

2008 ORCHARD & VINEYARD SHOW

Dr. Nikki Rothwell, District Horticulturist and NWMHRS Coordinator

Dr. Duke Elsner, Agriculture Educator, Grand Traverse Co.

Dr. Rob Serrine, Leelanau Co. CED, MSU-E

Steve Fouch, Benzie Co. CED, MSU-E

Dates: January 15, 16, and 17

Location: Grand Traverse Resort, Acme

Cost: Registration Fee: \$20/person for all three days

Fruit Industry Luncheon, January 15: \$15

CMI Luncheon, January 16: *Free to cherry growers*, pre-register with CMI

Free lunch, January 17: Sponsored by Gillison's Variety Fabrication and Benzie-Manistee Horticulture Society, pre-register with Benzie Co. MSU Extension, 231-882-0025

Tuesday, January 15

8:00 **Registration Desk Opens**

8:00-10:30 *Coffee and Rolls*

8:50-9:00 **Welcome and Overview**

Paul Hubbell, President, Grand Traverse Fruit Growers' Council

9:00-9:30 **Importance of Cover Crops in Orchard and Vineyard Systems**

Dr. Rob Serrine, Leelanau County, MSU-E

9:30-9:50 **Who is USDA-Wildlife Services and How Can They Help MI Fruit Farmers**

Peter Butchko, USDA--Wildlife Services

9:50-10:10 **Should Northwest Michigan Fruit Growers Get In On the Biofuel Action?**

Dr. Russell Freed, Crop and Soil Sciences Dept., MSU

10:10-10:30 ***VENDOR BREAK***

10:30-11:00 **New Ideas for Disease Control in Wine Grapes**

Dr. Annemiek Schilder, Dept. of Plant Pathology, MSU

11:00-11:20 **New Wine Grape Variety Trial in Michigan**

Dr. Paolo Sabbatini and Dr. Tom Zabadal, Dept. of Horticulture, MSU

11:20-11:45 **Wine Grape Scouting Summary for 2007**

Steve VanTimmeren, Dept. of Entomology, MSU

11:45-1:30 ***Fruit Industry Luncheon***

Speaker: Dr. Zachary Huang, Dept. of Entomology

Importance of Honeybees in the Michigan Fruit Industry & Their Current Status

1:30-2:00 ***VENDOR BREAK***

2:00 - 2:15 **Progress in Crown Gall Free Grape Propagation**

Dr. Tom Zabadal, SWMREC

2:15 – 2:35 **Is Grape Berry Moth Really a Problem in NW Michigan?**

Dr. Duke Elsner, Grand Traverse County, MSU-E

2:35 – 2:50 **Update on Mechanical Dormant Pruning Studies**

Dr. Tom Zabadal, SWMREC

2:50 – 3:15 **Investigating Powdery Mildew in Tart Cherries and Wine Grapes**

Dr. Nikki Rothwell, NWMHRS

- 3:15 – 3:45 **The Status and Potential for Wine Grapes in NW Michigan**
Linda Jones, Michigan Wine and Grape Council
- 3:45 – 4:30 **A New Wine Grape Tool for Growers**
Dr. Tom Zabadal and Dr. Paolo Sabbatini, Dept. of Horticulture
- 4:45-6:00 **WINE TASTING AND HORS D'OUERVE SOCIAL HOUR**

Concurrent Sessions

- 6:00-8:30 **Michigan Agriculture Environmental Assurance Program (MAEAP) Phase I Program**
- 6:30 – 8:30 **Parallel 45 Vines & Wines Inc. Annual Business Meeting**

Moderator: Dr. Robert Serrine, Leelanau County Extension Director
Sponsor: Michigan Groundwater Stewardship Program and Partners

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| 6:00 | Welcome and Introductions | Robert Serrine , Extension Director, Leelanau Co. MSUE |
| 6:10 | MAEAP Introduction
<i>Do I have to take a test?</i> | Josh Appleby , MAEAP Program
Verification Specialist, MDA |
| 6:30 | MAEAP Farmstead Verification
<i>What are the requirements?</i> | Murray Stall , Groundwater Program
Mason-Lake Conservation District |
| 6:50 | Cost-Effective Containment
<i>Containment ideas for your farm</i> | Randy Snyder , Environmental Specialist
North American Lining Services |
| 7:00 | Hazardous Materials and Waste
<i>Are there other risks on your farm?</i> | Dan Busby , Groundwater Program
GT Conservation District |
| 7:15 | On-Farm Fuel Storage Bulletin
<i>What's really required for MAEAP</i> | Dr. Roberta Dow , Groundwater Program
MSUE Water Quality Educator |
| 7:30 | BREAK | |
| 7:40 | MAEAP Cropping Verification
<i>Are you keeping good records?</i> | Josh Appleby , MAEAP Program
Verification Specialist, MDA |
| 7:55 | FarmWorks and AgFleet
<i>Let the computer do the work!</i> | Kevin Herman , Hamilton Agronomy
Tiffany Steimel , Wilbur-Ellis |
| 8:20 | MAEAP Testimonial
<i>Local Farmers let you know!</i> | Tom and Glen Paradis , Northwind Farms
Bern Kroupa , Old Mission Fruit Company |
| 8:30 | Closing Statements
<i>and RUP Credit info</i> | Dr. Robert Serrine , MSUE
Leelanau County Extension Director |

Wednesday, January 16

- 8:00 *Coffee and Rolls*
- 8:30-8:50 **Cherry Crop Insurance**
John Mangus, Custom Agriculture Solutions
- 8:50-9:10 **Cold Hardiness and Cherry Leaf Spot in Montmorency**
Dr. Jim Flore, Dept. of Horticulture, MSU
- 9:10-9:20 **Dried Cherry Tasting Introduction**
Dr. Nikki Rothwell, NWMHRS, MSU
- 9:20-10:10 **Economic Analysis of the Tart Cherry Federal Marketing Orders**
Dr. Jerry White, Professor Emeritus, Cornell University
- 10:10-10:40 **Marketing Cherries in a Very Competitive Market**
Cathy Calhoun, President, Weber-Shandwick Chicago
- 10:40-11:15 **The "Super Fruit" Strategies 2008**
Jeff Manning, Cherry Marketing Institute
- 11:15-11:40 **Cherry News in Review -- What you need to know**
Phil Korson, Cherry Marketing Institute
- 11:40-12:00 **NW Michigan Hort. Research Foundation Annual Board Meeting**
Mark Drake, President, NW MI Hort. Research Foundation

- 12:00-2:00 CMI Luncheon
Building the "BUZZ" in the Market, Ms. Cathy Calhoun

VENDOR BREAK

- 2:00-2:35 **World Sweet Cherry Production Trends**
Lynn Long, Wasco County Extension, Oregon State University
- 2:35-3:05 **International Tart Cherry Update—What's Happening in China**
Dr. Suzanne Thornsbury, Dept. of Ag. Economics, MSU
- 3:05-3:30 **Fungicide Resistance Issues in Important Cherry Diseases**
Erin Lizotte, IFP/IPM Educator, NWMHRS
- 3:30-4:15 **Pruning and Training Sweet Cherries**
Lynn Long, Wasco County Extension, Oregon State University
- 4:15-4:45 **New Cherry Fruit Fly Controls in Tart Cherry**
Dr. Diane Alston, Biology Dept., Utah State University
- 4:45-5:05 **MAEAP & Cherry Producers: How Do They Shake Out?**
Dr. Roberta Dow, Grand Traverse Extension

Thursday, January 17

- 8:00 Coffee
- 9:00-10:00 **Apple Quality Panel—Shippers and Packers Talk about the Present and Future of Northwest Michigan Apples**
Don Armock, River Ridge
Pat Chase, Jack Brown Produce
Nick Osmulski, North Bay Produce, Inc.
Moderator: Amy Irish-Brown, Clarksville Horticultural Experiment Station
- 10:00-10:40 **Optimizing Pest Management Strategies in Light of Resistance Management**
Dr. John Wise, Dept. of Entomology and TNRC, MSU
- 10:40-11:00 ***VENDOR BREAK***
- 11:00-11:30 **Fireblight Talk**
Dr. George Sundin, Dept. of Plant Pathology, MSU

- 11:30-12:00 **Northwest Codling Moth Mating Disruption and Area-Wide Summary**
Dr. Nikki Rothwell, NWMHRS
Dave Epstein, Dept. of Entomology, MSU
- 12:00-1:00 **Free Lunch**
Sponsored by Gillison's Variety Fabrication and the Benzie-Manistee Horticulture Soc.
- 1:00-1:45 **Apple Variety Showcase: Apples for NW Michigan**
Phil Schwallier, Clarksville Horticultural Experiment Station
Wally Heuser, Summit Sales
- 1:45-2:05 **San Jose Scale—a New Problem for NW Growers**
Dave Epstein, Dept. of Entomology, MSU
- 2:05-2:20 **VENDOR BREAK**
- 2:20-4:45 **Tart Cherry Orchard Management (RAMP) Four-Year Summary**
Moderator: Dave Epstein, Dept. of Entomology, MSU
Dr. Mark Whalon, Dept. of Entomology, MSU
Dr. Larry Gut, Dept. of Entomology, MSU
Dr. George Sundin, Dept. of Plant Pathology, MSU
Dr. Diane Alston, Biology Dept. Utah State University,
Jean Haley, Haley Consulting
Dr. Nikki Rothwell, NWMHRS, MSU