2015 NORTHWEST MICHIGAN
ORCHARD & VINEYARD SHOW
Grand Traverse Resort
January 13-14

Costs: Registration Fee: $30/person for both days
Fruit Industry Luncheon, Jan. 13: Gillison’s Variety Fabrication will be
sponsoring this year’s Industry Luncheon in appreciation of our area
growers with free luncheon ticket(s). Tickets are limited and will be available
on a first come, first serve basis at the time of registration.
CMI Luncheon, January 14: Free to cherry growers; pre-register with CMI

Sponsors: Grand Traverse Fruit Growers’ Council
Cherry Marketing Institute
Michigan State Horticultural Society
Parallel 45 Vines & Wines Inc.
Michigan State University Extension
Michigan State University AgBioResearch
Gillison’s Variety Fabrication, Inc.

Supporters & Contributors: See insert page

Educational Sessions Coordinated By:

Dr. Nikki Rothwell
NW Michigan Horticultural Research Center Coordinator & Extension Specialist

Emily Pochubay
Tree Fruit Integrated Pest Management Educator, MSUE

Dr. Duke Elsner
Small Fruit Educator, MSUE

Tuesday, January 13

8:00  Registration Desk Opens
8:00 – 10:30  Coffee and Rolls

Moderator: Nikki Rothwell

9:00 – 9:10  Welcome and Overview
Paul Hubbell, President, Grand Traverse Fruit Growers’ Council

for Farm Diversification
Kama Ross, Leelanau, Grand Traverse, and Benzie Conservation Districts

9:25 – 9:45  Bird Damage in Tree Fruits
Dr. Catherine Lindell, Dept of Zoology, Michigan State University

9:45 – 10:00  IFTA 2014 Study Tour – Italy
Adele Wunsch, Wunsch Farms, Old Mission Peninsula
10:00 – 10:40  High-density Tart Cherry Systems Research: Utah Approach  
               Dr. Brent Black, Utah State University

10:40 – 11:00  Vendor Break and Poster Session

11:00 – 11:25  An Update on 2014 MRL Efforts  
               Dr. Mark Whalon, Dept. of Entomology, Michigan State University

11:25 – 12:00  Tools and Techniques for Optimizing Orchard Irrigation  
               Dr. Brent Black, Utah State University

12:00 – 1:30   Fruit Industry Luncheon  
               Emcee: Dr. Duke Elsner, MSUE

1:30 – 2:00    Vendor Break and Poster Session

Moderator: Dr. Nikki Rothwell

2:00 – 2:55    Cultivating the Soil Food Web: Enhancing Plant Productivity  
               Through Microherding  
               Molly Haviland, Soil Life Consulting, Colorado

2:55 – 3:15    Maximum Residue Limits and Michigan Apples  
               Tony VanWoerkom. Trevor Nichols Research Center, Michigan State University

3:15 – 3:35    Investigating San Jose scale in NW MI Sweet Cherries  
               Emily Pochubay, Michigan State University Extension

3:35 – 4:05    Hop Production in Michigan: Stages of Production, Costs/Benefits, and  
               Pest and Disease Management  
               Dr. Rob Sirrine, Michigan State University Extension

4:05 – 4:25    Cold Hardiness of Cherries  
               Dr. Jim Flore, Dept. of Horticulture, Michigan State University

4:25 – 4:45    Mist Cooling to Delay Bloom  
               Dr. Jim Flore, Dept. of Horticulture, Michigan State University

4:45 – 5:00    Fill Out Pesticide Recertification Credits (credits)  
               Certified Crop Advisor Credits (credits)

5:15          WINE TASTING AND HORS D’OUERVE SOCIAL HOUR

Tuesday, January 13

Concurrent Grape & Wine Session  Room - Michigan A and B (off the main lobby)

Moderator: Dr. Duke Elsner

9:00 – 9:10   Welcome and Overview  
               Brian Hosmer, President, Parallel 45 Vines and Wines, Inc.
9:10 – 9:35  NAP Buy-up and Other Farm Bill Topics  
Kathy Kozlowski, USDA FSA, Traverse City

9:35 – 10:30  Cultivating the Soil Food Web:  
Enhancing Productivity Through Microherding  
Molly Haviland, Soil Life Consulting, Colorado

10:30 – 11:00  VENDOR BREAK

11:00 – 11:30  Bird Management in Vineyards  
Dr. Catherine Lindell, Dept. of Zoology, MSU

11:30 – 12:00  Grape Mealybug and Virus Issues in Michigan  
Dr. Rufus Isaacs, Dept. of Entomology, MSU

12:00 – 1:30  FRUIT INDUSTRY LUNCHEON  
Emcee: Dr. Duke Elsner, MSUE

1:30 – 2:00  VENDOR BREAK

2:00 – 2:30  Parallel 45 Vines & Wines Inc.  
Annual Business Meeting

3:00 – 3:35  Own Rooted Vinifera Project  
Dr. Tom Zabadal, Dept. of Horticulture, MSU

3:35 – 4:10  Rootstocks and Vine Performance  
Dr. Ron Perry, Dept. of Horticulture, MSU

4:10 – 4:30  Compost Teas in the Vineyard - Year One Results  
Donny Comer, Dept. of Plant, Soil and Microbial Sciences, MSU

4:30 – 5:00  Soil Biology and Vineyard Health Discussion  
Molly Haviland, Soil Life Consulting, Colorado  
Craig Cunningham, Harbor Hill Vineyard Services, Traverse City  
Justin Baker, HTG Supply, Traverse City  
Bruce Holland-Moritz, HTG Supply, Traverse City  
Donny Comer, Dept. of Plant, Soil and Microbial Sciences, MSU

5:00  Fill Out Pesticide Recertification Credits

5:15  WINE TASTING AND HORS D’OUERVE SOCIAL HOUR

Wednesday, January 14

8:00  Coffee and Rolls

8:00  NW Michigan Horticultural Research Foundation Board Meeting

Moderator:  Phil Korson

9:00 – 9:30  National Cherry Festival Report to the Industry  
Susan Wilcox Olsen, Media & Marketing Manager
9:30 – 10:00  A Look Back at Last Year’s Marketing Program and Results
Michael Wehman, Weber Shandwick

10:00 – 10:45  VENDOR BREAK

10:45 – 11:20  A Look at the 2015 Marketing Platform
Michael Wehman, Weber Shandwick

11:20 – 11:50  Year End Report to the Industry
Phil Korson, President, CMI

12:00 – 2:00  CMI Luncheon and Program
Industry Awards
Luncheon Speaker:
Hugh Williams, “Anything Is Possible: What It Takes to be an Ironman”
Moderator: Emily Pochubay

2:00 – 2:20  What’s Next in Apple Training Systems?
Phil Schwallier, Michigan State University Extension

2:20 – 2:45  Spotted Wing Drosophila Monitoring and Efficacy
Dr. Julianna Wilson, Dept. of Entomology, Michigan State University

2:45 – 3:05  Getting the Right Crop Load Using the Apple Precision Methods
Phil Schwallier, Michigan State University Extension

3:05 – 3:30  BMSB State-wide Monitoring Network, and A New Search Engine for Tree Fruit Pests and Diseases
Dr. Julianna Wilson, Dept. of Entomology, Michigan State University

3:45 – 4:10  Tart Cherry Crop Insurance vs. NAP Analysis
Dr. Roy Black, Dept. of Ag Economics, Michigan State University
Mollie Woods, Product Center Food Ag-Bio, Michigan State University

4:10 – 4:30  Digital Recordkeeping: Options for Every Size Grower
Phil Tocco, Michigan State University

4:30 – 5:00  Firewise on the Farm: The Benefits and Cautions Associated with Using Fire on and Around Orchards and Vineyards
Julie Crick and Elaine Bush, Michigan State University Extension Firewise

5:00  Fill Out Pesticide Recertification Credits (credit)
Certified Crop Advisor Credits (credit)

Wednesday, January 14
Concurrent Saskatoon Session  Room - Peninsula A

Moderator: Dr. Duke Elsner, MSU Extension

9:00 – 9:20  Introduction to Fruit Grading and Its Uses
Dr. Duke Elsner, MSU Extension
9:20 – 10:00  Farm Service Agency- What We Can Do For You  
Kathy Kozlowski, USDA FSA, Traverse City

10:00 – 10:30  Vendor Break

10:30 – 11:00  Important Insects and Diseases Attacking Saskatoon Roots  
Dr. Duke Elsner, MSU Extension

11:00 – 11:30  Mechanical Harvesting Tests in 2014  
Jim Dixon, Grower, Williamsburg

11:30 – 12:00  Saskatoon Berry Institute of North America report  
SBIONA Board Members and Staff

12:00 – 1:30  Lunch On Your Own

1:00 – 5:00  How to Grow Wealth as a Saskatoon Farmer  
Jeremy Conaway, RECON Intelligence Services

1:10 – 1:40  Business Practices to Grow Wealth as a Saskatoon Grower

1:40 – 2:10  Financial Practices to Grow Wealth as a Saskatoon Grower

2:10 – 2:40  Tax Practices to Grow Wealth as a Saskatoon Grower

2:40 – 3:10  BREAK

3:10 – 3:40  Insurance Practices to Protect Wealth as a Saskatoon Grower

3:40 – 4:10  Legal Practices to Protect Wealth as a Saskatoon Grower

4:10 – 4:40  Group Discussion on Opportunities and Challenges of Cooperation

4:40 – 5:00  Wrap Up and Closing Comments