2014 NORTHWEST MICHIGAN
ORCHARD & VINEYARD SHOW
Grand Traverse Resort
January 14-15

Costs: Registration Fee: $30/person for both days
Fruit Industry Luncheon, Jan. 14: $15
CMI Luncheon, January 15: 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

Supporters & Contributors: See insert page

Educational sessions coordinated by:

Dr. Nikki Rothwell
*Northwest 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 14

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

Moderator:

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

9:10 – 9:40 Bird Damage in Tree Fruits
*Dr. Catherine Lindell, Michigan State University*

9:40 – 10:00 MAEAP: Updates and Opportunities for 2014
*Garrett Coggon, MAEAP Technician
Jessica Rasch, MAEAP Technician*

10:00 – 10:15 Looking into the Future: NWMHRC High Density Tart Cherries
*Dr. Nikki Rothwell, Michigan State University*

10:15 – 10:30 The Cost of Tart Cherry Production: What we’ve learned so far
*Emily Pochubay, Michigan State University Extension*
10:30 – 11:00  VENDOR BREAK

11:00 – 11:30 Disease Update: Controlling American Brown Rot and What’s New in Cherry Leaf Spot  
Dr. George Sundin, Michigan State University

11:30 – 12:00 European Brown Rot Outbreak in Montmorency in 2013  
Dr. George Sundin, Michigan State University

12:00 – 1:30 FRUIT INDUSTRY LUNCHEON

1:30 – 2:00 VENDOR BREAK

Moderator:

2:00 – 2:25 Using Mating Disruption to Manage Borers in Cherry  
Dr. Nikki Rothwell, Michigan State University

2:25 – 2:55 The Challenges of Controlling Spotted Wing Drosophila in Cherry  
Dr. Larry Gut, Michigan State University

2:55 – 3:30 Obliquebanded Leafrollers: Is Resistance Causing Population Increases in Cherry?  
Dr. John Wise, Michigan State University

3:30 – 3:50 Using Retain to Set Shy Bearing or Frosted Sweet Cherries  
Phil Schwaller, Michigan State University Extension

3:50 – 4:20 2013 MRL Studies in Apple and Cherry: A Good Start  
Dr. Mark Whalon, Michigan State University

4:20 – 4:50 A New Attract and Kill Tactic for Orchard Pests  
Dr. Matt Grieshop, Michigan State University

4:50 – 5:00 Fill Out Pesticide Recertification Credits (3 credits)  
Certified Crop Advisor Credits (6 credits)

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

Tuesday, January 14

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

Moderator: Duke Elsner

9:00 – 9:10 Welcome and Overview  
President, Parallel 45 Vines and Wines Inc.

9:10 – 9:40 Spotted Wing Drosophila and Other Invasive Vineyard Bugs: Should We Be Concerned?  
Dr. Rufus Isaacs, MSU Dept. of Entomology

9:40 – 10:00 Use of Compost Tea in the Vineyard  
Dr. Annemiek Schilder, MSU Dept. of Plant Pathology
10:00 – 10:20 Ozone for Vineyard Pest Management
   Jay Briggs, 45 North Vineyards
   Bill Sigmund, Pure Water Works, Traverse City, MI

10:20 – 11:10 VENDOR BREAK

11:10 – 11:40 Wine Grape Cultivar Trial Update
   Duke Elsner, Small Fruit Educator, MSU Extension

11:40 – 12:00 Pilot Study Results: Bird Deterrence Strategies
   Shayna Wieferich, Research Technician, Michigan State University

12:00 – 1:30 FRUIT INDUSTRY LUNCHEON
   No, It Is Not Normal!
   Keynote: Dave Barrons, Meteorologist
   Emcee: Duke Elsner, MSUE

1:30 – 2:00 VENDOR BREAK

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

2:30 – 3:15 Strategies for Pruning Grapevines
   Dr. Tom Zabadal, Dept. of Horticulture, MSU

3:15 – 3:35 MSU Wine Appreciation Class
   Dr. Ron Perry, MSU Dept. of Horticulture

3:35 – 3:55 MSU Institute of Agricultural Technology (IAT) Viticulture Program and VESTA
   Brian Matchett, IAT Regional Coordinator

3:55 – 4:30 Powdery Mildew Management and Resistance Issues
   Dr. Annemiek Schilder, MSU

4:30 – 5:00 How to Manage Your Vineyard Crew
   Selected growers

5:00 Fill Out Pesticide Recertification Credits (3 credits)

5:15 Beverages & Hors d’Oeuvre Social Hour

Wednesday, January 15

8:00 Coffee and Rolls

8:00 Northwest Michigan Horticultural Research Foundation Board Meeting

Moderator: Phil Korson

9:00 - 9:30 National Cherry Festival Report to Growers
   Susan Wilcox Olson, Director of Marketing and Public Relations, National Cherry Festival
9:30 – 10:00  **Michigan Tree Fruit Commission**  
*Jim Nugent, Chairman of the Interim Committee*

10:00 – 10:30  **VENDOR BREAK**

10:30 – 11:15  **2012/13 Marketing Program and Plans for 2014**  
*Michael Wehman, Senior Vice President, Weber Shandwick*

11:15 – 11:45  **CMI Annual Report to the Industry**  
*Phil Korson, President, Cherry Marketing Institute*

12:00 – 1:30  **CHERRY MARKETING INSTITUTE LUNCHEON**

1:30 – 2:00  **VENDOR BREAK**

**Moderator:**

2:00 – 2:30  **Revenue Insurance for Cherries: What Have We Learned from the Roll-out?**  
*Dr. Roy Black, Michigan State University Extension*

2:30 – 3:15  **Federal Marketing Order Grower Panel: What’s Working and What’s Not Working with the Order**

3:15 – 3:45  **Apple Sensitivity to ReTain and NAA Pre-Harvest Treatments**  
*Phil Schwallier, Michigan State University Extension*

3:45 – 4:15  **Electrical Safety for Growing Tall Trees Near Power Lines**  
*Jim Carpenter, Line Superintendent, Cherry Land Electrical Cooperative*

4:15 – 4:30  **Fill Out Pesticide Recertification Credits (1 credit)**  
**Certified Crop Advisor Credits (1 credit)**

**Wednesday, January 15**

**Saskatoon Berry Session**  
*Room - Peninsula A*

**Moderator:**  
*Duke Elsner, MSUE*

9:00 – 9:20  **What are Saskatoon Berries?**  
*Duke Elsner & Steve Fouch*

9:20 – 9:40  **Meet the Saskatoon Berry Institute of North America**  
*SBIONA board*

9:40 – 10:10  **Rust Diseases of Saskatoons**  
*Dr. Annemiek Schilder*

10:10 – 10:30  **VENDOR BREAK**

10:30 – 10:50  **Fruit Infesting Insects of Saskatoon Berries**  
*Dr. Rufus Isaacs & Duke Elsner*

10:50 – 11:30  **Grower Open Discussion – Production Challenges**
11:30 – 12:00 **Pesticide Recommendations and Use Strategies**  
*Duke Elsner*

12:00 – 12:15 **Fill Out Pesticide Recertification Credits (2 credits)**