

# 6<sup>th</sup> Annual Virginia Berry Production and Marketing Conference



**Berry Trends**



**Gateway Dining Hall  
Virginia State University  
Petersburg, VA 23806**

**March 14, 2013**

**8:00 am – 4:30 pm**

***\*\$15.00 per person registration fee\****

**Virginia  
Cooperative Extension**

A partnership of Virginia Tech and Virginia State University [www.ext.vt.edu](http://www.ext.vt.edu)



Virginia State University  
Cooperative Extension Program  
P.O. Box 9081  
Petersburg, VA 23806

## About Our Speakers

**Dr. Penelope Perkins-Veazie** – Is a professor at North Carolina State University, located at the Plants for Human Health Institute. Dr. Perkins-Veazie formerly worked for USDA-ARS in postharvest research. She now heads research on postharvest physiology and technology for fruits and vegetables for NCSU. Her research involves storage methods to extend shelf life, collaborative studies to determine fruit and vegetable roles in human health, storage technologies to enhance functional food compounds, and the identification and quantification of health-related compounds in fruits and vegetables and from production systems. She also evaluates food safety, quality and consumer-appeal characteristics such as flavor, color, antioxidants and texture to make sure growers will have better quality fruits and vegetables for high-value markets.

**Dr. Douglas Pfeiffer** - Doug Pfeiffer (60% teaching, 35% research, 25% extension) has belonged to the faculty of the Department of Entomology, Virginia Tech, since December 1981, originally located at the Shenandoah Valley Research Station at Steeles Tavern, and moving to the Blacksburg campus in 1987. His research and extension programs center on small fruit, vineyard and orchard fruit production systems. Small fruit research has centered on pest management in primocane-bearing raspberries. In vineyards, important research topics in recent years have involved mating disruption of grape root borer, risk assessment of grape berry moth, and the increasing spread of Pierce's disease, a sharpshooter-borne bacterial disease of grapevines. However, current attention has largely shifted to management of spotted wing drosophila and brown marmorated stink bug, two invasive pests attacking multiple fruit crops. Dr. Pfeiffer teaches undergraduate and graduate courses in integrated pest management, and a graduate course in insect morphology. He is the Associate Director for the Online Masters in Agricultural and Life Sciences degree program in Virginia Tech's College of Agriculture and Life Sciences.

**Dr. Ioannis Tzanetakis** is an associate professor at the Division of Agriculture; University of Arkansas is working on the epidemiology and molecular biology of berry, ornamental, and soybean viruses. Dr. Tzanetakis is currently the vice chair of the National Clean Plant Network for Berries, where he leads the efforts for the development of a national

## About Our Speakers *continued*

certification program for *Rubus*. He is also the Secretary of International Council for the Study of Virus and Other Graft Transmissible Diseases of Fruit Crops and the Member-At-Large of the Plant Virus Subcommittee of the International Committee on Taxonomy of Viruses.

**Mr. Nate Nourse** – Sales Director of Nourse Farms and Berry Production Specialist. Since the early 1980's, Nate has shared his knowledge of berry plant growing and fruit production to help growers stay on the cutting edge. Mr. Nate is past president of the North American Strawberry Growers Association, past president of the North American Raspberry Blackberry Growers Association, Production Committee Chair National Berry Crops Initiative, Executive Board Member New England Vegetable Growers Association, and Executive Board Member National Clean Plant Network Berries.

**Dr. Gina Fernandez** is a 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.

**Mrs. Kathy Demchak** is a Senior Extension Associate in the Department of Plant Science at Penn State University. She's been in the Department since 1983, working first in vegetable and later in berry research. In 1999, she assumed state-wide responsibilities for berry crop extension and research. She's conducted research on a wide range of berry-related topics from production systems such as high tunnels and plasticulture to research on disease and insect pests. She earned a B.S. in Horticulture from Penn State and an M.S. in Horticulture from Virginia Tech.

## 6<sup>th</sup> Annual Berry Conference

**\$15.00 per person registration fee includes boxed lunch and educational material**

Registration Deadline: March 11, 2013

Register online at:

[www.tinyurl.com/2013berryconference](http://www.tinyurl.com/2013berryconference)

OR

Return completed registration form with check or money order payable to:  
VIRGINIA STATE UNIVERSITY

Attention: Mollie Klein

P.O. Box 9081

Petersburg, VA 23806

[mklein@vsu.edu](mailto:mklein@vsu.edu)

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

NUMBER OF ATTENDING: \_\_\_\_\_

PREFERRED METHOD OF RECEIVING FUTURE ANNOUNCEMENTS:  
(Please check one)

EMAIL: \_\_\_\_\_ U.S. POSTAL MAIL: \_\_\_\_\_

**\*REGISTRATION TAKEN BY USPS MAIL OR ONLINE ONLY\***

To request special services to attend this event, please contact Mrs. Mollie Klein at [mklein@vsu.edu](mailto:mklein@vsu.edu) or 804-524-5960 at least one week prior to the event. We look forward to seeing you there!

Cooperative Extension programs and employment are open to all, regardless of race, color, religion, sex, age, veteran status, national origin, disability, or political affiliation. An equal opportunity/affirmative action employer. Issued in furtherance of Cooperative Extension work, Virginia State University, Virginia Polytechnic Institute and State University and the U.S. Department of Agriculture cooperating. Dr. Jewel Hairston, Interim Administrator, 1890 Extension Program, Virginia State University, Petersburg; Dr. Ed Jones, Director, Virginia Cooperative Extension, Virginia Tech, Blacksburg.

## Program

- 8:00 - 8:20 Registration
- 8:20 - 8:30 Welcome  
Dr. Jewel Hairston, Dean, School of Agriculture and  
Dr. Franklin Jackson, Associate Dean, School of Agriculture
- 8:30 - 9:00 Introductions to Virginia Berry Growers Association, Inc.  
1<sup>st</sup> Annual Meeting  
Theresa Nartea, Rick Crofford and Patrick Hagen
- 9:00 - 10:00 Maintaining Quality: Post Harvesting Kits and Refrigeration  
Cooling Resources for Berry Fruits  
Dr. Penelope Perkins-Veazie, North Carolina State University
- 10:00 - 10:45 The Spotted Wing Drosophila and the Brown Marmorated Stink  
Bug - the Biggest Challenges to Growers  
Dr. Doug Pfeiffer, Virginia Tech
- 10:45 - 11:00 Break
- 11:00 - 12:00 Viruses of the Bramble  
Dr. Ioannis Tzanetakis, University of Arkansas
- 12:00 - 1:00 Lunch
- 1:00 - 2:00 Production of Raspberries and Blueberries - the New Varieties  
Nate Nourse of Nourse Nursery, Whately, Massachusetts
- 2:00 - 3:00 Blackberries, New and Old Varieties for the Mid-Atlantic Region  
Dr. Gina Fernandez, North Carolina State University
- 3:00 - 3:15 Break
- 3:15 - 4:15 High Tunnel Raspberry Production, A-Z  
Kathy Demchak, Penn State University
- 4:00 - 4:15 Closing Remarks

**VIRGINIA STATE UNIVERSITY  
GATEWAY DINING HALL**



Arriving by I-95 South from Richmond, Washington, DC. etc.

Follow I-95 South to Petersburg. Take exit (Temple Avenue). Turn left at Temple Avenue and continue to second traffic light (Boulevard). Turn left at Boulevard and continue to fourth traffic light (Dupuy Road). Turn right at Dupuy Road which changes to River Road. The campus will be on your left. Enter at Matthew-Jefferson Drive. Proceed around Matthew-Jefferson Drive onto University Avenue. Turn right onto Hayden Street. Virginia Hall is located to your left opposite of Jones Dining Hall.

Arriving by I-64 from Norfolk (East) or Charlottesville (West)

Take exit for I-95, follow I-95 South to Petersburg. Take exit (Temple Avenue). Turn left at Temple Avenue and continue to second traffic light (Boulevard). Turn left at Boulevard and continue to fourth traffic light (Dupuy Road). Turn right at Dupuy Road which changes to River Road. The campus will be on your left. Enter at Matthew Jefferson Drive.

Arriving by U. S. 460 from Suffolk (East) or Roanoke (West)

Take I-95 North to Petersburg exit (Washington Street). Turn left on Washington Street and continue to Sycamore Street. Turn right at Sycamore Street and continue to end of street (Old Street). Turn left at Old Street (changes to Grove Avenue) and continue on Grove Avenue to Fleet Street. Turn right at Fleet Street and cross Appomattox River Bridge. Turn right at University Avenue (steep hill) to campus.

Arriving by I-85 North or I-95 North from North Carolina

Follow I-85 North to I-95 North. Take Petersburg exit (Washington Street). Turn left on Washington Street and continue to Sycamore Street. Turn right at Sycamore Street and continue to end of street (Old Street). Turn left at Old Street (changes to Grove Avenue) and continue on Grove Avenue to Fleet Street. Turn right at Fleet Street and cross Appomattox River Bridge. Turn right at University Avenue (steep hill) to campus.



**Virginia Berry Growers Association  
Membership Application 2013**

\_\_\_\_\_ I wish to join the VBGA as a grower/producer (\$50.00 in state or \$60.00 out of state)

\* your Membership fee includes registration to the 2013 Berry Growers Conference Annual fee – conference fee

\_\_\_\_\_ I cannot attend the 2013 Berry Growers conference but would like to become a member of the Virginia Berry Growers association as a grower/producer (\$40.00)

Signed \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail address \_\_\_\_\_

Telephone Area Code \_\_\_\_\_ Home # \_\_\_\_\_ Cell # \_\_\_\_\_

Please tell us about the crops you grow and sell:

1. Number of Berry Crop Acres: \_\_\_\_\_
2. Marketing Method percentage: U-Pick: \_\_\_\_\_ % Retail: \_\_\_\_\_ % Wholesale: \_\_\_\_\_ %
3. Check the types of crops you grow:  
 Blueberries  Gooseberries  Tree Fruit  Blackberries  Raspberries  Grapes  Currants  
 Strawberries  Vegetables  Elderberries  Other: \_\_\_\_\_  Other: \_\_\_\_\_

\_\_\_\_\_ I would like additional information before joining the VBGA

\_\_\_\_\_ I am interested in becoming an Officer of the VBGA

Please return membership application along with your check or money order made payable to:

Virginia Berry Grower's Association  
 Virginia State University  
 Attention Mrs. Mollie Klein  
 PO Box 9081  
 Petersburg, VA 23806

Questions or for more information  
 Contact:  
 Rick Crofford – 540-439-9237