

2019 NORTHWEST MICHIGAN ORCHARD & VINEYARD SHOW

Concurrent Tree Fruit Session

Grand Traverse Resort January 15-16

Costs: Pre-registration Fee: \$35/person for both days
Registration at the door: \$40/person for both days
Jan. 15th Fruit Industry Luncheon: TBD
Jan. 16th CMI Luncheon; Free to cherry growers (pre-register with CMI)

Educational sessions coordinated by:

Dr. Nikki Rothwell

Northwest Michigan Horticultural Research Center Coordinator & Extension Specialist

Emily Pochubay

Tree Fruit Integrated Pest Management Educator, MSU Extension

Dr. Duke Elsner

Small Fruit Educator, MSU Extension

Thomas Todaro

Viticulture Educator, MSU Extension

This meeting qualifies for MAEAP Phase I credit. Please visit the MAEAP vendor booth for more information.

TENTATIVE AGENDA

Tuesday, January 15 – Concurrent Tree Fruit Session

8:00	Registration Desk Opens
8:00 - 10:30	<i>Coffee and Rolls</i>
Moderator:	Emily Pochubay
8:30 – 9:00	Northwest Michigan Horticultural Research Foundation Annual Board Meeting <i>This meeting is open to all growers.</i>
9:00 – 9:05	Welcome and Overview <i>Paul Hubbell, President, Grand Traverse Fruit Growers' Council</i>
9:05 – 9:15	Michigan Agriculture Environmental Assurance Program Update <i>Lauren Silver, MAEAP Technician for Grand Traverse and Antrim Counties</i> <i>Parker Ameal, MAEAP Technician for Benzie and Leelanau Counties</i>

- 9:15 – 9:35 **Updated Tart Cherry Inventory Available through NRCS Web Soil Survey**
Jason Kimbrough, NRCS District Conservationist
Martin J. Rosek, NRCS State Soil Scientist
Matt Bromley, NRCS Soil Scientist
- 9:35 – 10:00 **On Farm Produce Safety Readiness and Produce Safety Alliance**
Jordan Devries, Michigan Conservation Districts
- 10:00 – 10:25 **The Latest News with the H2A Visa Program**
Eligio Larraga, Great Lakes Ag Labor Services
- 10:25 – 10:40 **Our Experience with H2A and Beyond**
Heatherlyn Johnson Reamer, Johnson Farms
- 10:40 – 11:10 **Vendor Break**
- 11:10 – 11:35 **An Update on Invasive and Emerging Pests in Tree Fruit**
Dr. Larry Gut, Dept. of Entomology, MSU
- 11:35 – 12:00 **Cultural practices to minimize SWD populations in tart cherry**
Dr. Nikki Rothwell, MSU Extension and AgBioResearch
- 12:00 – 1:30 **Fruit Industry Luncheon**
Featuring:
Fruit Industry Trivia
- 1:30 – 2:00 **Vendor Break**
- Moderator:** **Emily Pochubay**
- 2:00 – 2:25 **Finding Solutions to Armillaria Root Rot**
Dr. Pratima Devkota, Dept. of Plant, Soil, and Microbial Sciences
- 2:25 – 2:55 **A Cultural Approach to Extend the Life of Stone Fruit Orchards Threatened by Armillaria Root Rot**
Dr. Guido Schabel, Clemson University
- 2:55 – 3:30 **Vendor Break**
- 3:30 – 4:00 **How Enviroweather is Adapting to Increasing Regional Rainfall Variability**
Dr. Jeff Andresen, Dept. of Geography, MSU
- 4:00 – 4:30 **Protecting Apple Trees from Black Stem Borer Using Trunk Injection**
Celeste Wheeler, Dept. of Entomology, MSU
Dr. John Wise, Dept. of Entomology, MSU
- 4:30 – 5:00 **Tart Cherry Horticulture Research Update: Over the Row Harvest, Ethephon Treatment of Flowers and Fruitlets and Spring Bud Development**
Dr. Todd Einhorn, Dept. of Horticulture, MSU
- Fill Out Pesticide Recertification Credits**
Certified Crop Advisor Credits
- 5:00 **LOCAL BEVERAGE TASTING AND HORS D'OUERVE SOCIAL HOUR**
Sponsored by local wineries, breweries, and cideries.

Wednesday, January 16 – Concurrent Tree Fruit Session

8:00 *Coffee and Rolls*

Moderator: Phil Korson

9:00 – 9:20 **National Cherry Festival Report to the Cherry Industry**
Susan Olsen

9:20 – 9:40 **Sweet Cherry Promotion Plans for 2018/19**
Lynn Volbrecht

9:40 – 10:10 **National Promotion Program Results for 2017/18**
Carolyn Westcomb

10:10 – 10:40 Vendor Break

10:40 – 11:10 **National Promotion Program Plans for 2018/19**
Carolyn Westcomb

11:10 – 11:30 **Export Marketing Plan results and plans for next year**
Julie Gordon

11:30 – 12:00 **Year End Report to the Cherry Industry**
Phil Korson

12:00 – 1:30 **Cherry Industry Luncheon**
National Cherry Festival and Industry Awards
Featuring Keynote Speaker:
Staying competitive in a Global Market
Dan Wyant

1:30 – 2:00 **Vendor Break**

Moderator: Nikki Rothwell

2:00 – 2:15 **Michigan Tree Fruit Commission Update**
Jim Nugent, MTFC Chair

2:15 – 2:35 **CIAB Update**
Mollie Woods, CIAB Executive Director

2:35 – 3:05 **Cherry Disease Update**
Dr. George Sundin, Dept. of Plant, Soil, and Microbial Sciences

3:05 – 3:30 **Tart Cherry Production Model and Price Elasticity**
Dan Ochs, MSU Extension
Dr. Roy Black, Department of Agricultural, Food, and Resource Economics

3:30 – 3:55 **Exploring the Economics of Growing Tart Cherries and High Density Apples in Northwest Michigan**
Dan Ochs, MSU Extension

3:55 – 4:25 **Could Fresh Market Apples Play a Bigger Role in the Future of Northwest Michigan Fruit Production?**

Phil Schwallier, MSU Extension

4:25 – 4:50

**Maximizing the Economics of Fresh Market and Processed Sweet Cherries:
Experiences from Our Farm**

Isaiah Wunsch, Wunsch Farms

4:50

**Fill Out Pesticide Recertification Credits
Certified Crop Advisor Credits**