

2023 Southwest Michigan Horticultural Days

February 1 and 2, 2023

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 1, 2023

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

Thursday, February 2, 2023

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

Marketing:

NEW SESSIONS ON DAY 2!!!

New this year! A day-long Marketing and Finance track on Thursday, February 2, and related trade show vendors. In the Marketing and Finance Track, learn how to maximize your profit potential and drive sales through digital relationship marketing. Your sales and marketing team will not want to miss this! Pesticide recertification credits are not available for this session.

Tree Fruit:

The tree fruit session the afternoon of Wednesday, February 1 and the morning and afternoon of Thursday, February 2 will be packed with information useful for growers and supporting industries. Topics will include how to maintain high quality fruit, use of 1-MCP for small and big apple operations, finding the best crop insurance options, changing integrated management demands by buyers, new information on growth regulators for fruit, managing diseases of apples and more. Pesticide recertification credits will be offered for all three sessions.

Grapes:

The grape session on Wednesday, February 1 will highlight the interests of all grape and wine stakeholders in Michigan. The two sessions on Thursday, February 2 will include updates on insect and disease management with specific information on spotted lanternfly, on-farm electricity generation for sustainability, and information on a new program for insuring Vinifera wine grape. Pesticide recertification credits will be offered for all three sessions.

Vegetables:

The vegetable session the afternoon of Wednesday, February 1 will include information on incorporating solar energy into your vegetable farm, plasticulture strawberry production in a vegetable operation, using biological controls, and trial work at the Southwest Michigan Research Center. Pesticide recertification credits will be offered for this session.

Blueberries:

This year on Thursday, February 2 we will be bringing back 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.

To view program details of specific presentations, go online after January 13, 2023 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 2 only is \$45 per person and includes lunch that day.

Registrations for both days postmarked after Friday, January 20, online, and at the door, will be \$75 per person.

Registrations for Day 2 only postmarked after Friday, January 20, 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

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

Attention: Renee Tinkey

Make checks payable to: Michigan Grape Society

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

**2023 Southwest Michigan Horticultural Days
February 1 & 2, 2023**

First & last names: _____

Business name: _____

E-mail: _____

Address: _____

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

Cell phone: _____ Work/Home phone: _____

2023 SW MI Horticultural Days Pre-Registration:

Both Day 1 and Day 2: \$60 per person before Friday, January 20, 2023 (\$75 after)

Day 2 only: \$45 per person before Friday, January 20, 2023 (\$60 after)

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