

480 Tree Fruit - Nigerian Room

- 1:30 ***Fungicide Resistance Management** - Dr. Kari Peter – Penn State Univ., Dr. Norman Lalancette, Rutgers Univ., Dr. Keith Yoder – Virginia Tech.
- 2:15 ***Herbicide Resistance Weed Management Considerations for Orchards** - Dwight Lingenfelter, Penn State Univ.
- 3:00 **Pear Production in Western States: Status, Challenges and Trends** - Rachel Elkins, Univ. of California Extension
- 3:30 **US Apple and Pennsylvania Apple Marketing Board Updates** - Julie Bancroft, PAMB, TBA, US Apple representative

Wednesday Evening, January 30, 2014

Social/Educational

- 5:00 **Reception for Pennsylvania Apple Growers** - Cocoa Suites – hosted by the Pennsylvania Apple Marketing Board and Temple-Inland
- 7:00 **Ice Cream Social for All Convention Attendees** – Great Lobby – hosted by the Pennsylvania Vegetable Growers Association – ice cream served until 8:00PM
- 7:00 **Musical Jam Session** – bring your instrument & join in
- 7:00 **Smoothie Competition**
- 7:00 **Seed Heat Treatment Workshop**

Thursday Morning, January 30, 2014

510 Food Trends: Marketing to What Are Your Customers Eating

- 9:00 **2014 Food Trends, What Will YOUR Customers be Hungry for This Year?** - Heather Mikulas, Penn State Extension
- 9:30 **Essentials of Developing a Marketing Plan** - Dr. Ferd Wirth, St. Joseph's Univ.
- 10:15 **How to Differentiate and Position Your Product and Brand** – Dr. Ferd Wirth, St. Joseph's Univ.
- 11:00 **Overview of Marketing Options for Fruits and Vegetables** – Dr. Ferd Wirth, St. Joseph's Univ.
- 11:30 **Picking Your Packaging for Pricing - What Your Product is in Says a Lot to the Consumer** - Heather Mikulas, Penn State Extension

520 Strawberries - Wild Rose Room

- 9:00 **An Update on the National Strawberry Sustainability Initiative** - Peter Nitzsche, Rutgers Univ.
- 9:30 ***Rhizoctonia fragariae in Strawberry Black Root Rot: Friend or Foe?** - Emily Lavelly, Penn State Univ.
- 10:15 **Table Grape Developments from the Univ. of Arkansas** - John Clark, Univ. of Arkansas
- 11:00 **Food Safety Considerations for Strawberries and Other Berries** - Luke LaBorde, Penn State Univ.

570 Tree Fruit - Nigerian Room

- 9:00 ***Update on Bacterial Peach Diseases** - Dr. Kari Peter, Penn State Univ.

- 9:30 **Consumer Peach Purchasing Behavior and Preferences: Results from a Sensory Evaluation and Internet Survey** - Dr. Kathleen Kelley, Penn State Univ.
- 10:30 ***Interpreting Leaf and Soil Analyses** - Dr. Robert Crassweller, Penn State Univ.
- 11:00 ***What Worm is Feeding on my Fruit?** - Dean Polk, Rutgers Extension
- 11:30 **Flower Bud Formation and the Biennial Bearing Puzzle in Apple** - Dr. Steven J. McArtney, North Carolina State Univ.

Thursday Afternoon, January 30, 2014

610 Keeping Up with the Changes in Digital Marketing - Crystal Room

- 1:30 **Marketing to the Mobile Consumer** – Dr. Kathleen Kelley, Penn State Extension
- 2:00 **Beyond FaceBook** - Rachel VanDuzer, VanDuzer Design
- 2:30 **Digital Marketing at the Farm Level** – TBA
- 3:00 **Hardware and Devices for Digital Marketing** - Robert Goodling, Penn State Extension
- 3:45 **Tricks of the Trade** - Moderator, Shannon Dill, This session will be an open discussion to share suggestions and advice in using Digital Marketing for your farm business.

620 Blueberries - Wild Rose Room

- 1:00 **Diagnosing Blueberry Problems** – Dr. Gary Pavlis, Rutgers Univ.
- 1:30 **What Are You Looking For In a Blueberry Variety? New Choices and Some Time-Tested Ones** - Mark Ehlenfeldt, USDA-ARS
- 2:00 ***Blueberry Disease Control** – Dr. Peter Oudemans, Rutgers Univ.
- 2:30 ***Integrated Management of Insect Pests in Blueberries** – Dr. Cesar Rodriguez-Saona, Rutgers Univ.
- 3:00 ***Monitoring and Insecticide Programs in Light of Spotted Wing Drosophila** - Dean Polk, Rutgers Univ.
- 3:30 ***Weed Control in Blueberries** – Dr. Bradley Majek, Rutgers Univ.

680 Regulatory Issues for the Horticulture Industries - Nigerian Room

- 1:00 **The Current Status of Immigration and Labor Reform** - Diane Kurrle, US Apple Association
- 1:45 **Food Safety Regulations** - Mark Seetin, US Apple Association; Dr. Lydia Johnson, PA Dept of Agriculture
- 2:30 **Patient Protection and Affordable Care Act - An Overview of Effects on Small Business** - Dr. Louis DeEugenio Jr., FACP
- 3:00 ****Pesticide Recordkeeping: Pencil and PC (Mac if you must) Formats** - Dr. Kerry H. Richards, Penn State Univ.

**For registration details, see the conference website at
<http://www.mafvc.org/>**



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FruitNotes

University of Massachusetts Amherst
Stockbridge School of Agriculture
205 Bowditch Hall
Amherst, MA 01003-9294

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