

**Northwest Michigan Orchard and Vineyard Show**  
Tuesday, January 18 and Wednesday, January 19, 2005  
Grand Traverse Resort, Acme, MI

**Registration:** \$15 per person, Cherry Industry Luncheon (\$15)

**Tuesday Morning, January 18**

- 8:00                   **Registration Desk Opens**
- 8:00-10:30           **Coffee and rolls served in Exhibit Hall**
- Session Chair – Jim Nugent, District Horticulturist, MSUE**
- 8:50-9:00           **Welcome and overview**  
Paul Hubbell, *President, Grand Traverse Fruit Growers' Council*
- 9:00-9:30           **Resistance to sterol-inhibitor fungicides in the cherry leaf spot pathogen: status in Michigan and alternative control strategies**  
Dr. George Sundin, *Department of Plant Pathology, MSU*
- 9:30-10:00          **A rapid assay for detecting resistance to strobilurins**  
Dr. Andy Jarosz, *Department of Plant Pathology, MSU*
- 10:00-10:30         **Break for Exhibits and Refreshments**
- 10:30-10:45         **Tart cherry integrated orchard management (RAMP) update**  
Dr. Nikki Rothwell, *District Fruit IPM Educator, MSU Extension*
- 10:45-11:15         **Incorporating non-organophosphate insecticides in cherry IPM**  
David Epstein, *Fruit IPM Coordinator, MSU IPM Program*
- 11:15-11:40         **Plans for the 2005 *Select a Taste of Traverse Bay* campaign**  
Patty Cantrell, *Director of the Entrepreneurial Agriculture Project, Michigan Land Use Institute*
- 11:40-12:00         **Northwest Michigan Horticultural Research Foundation annual meeting**  
Michael McManus, *President*

**Tuesday Afternoon**

- 12:00-1:30          **Cherry Industry Luncheon**  
Emcee: Dr. Duke Elsner, *Grand Traverse Co. MSU Extension*  
Keynote speaker: Dan Wyant, *Director, Michigan Department of Agriculture*
- 1:30-2:00           **Break for Exhibits**
- Session Chair – Steve Fouch, County Extension Director, Benzie County**
- 2:00-2:30           **Can Balaton fruit set be improved?**  
Dr. Amy Iezzoni, *Department of Horticulture, MSU*  
Jim Nugent, *District Horticulturist, MSUE, and Coordinator, NWMHRS*
- 2:30-2:50           **Purchasing development rights for Michigan agricultural land**  
Scott Everett, *Director, Central Great Lakes Region, American Farmland Trust*
- 2:50-3:15           **Climate change and the tart cherry industry in the Great Lakes Region: Introducing the Pileus Project**  
Dr. Jeff Andresen, *Department of Geography, MSU*

3:15-4:30      **The futures for major tart cherry market segments**  
Moderator: Mr. Jim Nugent, *Dist. Horticulturist, MSUE and Coordinator, NWMHRS*  
Panel: Joe Lothamer, *Director of Promotions, Cherry Marketing Institute*  
Tom Facer, *Vice President of Agriculture Services, Bird's Eye*  
Jim Jensen, *President, CherrCo*  
Jim Giannestras, *Vice President-Sales, Cherry Central Cooperative*  
Steve Nugent, *Vice President-Marketing, Graceland Fruit*

4:30-6:00      **Reception**  
Featuring food and wines from Northwest Michigan

**GRAPE AND WINE PROGRAM**  
Concurrent on Tuesday, January 18

**Tuesday Morning**

8:00              **Registration Desk Opens**

8:00-10:30      **Coffee and rolls served in Exhibit Hall**

**Grapevine Nutrition Workshop**  
Co-sponsored by Parallel 45 Vines & Wines Inc. & MSU Extension

**Session Chair - Dr. Duke Elsner, Reg. Grape and Wine Educator, MSU Extension**

9:00-10:00      **Fundamentals of grapevine nutrition**  
Dr. Tom Zabadal, *Department of Horticulture, MSU*  
Dr. Eric Hanson, *Department of Horticulture, MSU*

10:00-11:00      **Monitoring nitrogen status of grapevines**  
Dr. Eric Hanson, *Department of Horticulture, MSU*  
Dr. Tom Zabadal, *Department of Horticulture, MSU*

11:00-12:00      **Elemental prominence & the importance of analysis in wine grape production**  
Tim Eyrich, *RSA Microtech, Alliance, Nebraska*

**Tuesday Afternoon**

12:00-1:30      **Light Buffet Luncheon & Break for Exhibits**

**Session Chair – Jim Thompson, Mutual Farm Management**

1:30-2:15        **Is it time to further mechanize wine grape production in the Traverse City area?**  
Dr. Tom Zabadal, *Department of Horticulture, MSU*

2:15-2:45        **Parallel 45 Vines and Wines- goals and plans for 2005**  
Jim Thompson, *Mutual Farm Management, Traverse City*

2:45-3:15        **2003 freeze recovery strategies revisited- 2005 crop loads at the NWHR**  
Dr. Duke Elsner, *Regional Grape and Wine Educator, MSU Extension*

3:15-4:00        **What can MSU Extension do for you?**  
Dr. Duke Elsner, *Regional Grape and Wine Educator, MSU Extension*

4:30-6:00        **Reception**  
Featuring food and wines from Northwest Michigan

## Tuesday Evening Program

- 6:00-6:05 **Welcome and introduction to MAEAP Phase I educational session**  
Stan Moore, *County Extension Director/ Ag. Educator/ Antrim Co.*
- 6:05-6:20 **MAEAP framework**  
Scott Piggot, *Agricultural Ecology Department, Michigan Farm Bureau*
- 6:20-6:40 **Pest and nutrient management**  
Dr. Nikki Rothwell, *District Fruit IPM Educator, MSU Extension*
- 6:40-7:10 **Agricultural fuel storage**  
Dr. Roberta Dow, *District Groundwater Educator, MSU Extension*
- 7:10-7:15 **Break** – coffee, cider and doughnuts provided by G.T. Conservation District
- 7:15-7:35 **Pesticide drift management for fruit growers**  
Eric McCumber, *MI Dept of Agriculture, Pesticide & Plant Pest Management Div.*
- 7:35-7:50 **Michigan's Right-To-Farm Act** and applicable GAAMPS (Generally Accepted Agriculture & Management Practices)  
Kristen Linderman, *Michigan Dept of Agriculture, Right-To-Farm Program*
- 7:50-8:15 **Water use regulations and water related issues**  
Scott Piggott, *Agricultural Ecology Department, Michigan Farm Bureau*
- 8:15-8:25 **MAEAP farmstead system verification**  
Josh Appleby, *MI Dept of Agriculture, Michigan Ag Environmental Assurance Program*
- 8:25-8:30 **Farmer testimonial on the MAEAP Farmstead system verification**
- Paul Hubbell, *Orchard View Farms*
  - Bern Kroupa, *Old Mission Fruit Company*
  - Jeff Send, *Cherry Lane Farm and Send Receiving*
- 8:30-9:00 **Q & A**

## Wednesday Morning, January 19

8:00-10:30 **Coffee and rolls served in the Exhibit Hall**

### **CHERRY MARKETING INSTITUTE ANNUAL MEETING**

- 9:00-9:20 **US tart cherry acreage and production trends**  
Curtis Rowley, *Grower, Utah*
- 9:20-9:40 **Diet hungry Americans – Opportunities for the cherry industry**  
Jane DePriest, *Director of Marketing, CMI*
- 9:40-10:00 **Opportunities in the natural and Functional Foods Market for Tart Cherries**  
Joe Lothamer, *Director of Promotions, CMI*
- 10:00-10:10 **QSP programs in Germany 2005**  
Joe Lothamer, *Director of Promotions, CMI*
- 10:10-10:40 **Break**
- 10:40-11:00 **The Triumph of Cherries**  
Susan Wilcox-Olson and Chuck O'Connor, *National Cherry Festival*
- 11:00-11:30 **Year-end review – Plans for the future**  
Phil Korson, *President, CMI*

11:30-12:00      **Break**

**Wednesday Afternoon**

- 12:00-2:00 p.m.    **Cherry Marketing Institute Luncheon**  
Speaker: Dr. H. Christopher Peterson, Dept of Ag Economics, MSU  
  
**Session Chair – Dr. Nikki Rothwell, District Fruit IPM Educator, MSUE**
- 2:00-2:35            **Soft tart cherries: What we know and where we go from there**  
Dr. Jim Flore, *Department of Horticulture, MSU*  
Jim Nugent, *District Horticulturist, MSUE and Coordinator, NWMHRS*  
Stan Moore, *County Extension Director, Antrim Co.*
- 2:35-2:55            **RAMP survey results, 2004**  
Jean Haley, *Haley Consulting Services, Chicago*
- 2:55-3:25            **The Endangered Species Act: What growers need to know**  
Dr. Mark Whalon, *Department of Entomology, MSU*
- 3:25-3:55            **Suppression of plum curculio with entomopathogens**  
Dr. Diane Alston, *Extension Entomologist, Utah State University*
- 3:55-4:10            **Fruit planting trends in Michigan**  
Dr. Suzanne Thornsby, *Department of Agricultural Economics, MSU*
- 4:10-5:00            **A look at the Polish cherry industry**  
Moderator: Dr. Suzanne Thornsby, *Department of Agricultural Economics, MSU*  
Panel:    Don Gregory, *Cherry Bay Orchards*  
            Phil Korson, *President, Cherry Marketing Institute*  
            Fred Tubbs, *Board of Directors, Cherry Marketing Institute*