

Wisconsin Fresh Fruit & Vegetable Conference

January 3-4-5, 2010

Chula Vista Resort

Wisconsin Dells, Wisconsin

- ▶ Over 60 Educational Sessions—Concurrent Tracks for Apples, Berries, Grapes, Ag Tourism, and Fresh Vegetables!
 - ▶ Industry Trade Show—Monday & Tuesday

- ▶ Great Conference/Hotel Package
\$59 per person registration / \$87 room rate*

- ▶ Wisconsin Wine & Cheese Social on Monday Evening

- ▶ Association Annual Meetings on Sunday Afternoon

- ▶ Wine Pairing Dinner Option Sunday Evening

- ▶ 2010 Wisconsin Apple Cider Contest

Sign Up Today!

Full Conference Registration is just **\$59 per person**.
Includes admission to...

- All conference sessions
- Trade Show
- Wine & Cheese Social on Monday evening
- Refreshment breaks
- One Conference track packet, extras available for \$7

Sunday Sessions Only - Registration is **\$19** per person.
Additional discount applies for Association members!

* \$87 per night Chula Vista room rate is good only on room reservations made with the WI Fresh Fruit & Vegetable Conference on the Registration Form before 12/4/2009.
Allows up to six people per standard double queen room and includes water park passes.

Sponsored by...



In cooperation with...



Conference Schedule

Topics and speakers subject to change. For the latest information, go to www.wisconsinfreshproduce.org/wffvc

Sunday, January 3	Apple Track Room I	Berry Track Room E/C	Grape Track Room G/H	Ag Tourism Track Room F	Vegetable Track Room B/D
Noon—1:00pm	Conference Registration				
1:00—2:30pm	"Ag Tourism at Honeysuckle Hill Farm, Tennessee" Jeff & Julie Alsup Room 1		"High Tunnel Production"—AJ. Bussan, UW Horticulture Room G/H		
2:30—3:30pm	WAGA Annual Meeting w/refreshments	"Berry Issues for 2010" Grower Panel	"Major Issues Impacting Wisconsin's Grape Industry" Grower Panel	WATA Annual Meeting w/refreshments	"Battling Mildew in Cucumbers" Amanda Gevens UW Plant Pathology
3:45—5:00pm	"Apple Issues for 2010" Grower Panel	"Eco-Berry Project Update" Michelle Miller - UW CIAS 5:00pm WBGA Annual Meeting	WGGA Annual Meeting w/refreshments	"Meet the Alsup's for a Sit & Chat" Jeff & Julie Alsup Honeysuckle Hill Farm	WFMVGA Annual Meeting w/refreshments
6:30—??	WGGA Wine Pairing Dinner at Chula Vista				
Monday, January 4	"Fire Blight Management in 2010" George Sundin Michigan State Univ.	"Integrated Weed Control in Strawberries" Jed Colquhoun UW Horticulture	"Viticulture Development in Wisconsin and Seedless Table Grape Preliminary Reports" Judith Reith-Rozelle West Madison Ag Station Dick Weidman UW Peninsular Res. Station	"Bringing School Tours Your Destination" Jeff & Julie Alsup Honeysuckle Hill Farm	"Pest Management Practices that Protect Native and Domestic Pollinators" Russ Groves UW Entomology
8:30—9:15am					
9:15—10:00am	"Promising New Apple Cultivars for Direct Marketing" Duane Greene Univ of Massachusetts	"Berry Disease Control & Fungicides" Cost vs. Efficacy" Annemiek Schilder Michigan St. Univ	"Wisconsin IPM Overview" Dean Volenberg UW Extension- Door County	"Slow Money" Anne Pfeiffer UW Extension Beth Gehred	"Understanding and Managing Tomato & Potato Late Blight" Amanda Gevens UW Plant Pathology
10:00	Trade Show Opens				
General Sessions:	"Using the Internet to Market" Ryan Prellwitz Vines & Rushes Vineyard	"In Defense of Growers- Tackling New Food Safety Requirements" Barbara Ingham UW Dept of Food Science	"Worker Protection Standards" Roger Springman WI DATCP	"Making Your Business Structure Work for You" Phil Harris UW Agriculture Economics	"Starting A CSA" Kay Jensen JenEhr Family Farm
10:30—11:15am					
11:15—Noon	"PRIME-A New Online Pesticide Evaluation Tool" Tom Green IPM Institute	"Local Food Processing Possibilities" Rick Terrien Iowa Co. Area Econ Dev Corp.	"Disease Management in Organic Grape Production" Annemiek Schilder Michigan State Univ.	"The Culture in Agriculture" Donna Neuwirth Wormfarm Institute	"Herbicide Use Near Sensitive Sites" Jed Colquhoun UW Horticulture
Noon—2:15pm	Light Lunch Served in Trade Show Area				
General Session:	"Should You Consider a Certified Kitchen?" Anne Pfeiffer UW Ag Innovation Center		Partnership and Regional Marketing Lois Federman, Mineral Point School Gift Box Program Kent Gustafson, Great River Road Wine Trail		
2:15—3:15pm					
3:30—4:15pm	"Bits and Pieces from the Bug Guy" Dan Mahr UW Entomology	3:30-4:00pm TBA 4:00 - 4:30pm "Blueberry Virus Spread" Considerations for New Plantings" Annemiek Schilder - MSU	"Cold Hardy Wine Grapes from Minnesota" Peter Hemstad Univ of Minnesota	"I Buy Local-Monroe County Program" Amy Nemitz IBuyLocal.com Coordinator	"A 20 Year Perspective on Onions" Mike Havey Onion Breeder USDA/UW Madison
4:15—5:00pm	"Update on the EcoApple Project" UW CIAS Staff	4:30 - 5:00pm "Raspberry Cultivar Selection—What & Where to Plant" Brian Smith - UW River Falls		"Tourism in Today's Economic Climate" Patrick Reinsma WI Dept of Tourism	TBA

Wine & Cheese Social in Trade Show Area					
Major Sponsors: Rural Mutual Insurance & Wisconsin Milk Marketing Board					
	Apple Track	Berry Track	Grape Track	Ag Tourism Track	Vegetable Track
Tuesday, January 5					
5:00—7:00pm					
8:00—8:45am	"Chemical & Strategies to Thin Apple and Enhance Return Bloom" Duane Greene Univ of Massachusetts	TBA Rebecca Harbut UW Horticulture	"Vineyard Safety and Insurance Issues" Dan Neena VESTA Instructor Nat'l Education Center for Ag Safety	"Social Media: Making it Work for You-Let's Create a Buzz" Melanie Platt-Gibson Wisconsin Dells Convention & Visitors Bureau	"Selling Produce Through a Distributor" Phillip Brooks (inv) H. Brooks & Co.
8:45—9:30am	"Resistance to Strobilurin Fungicides in the Apple Scab Pathogen <i>V. Inaequalis</i> in Michigan" George Sundin Michigan State Univ.	"State of the State Address: Results of 2008 Berry Grower Survey" Brian Smith UW Rivers Falls	"Spray Drift Investigations and Limitations" Al MacKenzie & Mark McCloskey WI DATCP	"Grant Opportunities to Fund Your Ag Tourism Venture" Deirdre Birmingham	"Managing Soil Fertility for Optimal Fresh Market Vegetable Yield and Quality" Matt Ruark UW Soil Sciences
9:30—11:00am	Trade Show Open with Demonstrations and Mini-Seminars				
11:00—11:45am	TBA Rebecca Harbut UW Horticulture	"Wisconsin Insects, Thresholds, and Control" Dan Mahr UW Entomology	"Pruning and Training for the Beginner" Tim Rehbein UW Extension - Vernon County	"Accessing Entrepreneurial Resources Around the State" Ashwini Rao Wisconsin Entrepreneurs' Network	"I Know Grocers Who Want Your Produce" Greg Lawless Thrive/UW Extension
11:45—12:30pm	"Organic Fruit Tree Research in Wisconsin" Matt Stasiak Peninsular Research Station	"Small Fruit Research in Wisconsin: 2009 Update" Brian Smith UW River Falls	"Starting a Winery" Speaker TBA	"Marketing in the Land of Giants" Ken Monteleone (inv) Fromagination	"The How's and Why's of Winter Harvest" Bill Warner Judy Hageman Snug Harbor Farm

General Information:

The **Wisconsin Fresh Fruit & Vegetable** Conference returns to the beautiful Chula Vista Resort in Wisconsin Dells, January 3-4-5, 2010. Cost of the 3-day Conference is **\$59 per person**. Cost for *Sunday Sessions* only is **\$19 per person**. 2010 members of any of the five sponsoring associations receive an **\$11 per person** discount. Be sure to renew your membership!

Registrations received after 12/30/2009 will be charged a **\$10 per person** late fee. No refunds will be given after 12/15/2009.

Each full Convention registrant will receive a track packet of their choice—additional packets will be available at the Conference for \$7 each.

The Chula Vista \$87 room rate is available for reservations made with your WFFVC registration. Reservations must be made by 12/4/2009.

Nametags must be worn throughout the Conference to enter the Trade Show and educational programs.



University of Wisconsin-Extension programs are open to all upon payment of Conference registration fees when applicable. Membership in commodity organizations is encouraged to promote agricultural industry interests but is not a requirement for participation in Cooperative Extension programs.

UW Extension must furnish mailing lists upon request. If you do not want your contact information made public, please mark the appropriate box on the registration form, making the information confidential.

Wine Pairing Dinner, Sunday night—The Wisconsin Grape Growers Association is sponsoring a four course dinner, complete with assorted Wisconsin wines on Sunday evening at 6:30 pm at Chula Vista. Cost of the meal is \$50 per person and reservations must be made in advance. To register, mark your registration form.



UW
Extension

Wisconsin Fresh Fruit & Vegetable Conference
211 Canal Road
Waterloo, WI 53594
(920) 478-4277
(920) 478-9586—Fax

Conference Registration
Materials

Register Now!

Chula Vista Resort



Chula Vista Resort is located just north of Wisconsin Dells. From I90/94, take Exit 87 all the way through Wisconsin Dells. Go 3 miles north on Hwy 13N.

From the east, take Hwy 16 to the Hwy 13/16/23 intersection. Go 3 miles north on Hwy 13N to Chula Vista.

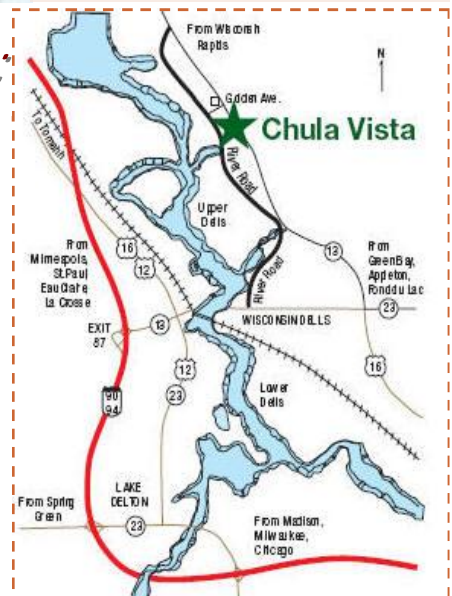
\$87 per night room rate includes:



- **Standard Double Queen Room**
- **Up to Six People**—no additional charge
- **Passes to the Los Rios Indoor Water Park**—80,000 sq ft of water fun
- **Rooms Available Pre- & Post-Conference**—Saturday, Sunday, Monday, & Tuesday
- **Restaurants Available On-Site:**
Fresh Market Buffet
Kaminski's Chop House
Crash Landings Snack Bar

For more information
about the Resort,
go to :
chulavistaresort.com

To reserve your room,
register for the WFFVC



2010 Wisconsin Fresh Fruit and Vegetable Conference

January 3-5 ♦ Chula Vista Resort, Wisconsin Dells ♦ Questions? 920-478-3852

Farm/Business _____

Name(s) of all attending _____

Address _____

City _____ State _____ Zip Code _____

Daytime Phone _____ Email _____

Registration: (Registrations at the door will be charged an additional \$10 late fee.)

Full Conference (per person - Sun, Mon, Tue, Trade Show & Packet) _____ @ \$59 \$ _____

Packet(s): ___Apple ___Berry ___Grape ___Vegetable ___Tourism

(One Packet per registered full Conference attendee.)

Sunday Sessions Only (per person, no packet) _____ @ \$19 \$ _____

2010 Association Member Discount/person: Subtract _____ @ \$11 \$(_____)

Purchase Additional Packets (each):

___Apple ___Berry ___Grape ___Vegetable ___Tourism At Conference.....\$ 7 \$ _____

Mailed after conference.....\$12 \$ _____

Wine Pairing Dinner

On-site four-course meal with Wisconsin wines, Sunday Evening, Jan 3 _____ @ \$50 \$ _____

Room at Chula Vista: Up to 6 people; Two Queen Beds; Waterpark Passes

For this room rate - reservations must be made through WFFVC by 12/4/09.

Nights Desired: Sat, Jan 2 Sun, Jan 3 Mon, Jan 4 Tue, Jan 5

Select One: Non-Smoking Smoking

Total Nights _____ @ \$87 \$ _____

Total Enclosed \$ _____

Make checks payable to: Wisconsin Fresh Fruit & Vegetable Conference
211 Canal Road
Waterloo, WI 53594

You may charge Conference fee on MASTERCARD / VISA (circle one)	
Acct#: _____	Exp: _____ CC ID# _____
Name on card: _____	Signature: _____

UW Extension must furnish mailing lists from its programs upon request. If you do not want your name/address/phone number made public, please check the box, making the information confidential.