

2004 NORTHWEST MICHIGAN ORCHARD & VINEYARD SHOW

- Date:** Tuesday, January 20, and
Wednesday, January 21
- Location:** Grand Traverse Resort, Acme
(Governor's Hall)
- Registration:** \$15 per person (over 12)
Cherry Industry Luncheon, Jan. 20, \$15

Tuesday, January 20:

- 8:00 a.m. **Registration Desk Opens**
- 8:00 - 10:30 **Coffee and Rolls Served in Exhibit Hall**
- 8:50 - 9:00 **Welcome and Overview**
Paul Hubbell, President, Grand Traverse Fruit Growers' Council
- 9:00 - 9:30 **Water Reporting & Cooling Pad Run-off**
Scott Piggot, Michigan Farm Bureau
- 9:30 - 10:00 **Cherry Leaf Spot and Other Diseases**
George Sundin, Dept. of Plant Pathology, MSU
- 10:00 - 10:30 **Break for Exhibits and Refreshments**
- 10:30 - 10:40 **Michigan State Horticulture Society Report**
Allyn Anthony, MSHS
- 10:40 - 11:00 **Trunk Sprayer Technology Improvements**
Dick Ledebuhr, Dept. of Agricultural Engineering, MSU
- 11:00 - 11:40 **Sweet Cherry Varieties for Eastern U.S.**
Bob Andersen, Cornell University, Geneva, New York
- 11:40 - 12:00 **Armillaria Research Update**
Ray Hammerschmidt, Dept. of Plant Pathology, MSU

Tuesday Afternoon:

- Noon- 1:30 **Cherry Industry Luncheon**

Emcee: Duke Elsner, MSU Extension, Grand Traverse County
Keynote: Chris Peterson, Dept of Ag Economics, MSU
"Potential Futures for Michigan Agriculture"
- 1:30 - 2:00 **Break for Exhibits**
- 2:00 - 2:15 **Northwest Michigan Hort Research Foundation Meeting**
Gary Bardenhagen, President
- 2:15 -- 2:45 **Brine Cherry Production & Marketing Trends**
Jim Reynolds, CEO, Gray & Company

- 2:45 - 3:00 **New Resource Material for Cherry IPM**
Dave Epstein, Fruit IPM Coordinator, MSU
- 3:00 - 3:25 **National Tart Cherry IPM**
Mark Whalon, Dept. of Entomology, MSU
Andrea Coombs, Dept. of Entomology, MSU
Don Gregory, Suttons Bay, MI
- 3:25 - 4:05 **New Compounds for Cherry & Apple Insect Management**
Larry Gut, Dept. of Entomology, MSU
- 4:05 - 4:30 **Balaton Fresh Marketing Study**
Jennifer Sowa, Dept. of Agricultural Economics, MSU
- 4:30 - 6:00 **Reception**
Featuring Food and Wines from Northwest Michigan

Tuesday Evening Program:

- 6:00 - 9:00 **Michigan Environmental Assurance Program**
Dan Busby, NW Michigan Groundwater Stewardship Team Leader

Wednesday, January 21:

- 8:00 - 10:30 **Coffee and Rolls Served in Exhibit Hall**

Cherry Marketing Institute Annual Meeting

- 9:00 - 9:20 **What's New in Marketing -- 2004**
Joe Lothamer, CMI
- 9:20 - 9:40 **Kids and the Future**
Jane Baker, CMI
- 9:40 - 10:00 **National Sweet Cherry Report**
Cheryl Kroupa, CMI
- 10:00-10:30 **Break for Exhibits**
- 10:30-11:00 **Poland - Our New Major Competition**
Suzanne Thornsbury, Dept of Ag Economics, MSU
- 11:00-11:30 **Health Research Strategies for the Future**
Dr. Domenic Iezzoni, Medical Consultant
- 11:30-12:00 **Year End Review & Strategic Plan -- 2010**
Phil Korson, CMI

Wednesday Afternoon:

- Noon - 12:30 **Break for Exhibits**
- 12:30 - 2:00 **Cherry Marketing Institute Luncheon**

Program: *A Year of Cherry Promotion with the National Cherry Queen*
Guest Speaker: Gary Kaberle, Past President, National Cherry Festival

- 2:00 - 2:35** **Tart Cherry Industry Moving in the Right Direction**
Jim Jensen, CherrCo
- 2:35 - 3:00 **Carbon Transport in Cherries**
Marlene Ayala, Dept. of Horticulture, MSU
- 3:00 - 3:30 **Water & Nitrogen Utilization in Sweet Cherries**
Costanza, Dept. of Horticulture, MSU
- 3:30 - 4:00 **Soft Fruit Problems in Tart Cherries**
Jim Flore, Dept. of Horticulture
- 4:00-4:40 Experience With **Dwarf Rootstocks for Cherries**
Panel Discussion: Jim Nugent , Bob Andersen and Jim Olmstead

Concurrent all day on Wednesday: Grape and Wine Program – To Be Announced

REMINDER– The Cherry Industry Administrative Board will be holding a meeting on Thursday, **January 22, at 8:00 a.m.** at the Grand Traverse Resort.