



Grand Door Prize Drawings
following afternoon sessions
BOTH DAYS!
Grand Upton Hall



Be sure to save your door prize tickets! Have them punched at the trade show vendor booths, sign your name and deposit into the door prize drawing box. Drawings for prizes will be held in the trade show area both days during lunch break and after the afternoon sessions.



Southwest
Michigan

*Horticultural
Days*

2023

February 1 & 2

Lake Michigan College

Mendel Center

Benton Harbor, MI

SPONSORED BY:



THURSDAY, FEBRUARY 2, 2023

AFTERNOON BLUEBERRY SESSION

North Exhibit Lobby (1 RUP: 1C, Priv CORE)

- 1:30 Visions for MSU Blueberry and Small Fruit Research – *Josh VanderWeide, MSU Horticulture*
- 2:00 Blueberry Irrigation Management – *Younsuk Dong, MSU Biosystems Engineering*
- 2:30 Stem Blights of Blueberries – *Tim Miles, MSU Plant Pathology*

AFTERNOON MARKETING SESSION

F111 (0 RUP credits)

- 1:30 Driving Sales Through Digital Relationship Marketing – *Emily Row, Media & Brand Manager, Taste the Local Difference*
- Part One: Building and/or Updating Your Digital Presence
- 2:30 Break
- 2:50 Part Two: Engaging Customers
- 3:20 Part Three: Hot Market Trends: 10 Cents a Meal, Collaborative Marketing, Subscriptions

**In the event of inclement weather,
call Mike Reinke at 269-944-1477 x 210
for cancellation details.**

You are welcome to attend
the Southwest Michigan
Wine Showcase

Wednesday, February 1, 2023

4:30 p.m.

Located in the trade show area

Sponsored by

*Lake Michigan College Wine
and Viticulture Technology*

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Southwest Michigan Horticultural Days

WEDNESDAY, FEBRUARY 1, 2023

8:00 Registration and Visit Exhibits

GENERAL SESSION

Upton 101 (2 RUPs: Comm CORE, Priv CORE)

- 9:00 MSU Weather Update – *Jeff Andresen, MSU Geography, Environment and Spatial Sciences*
- 9:30 MI Craft Beverage Council Update & Directory – *Jenelle Jagmin, MI Craft Beverage Council*
- 10:00 Risk Management for Crops that are Non-Insurable – *Dan Brauer, Michigan FSA*
- 10:15 MAEAP Update – *Lisa Kuntz, Berrien County Conservation District*
- 10:30 Break
- 10:45 On-Farm Produce Safety Update – *Phil Tocco, MSUE Jackson County*
- 11:15 Introduction to Benchmarking – *Florencia Colella, MSUE Newaygo County*
- 11:30 Ten Cents a Meal Program – *Mariel Borgman, MSUE Kalamazoo County*
- 11:45 Lunch – Visit Exhibits

AFTERNOON TREE FRUIT SESSION

Upton 101 (2 RUPs: 1C, Priv CORE)

- 1:30 Crop Insurance Options for Fruit Growers – *Louis Desenberg, Silveus Insurance*
- 2:00 The Future of Tree Fruit IPM Following the Loss of Chlorpyrifos – *John Wise, MSU Entomology*
- 2:30 Break
- 2:50 State of the Michigan Cherry Industry: Cultivating Promotional Efforts – *Chris Bardenhagen, Julie Gordon, Michigan Cherry Committee*
- 3:20 The Dirt on Soil Sampling and Plant Nutrition – *Cheyenne Sloan, MSUE Van Buren County*
- 3:40 Useful Tips for Growing High Quality Apples – *Mario Miranda Sazo, Cornell University*

AFTERNOON VEGETABLE SESSION

North Training (2 RUPs: 1B, Priv CORE)

- 1:30 Incorporating Solar Energy on Vegetable Farms – *Charles Gould, MSUE Ottawa County*
- 2:00 Incorporating Livestock into Vegetable Rotations – *Paul Meulemans, Wild Coyote Organic Farm*
- 2:30 Incorporating Biocontrols for Insect and Disease Management – *Ben Phillips, MSUE Berrien County*

- 3:00 Incorporating Plasticulture Strawberries into Vegetable Rotations – *Ben Kaeb, Heidi's Farm Market*
- 3:30 Commercial Hard Squash Cultivars Exhibit Differences in Resistance to Phytophthora Fruit and Crown Rot – *Matthew Uebbing, MSU Plant Pathology*

AFTERNOON GRAPE SESSION

North Exhibit Lobby (1 RUP: 1C, Priv CORE)

- 1:30 The Submission of a New Sub-AVA in the Lake Michigan Shore (followed by grower panel) – *Maxwell Eichberg, Stranger Wine Company (Michigan Grape Society invited topic)*
- 2:30 Michigan Sustainable Viticulture Program / Certification (followed by grower panel) – *Karen Chou, MSU Animal Science (Michigan Wine Collaborative invited speaker)*
- 3:30 New Viticulture Specialist Introduction – *Mike Reinke, MSUE Berrien County*

THURSDAY, FEBRUARY 2, 2023

MORNING TREE FRUIT SESSION

North Training (3 RUPs: 1C, Priv CORE)

- 9:00 Update on PGRs for Thinning Tree Fruit – *Anna Wallis, MSUE Kent County*
- 9:40 How to Avoid Post Harvest Apple Problems – *Randy Beaudry, MSU Horticulture*
- 10:20 Break
- 10:40 Explaining Tree Fruit IPM and Food Safety to Produce Buyers and the Public – *Julianna Wilson, MSU Entomology*
- 11:20 The Apple Bitter Rot Battle: Management Lessons Learned – *Sara Villani, North Carolina State University*
- 12:00 Lunch – Visit Exhibits

MORNING GRAPE SESSION

Upton 101 (2 RUPs: 1C, Priv CORE)

- 9:00 Potential Economic and Marketing Benefits for Adding Renewable Energy to Your Farm or Retail Tasting Room Operation – *Charles Gould, MSUE Ottawa County*
- 9:30 Using Fungicides in Vineyards: Balancing Efficacy, Resistance, Pathogen Target, and Other Considerations – *Tim Miles, MSU Plant Pathology*
- 10:00 Michigan Grape Society Annual Meeting
- 10:30 Break
- 11:00 Grape Insect Control Performance in 2022, and Options for 2023 – *Rufus Isaacs, MSU Entomology*
- 11:30 Limiting the Western Spread of Spotted Lanternfly – *Spencer Walse, USDA ARS*
- 12:00 Lunch – Visit Exhibits

MORNING BLUEBERRY SESSION

North Exhibit Lobby (2 RUPs: 1C, Priv CORE)

- 9:00 Industry Update – *Nancy Nyquist (MBC) and Chad Rendeers (MBBAC)*
- 9:20 Quarantine Insect Pests and Trade of Blueberries – *Spencer Walse, USDA ARS*
- 9:50 Improving Pollination in Michigan Blueberry Farms – *Rufus Isaacs, MSU Entomology*
- 10:20 Break
- 10:50 Spiking on Biological Control of Fruitworms with Egg Parasitoids and Bt – *Carlos Garcia Salazar, MSUE Ottawa County*
- 11:20 Enviroweather Models – *Keith Mason, MSU Enviroweather*
- 12:00 Lunch – Visit Exhibits

MORNING MARKETING SESSION

F111 (0 RUP credits)

- 9:00 Pricing for Profit – *Hannah Weber, Green Things Farm Collective, and Melissa McKendree, MSU Agricultural, Food and Resource Economics*
- 10:15 Break
- 10:30 Recordkeeping and Benchmarking to Maximize Your Profit Potential – *Florencia Colella, MSUE Newaygo County*
- 12:00 Lunch – Visit Exhibits

AFTERNOON TREE FRUIT SESSION

North Training (1 RUP: 1C, Priv CORE)

- 1:30 Impact of Brown Marmorated Stinkbug on US Exports to Australia and New Zealand – *Spencer Walse, USDA ARS*
- 2:00 Michigan Apple Committee Update – *Staff*
- 2:15 Identification and Management of Leaf Spots on Apples – *Sara Villani, North Carolina State University*

AFTERNOON WINE GRAPE SESSION

Upton 101 (1 RUP: 1C, Priv CORE)

- 1:30 Integrated Late Season Disease Control and Controlling Cluster Rots – *Tim Miles, MSU Plant Pathology*
- 2:00 Grapevine Federal Crop Insurance Program – *Kim Harris, Agrilogic Consulting LLC*
- 2:30 Modulation of Wine Grape Aroma by the Environment and Plant Growth Regulator – *Josh VanderWeide, MSU Horticulture*