Grand Door Prize Drawings following afternoon sessions on BOTH DAYS at Grand Upton Hall

Be sure to save your door prize tickets! Have them punched at the trade show vendor booths, sign your name and deposit into the door prize drawing box. Drawings for two prizes will be held in the trade show area both days during the lunch break and after the afternoon sessions.

You are welcome to attend the Southwest Michigan Wine Showcase

Wednesday, February 7, 2018
4:30 p.m.
Located in the trade show area
WEDNESDAY, FEBRUARY 7, 2018

8:00  Registration and Visit Exhibits

GENERAL SESSION

Upton 101 (3 RUP credits)

9:00  Changes in the Climate So Far, How Agriculture is Affected, and What Lies Ahead
    - Jeff Andreasen, MSU Climatology

10:00 H2A Worker Program
    - Laurie Swanson, Great Lakes Ag Labor Services

11:00 MAEAP Update - Kyle Mead, Mike Ludlum and Suzanne Forraht, Southwest Michigan Conservation Districts

11:15 Soil Health: What is It and How Do We Get It
    - Christina Curell, MSU Extension

11:40 Food Safety Update - Phil Tocco, MSU Extension

12:00 Lunch - Visit Exhibits

AFTERNOON VEGETABLE SESSION

Upton 101 (3 RUP credits)

1:30  Innovative Cover Cropping Strategies for Vegetables - Zach Hayden, MSU Dept of Horticulture

3:30  Asiatic Garden Beetle: A New Pest for Sweet Corn, and Other Corn Root Insects
    - Bruce MacKellar, MSUE Van Buren County

4:00  Adjourn

AFTERNOON WINE GRAPE SESSION

North Exhibits Lobby (3 RUP credits)

1:30  Techniques for Achieving Consistent Color Stability in Red Wines - Michael Jones, Scott Labs

2:30  Fruit Zone Microclimate Manipulation: Coupling and Improving Fruit Maturation
    - Paolo Sabbatini, MSU Horticulture

3:00  “Itasca,” a Newly-Released Wine Grape Variety from the University of Minnesota Breeding Program
    - Matt Clark, University of Minnesota

3:30  Microvinification of Itasca and Other Varieties
    - Mike de Schaaf and Mike Moyer, Lake Michigan College

4:00  Adjourn

THURSDAY, FEBRUARY 8, 2018

MORNING MARKETING SESSION

North Training (3 RUP credits)

9:00  Marketing and Retention Strategies to Attract and Keep Great Farm Workers - Katie Brant, MSU Student Organic Farm, Groundswell Farm

10:00 The Pricing Game: What is the True Cost of What You Produce and What Do You Need to Charge? - Joanné DeBruhl, Stone Coop Farm

11:00 Understanding Your Market: Growing and Selling What People Want - Ben Martin, Soil Friends Farm, Roger Miller, R&F Miller Farms, Aaron Moller, Moller Family Orchards

12:00 Lunch - Visit Exhibits

MORNING GRAPE SESSION

Upton 101 (3 RUP credits)

9:00  Sour Rot Management for Improved Fruit Quality in Pinot Gris - Thomas Todaro, MSUE Leelanau County

9:30  Climate Change and Grape Production in Michigan
    - Gregory Jones, Linfield College, Oregon

10:30 Michigan Grape Society annual meeting

11:15 What Does the Wine Consumer in the Midwest Really Respond To?
    - Dan McCole, MSU Dept of Community Sustainability

12:00 Lunch - Visit Exhibits

MORNING BLUEBERRY SESSION

North Exhibit Lobby (3 RUP credits)

9:00  Maximizing Yield in Established Blueberry Plantings
    - Mark Longstroth, MSUE Van Buren County

9:40 Impact of IPM Training on the Success of Managing the SWD in Berry Crops
    - Carlos Garcia-Salazar, MSUE Ottawa County

10:10 Break

10:30 Insect Management Update in Blueberries
    - Rufus Isaacs and Steve VanTimmeren, MSU Dept of Entomology

11:10 Bird Management in Blueberries
    - Catherine Lindell, MSUE Horticulture

12:00 Lunch - Visit Exhibits

AFTERNOON TREE FRUIT SESSION

North Training (2 RUP credits)

1:30  Expanding the Range for Establishing Samurai Wasp in Orchards and Vegetable Crops of New York State
    - Peter Jentsch, Sr. Extension Associate, Cornell University


AFTERNOON BLUEBERRY SESSION

North Lobby (2 RUP credits)

1:30  Fertilizing Blueberries - Eric Hanson, MSU

2:10  Blueberry Disease Control
    - Mark Longstroth, MSUE Van Buren County

AFTERNOON GRAPE SESSION

Upton 101 (2 RUP credits)

1:30  50 Years of Michigan Viticulture - A Retrospective - Josh VanderWeide, MSU Dept of Horticulture

2:00  Insect Update with Emphasis on Late-Season Pest Control - Keith Mason, MSU Dept of Entomology

2:30  Economic Impact of Grapes and Wine in Michigan
    - Karel Bush, MI Grape and Wine Industry Council

3:00  Adjourn

In the event of inclement weather, call 269-944-1477 x205 for cancellation details