

2024 Southwest Michigan Horticultural Days

February 7 and 8, 2024

at Lake Michigan College Mendel Center, 1100 Yore Avenue, Benton Harbor, MI 49022

Hosted by Michigan Grape Society and Michigan State University Extension

Daily Sessions

Wednesday, February 7, 2024

8 AM Registration & Trade Show open
9 AM–Noon General Sessions, Vegetables
1:30–4 PM Tree Fruit, Vegetables, Grapes
4:30 PM Wine Showcase

Thursday, February 8, 2024

8 AM Registration & Trade Show open
9 AM–Noon Marketing, Tree Fruit, Grapes, Blueberries
1:30–3 PM Marketing, Tree Fruit, Grapes, Blueberries

Vegetables:

NEW FOR 2024!!!

The vegetable session will be expanded to a full day on Wednesday, February 7. Topics will include squash viruses, plasticulture onion management for bugs and disease, best management practices for soap in the washpack, irrigation monitoring info, trial reports from SWMREC, and more. Also, Ben Phillips will host a goals-setting portion to guide his Vegetable work here in SW Michigan.

Tree Fruit:

For tree fruit growers, topics include new apple rootstock, trends in the apple and cherry industries. Also included are tips on using EnviroWeather for fruit growers, understanding the use of Smartfresh and other post-harvest treatments to maintain quality of apples, updates on tree fruit disease management, and how to choose the right insecticides to use.

Grapes:

The grape sessions will have presentations from industry representatives and educational institutions within Michigan and from other states. They will be discussing topics such as pest and disease outlooks and management techniques, alternative weed management methods, adoption of new technologies on the farm and in the winery, and updates on long-term research projects at SWMREC.

Blueberries:

This year on Thursday, February 8 we will have two blueberry tracks – a morning and afternoon session! Join us as we discuss blueberry production from the soil to the leaves as we hear from experts from around the state. Pesticide recertification credits will be offered for both sessions.

Marketing:

Do you have the right eggs in your market basket? Learn how to optimize your farm's marketing mix during Thursday's farm marketing track. Morning sessions will cover the fundamentals of choosing the right market mix for your farm. In the afternoon, we'll explore strategies and tools to analyze the performance of your market channels to help you make informed decisions about where to sell your product.

To view program details of specific presentations, go online after January 12, 2024 to canr.msu.edu/swmrec and look under Resources and Reports.

PRICING and PRE-REGISTRATION FORM on reverse side →→→→→

Pre-registration cost total for both days is \$60 per person and includes lunch both days.

Pre-registration cost for Day 1 or Day 2 only is \$45 per person and includes lunch that day.

Registrations for both days postmarked after Friday, January 19, online, and at the door, will be \$75 per person.

Day 1 or Day 2 only registrations postmarked after Friday, January 19, online, and at the door, will be \$60 per person.

**Please note: There will be a *LIMITED* number of tickets available for purchase at the door.
We recommend you pre-register for this event!**

Registration information only: Please phone Renee Tinkey at 269-944-1477 x 201
Email: tinkeyre@msu.edu

Make checks payable to: **Michigan Grape Society**

Mail to: MSU-SWMREC, 1791 Hillandale Rd., Benton Harbor, MI 49022

Attention: Renee Tinkey

On-line registration for credit card payment is available at <https://michigangrapesociety.simpletix.com/>.

Credit card payment will also be accepted at the door. If you would like to pre-register in person, you may do so at the Southwest Michigan Research Center (SWMREC) located at 1791 Hillandale Road, Benton Harbor, MI 49022. (No credit card payments accepted at SWMREC – cash, check, or money order only).

REGISTRATION FORM

**2024 Southwest Michigan Horticultural Days
February 7 & 8, 2024**

First & last names: _____

Business name: _____

E-mail: _____

Address: _____

City: _____ County: _____ State: _____ Zip: _____

Cell phone: _____ Work/Home phone: _____

2024 SW MI Horticultural Days Pre-Registration:

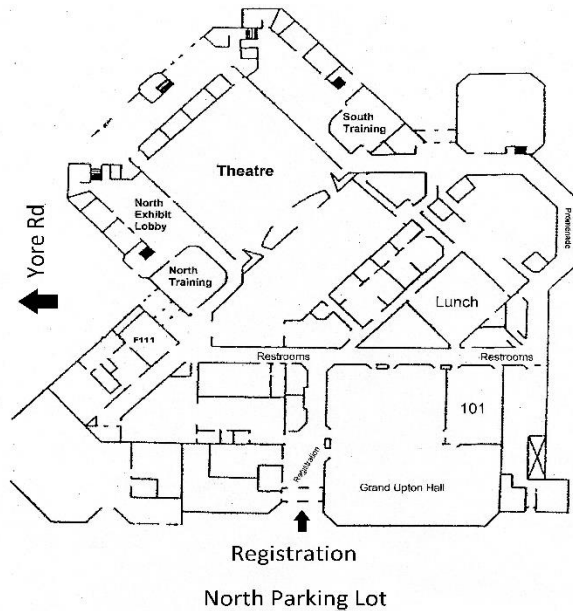
Both Day 1 and Day 2: \$60 per person before Friday, January 19, 2024 (\$75 after)

Day 1 or Day 2 only: \$45 per person before Friday, January 19, 2024 (\$60 after)

Number of registrations: _____ Total Amount Enclosed: \$ _____

Lake Michigan College Mendel Center
1100 Yore Avenue
Benton Harbor, MI 49022

The Mendel Center is located on Yore Avenue behind Lake Michigan College's main complex. It is the third left turn into the facilities from Yore Avenue.



List of Manuals Available for Sale at 2024 SW MI Horticultural Days

--Only checks or money orders payable to **MSU** for exact amount will be accepted--

--All prices include tax--

Available, if in stock:

- 2024 Michigan Fruit Management Guide
Price = \$ 39.75
- 2024 Weed Control Guide for Vegetable Crops
Price = \$ 13.52
- Farm Records Book for Management
Price = \$ 23.06