2:15 p.m. "Considerations for the use of SmartFresh (1-MCP) for apple quality maintenance", Dr. Sylvia Blankenship, University of North Carolina
 2:45 p.m. Show & Tell
 3:00 p.m. "Pruning to Reduce Thinning and Improve Fruit Size", Dr. Rich Marini, Virginia Tech University
 3:30 p.m. Show & Tell
 3:45 p.m. Entomology Panel: "Internal Worms: Behavioral Manipulation/RAMP Project"
 - Speaker 1: Doug Pfeiffer "Brief history of mating disruption in tree fruit systems and Mating disruption options for CM/OFM" (3:45)
 - Speaker 2: Jim Walgenbach/Henry Hogmire "Non-OP alternatives for management of codling moth and oriental fruit moth: First year RAMP project results in NC and WV" (4:05)
 - Speaker 3: David Cosby "2002 National Fruit mating disruption results" (4:25)
 - Speaker 4: Tracy Leskey "Behaviorally-based strategies for monitoring and management of plum curculio" (4:35)
 - Questions and answers from 4:50-5:00
 5:00 p.m. Reports from:
 - "What is The National Tree Fruit Technology Roadmap?" Nancy Foster, President, USApple and Phil Baugher, Chairman, USApple Research Committee
 - Phil Glaize, Virginia Apple Growers Association
 - "What does YOUR Business need? A discussion of what each and every apple business in Virginia needs to survive these tough times", Diane Kearns, Virginia Apple Board
 6:00 p.m. RECEPTION – Exhibit Hall (admission by ticket)

Concurrent Session 3 – Small Fruit General Session

8:45 a.m. Welcome, and the New VA Small Fruit and Specialty Crop Growers Association, Dean Vidal, Association Chair
 9:00 a.m. "Tips for Successful Primocane Raspberry Production", Charlie O'Dell, Virginia Tech

- 9:40 a.m. *"The Bramble and Strawberry Industry – where are they moving"*, Harry Swartz, Dept. NRSL, University of Maryland
- 10:15 a.m. BREAK
- 10:30 a.m. *"Organic Blueberry Production- New Approaches"*, Bill Sciarappa, Rutgers University
- 11:00 a.m. Small Fruit Growers Organizational Meeting, Dean Vidal, Association Chair
- 12:00 p.m. LUNCH
- 1:15 p.m. *"Disease Management Strategies for Strawberries, Blueberries and Brambles"*, Joel Shuman, Dept. of Horticulture, Virginia Tech
- 2:00 p.m. *"IPM for Key Insect Pests in Small Fruit"*, Doug Pfeiffer, Dept. of Entomology, Virginia Tech
- 2:45 p.m. BREAK
- 3:00 p.m. *"Weed Control Options for Small Fruit Growers"*, Jeff Derr, Virginia Tech, Hampton Roads AREC
- 3:30 p.m. *Growers / Research Roundtable Discussion*, Dean Vidal, Moderator
- 6:00 p.m. RECEPTION – Exhibit Hall (admission by ticket)

Concurrent Session 4 – Farmers Direct Marketing Association

- 8:30 a.m. Direct Marketing 101 – What Does It Take To Be a Successful Direct Marketer?
- *"Business/Marketing Plan"*, Dr. Charlie Coale, Department of Agricultural & Applied Economics, Virginia Tech
- *"Salesmanship/Product Knowledge"*, Ann Geyer, Westmoreland Berry Farm & Orchard, Oak Grove
- *"Location/Other Draws"*, Leonard Bergey, Bergey's Dairy Farm, Chesapeake
- 10:30 p.m. Value-Added – What You Need to Know Do It Yourself
- *"Food Inspection/Food Safety"*, Pam Miles, Regional Supervisor, Food Safety Program, Office of Dairy & Foods, Virginia Department of Agriculture
- *"Package Labeling and Method of Sale Requirements"*, G. Weston Diggs, Program Supervisor, Weights and Measures, Virginia Department of Agriculture
- *"Co-Packing – Let Someone Else Do the Hard Stuff,"* Speaker to be determined
- 12:00 p.m. LUNCH
- 1:30 p.m. *"The Importance of Communications for the Direct-Marketing Agricultural/Horticultural Operations"*, Jeff Ishee, "On the Farm" Radio
- 2:30 p.m. *"Keeping Customers – Customer Service"*, Jimmy Graves, Graves' Mountain Lodge, Syria
- 3:30 p.m. *"Liability Insurance – Can You Afford to Take the Risk? Can You Afford Not To?"*, Jesse Richardson, Assistant Professor, Urban Affairs & Planning, Virginia Tech
- 6:00 p.m. RECEPTION – Exhibit Hall (admission by ticket)

Wednesday, January 29, 2003

Concurrent Session - Small Fruits and Specialty Crops Association, Farmers Direct Marketing Association and the Virginia/West Virginia State Horticultural Societies

- 7:30 a.m. Buffet Breakfast (admission by ticket)
- 8:25 a.m. Opening & Announcements: John Marker, President, VSHS
- 8:30 a.m. *"The Industry and the College, our Future Together"*, Dr. Andy Swiger, Dean, College of Agriculture & Life Sciences, Virginia Tech
"The Industry and VDACS, our Future Together", J. Carlton Courter, III, Virginia Commissioner of Agriculture
- 9:30 a.m. *"Agricultural Labor – A Perspective from Both Sides of the Fence"*, Lynette Wills, Private Labor Consultant
- 10:00 a.m. *"From the Field to Market – Family Style"*, The Henry Chiles Family, Crown Orchard, Batesville, VA
- 11:00 a.m. *"Can You Hear Me Now? What Supermarkets Want"*, Lee Arthur, UKROPS, Richmond, VA