

THE PREMIER SHOW FOR FRUIT AND VEGETABLE GROWERS, GREENHOUSE GROWERS AND FARM MARKETERS!

CONFERENCE BROCHURE

GREAT LAKES
EXPO 
FRUIT, VEGETABLE & FARM MARKET

**MICHIGAN
GREENHOUSE
GROWERS EXPO**



**DEC. 9-11,
2014**

**DEVOS PLACE CONVENTION CENTER AND THE AMWAY
GRAND PLAZA HOTEL | GRAND RAPIDS, MICHIGAN**

ONE REGISTRATION FEE COVERS BOTH CONFERENCES AND THE TRADE SHOW!
PRE-REGISTRATION DEADLINE IS NOVEMBER 20

- 4,200 people from 42 states and 8 Canadian provinces attended in 2013
- 69 education sessions and workshops over three days
- 425-plus exhibitors in the trade show covering four acres of exhibit space
- Pre-conference bus tour for farm marketers on Monday, December 8
- Bus tour for greenhouse growers on Thursday, December 11

734-677-0503

For registration questions.

616-794-0492

For information about exhibiting
in the trade show.

WWW.GLEXPO.COM FOR REGISTRATION, PROGRAM AND OTHER INFORMATION

FOLLOW US ONLINE



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FARM MARKET BUS TOUR

The seventh annual Farm Market Bus Tour will be held on Monday, December 8, the day before the Great Lakes Fruit, Vegetable & Farm Market EXPO opens. Last year's tour filled four buses and attracted farm marketers from 19 states and five Canadian provinces. In 2014, attendees will visit six top farm market and Agritourism locations in west and central Michigan. The tour stops are all different from past tours. The tour is sponsored by the Fruit Growers News and Vegetable Growers News with support from the Michigan Agritourism Association.

The Farm Market Bus Tour is a great opportunity to network with other farm marketers, while learning how some innovative farmers get their products onto the tables of consumers using creative and unique marketing strategies. While traveling on the buses between stops, there will be interactive discussions to share information and research findings with others on the tour, which will be moderated by Michigan State University Extension educators.

The cost of the tour is \$155 per person. This includes lunch and snacks. If you register after November 14, the cost is \$179 and subject to availability.

Registration is limited. Register by using the form on the back cover or go online to register at GLEXPO.com.

Visit <http://bustour.greatamericanmediaservices.com> for more information on the tour, including descriptions of each of the host farm markets that will be visited. Call Jim McClure at 734-677-0503 or email him at jmccclure@managedbyamr.com if you have questions or need additional information about the tour. Don't miss out on this great opportunity to see and learn about new possibilities for your market.

SOUTHWEST MICHIGAN GREENHOUSE BUS TOUR

Three of southwest Michigan's finest greenhouses and garden centers, along with Michigan Grower Products, will be visited on the Southwest Michigan Greenhouse Bus Tour. This is a special event at the 2014 Michigan Greenhouse Growers EXPO. The tour will take place on Thursday, December 11. It will be an all-day tour departing the convention site at 8:00 a.m. and returning by 4:15 p.m.

Consider joining other greenhouse growers on this tour to see a soilless media manufacturing facility and wholesale and retail operations that grow and sell high quality plants. The tour stops include Great Lakes Greenhouses, Wenke Greenhouses and Wedel's Garden Center in Kalamazoo, MI, and Michigan Grower Products in Galesburg, MI.

The cost of the tour is \$79 per person. This includes transportation to the greenhouse stops, lunch and refreshments. A minimum of 15 participants will be needed for this event to occur. In addition to the information gained at each shop, this will be a great opportunity for networking with growers and others interested in greenhouse production.

Registration is limited! Register by using the registration form on the back cover or go online to register at GLEXPO.com. You can visit flor.hrt.msu.edu/expo for more information on the tour. If you need additional information about the tour, call Heidi Wollaeger, MSU Extension-Kalamazoo County at 269-384-8010. This will be a great opportunity to see and learn about new possibilities for your greenhouse.

CIDER CONTEST

The cider contest will judge the best ciders produced by Michigan cider makers (only Michigan cider producers are eligible for the contest). Here are some important details for the contest:

- To enter, cider producers must submit two 1-gallon cider jugs at the Exhibitor Registration desk in the Grand Gallery concourse in DeVos Place on Tuesday, December 9, from 9 a.m. to 5 p.m., or on Wednesday, December 10, from 9 a.m. to noon. No entries will be accepted after noon on Wednesday.
- Cider samples must be thawed by 1 p.m. on Wednesday (this is the responsibility of each cider producer, not the contest coordinator).
- Cider contest judging will be on Wednesday afternoon. Judging will be held in one of the upper level Grand Gallery meeting rooms and will be open for viewing starting at 1:30 p.m.
- Winners will be announced at the EXPO Banquet on Wednesday evening. First place receives a plaque and a traveling trophy. Second and third places receive a plaque.
- Samples of the winning ciders will be available to taste in the Grand Gallery of DeVos Place on Thursday morning.
- Entry forms are available in advance by contacting Bob Tritten, MSU Extension (810-244-8555; tritten@msu.edu). Forms can also be downloaded from the Great Lakes EXPO's website: GLEXPO.com/docs/cidercontest.pdf.

CONFERENCE INFORMATION

PRE-REGISTER FOR THE EXPO One registration fee covers admission to the trade show and all education sessions offered by both conferences. You can register by using the form on the back cover or go online to register at GLEXPO.com. The same form registers you for the Great Lakes Fruit, Vegetable and Farm Market EXPO and the Michigan Greenhouse Growers EXPO.

See the registration form on the back cover for registration fees. The regular registration fees include free subscriptions to the publications listed on the back of the registration form. The fruit, vegetable and fruit/vegetable options under the regular registration fees also include membership in the Michigan State Horticultural Society and/or the Michigan Vegetable Council.

Pre-register by November 20 to save \$20 on regular registration fees and \$5 on the fee for your spouse. Your receipt, name badge and any special event tickets you order will be mailed to you prior to the EXPO; just pick up your badge holder and program at the pre-registration booth and you can go directly into the trade show and education sessions. Tickets for the Industry Luncheon on Tuesday must be purchased through pre-registration.

REGISTER AT THE EXPO For the convenience of those arriving in Grand Rapids the day before the EXPO opens, early registration will be open on Monday, December 9 from 4 p.m. to 6 p.m. During the EXPO, registration will open at 7:30 a.m. each day. Registration will be open until 5 p.m. on Tuesday and Wednesday and until noon on Thursday. The entrance to the registration area in the Grand Gallery of DeVos Place Convention Center is on Monroe Street. The enclosed walkway from the Amway Grand Plaza Hotel can also be used to enter the convention center.

SPECIAL THURSDAY REGISTRATION FEE A special registration fee is available for admission to the trade show and education sessions on Thursday ONLY. The fee is \$40 through pre-registration and \$45 at the conferences. If you pre-register for the reduced rate and decide to attend on Tuesday or Wednesday, you will have to pay the regular onsite registration fee. The trade show will be open from 8 a.m. to 1 p.m. on Thursday. A Thursday-only registration does not include the free subscription offers that are included with the regular registration fees. It also does not include membership in the Michigan State Horticultural Society or the Michigan Vegetable Council.

EDUCATION PROGRAM Morning education sessions start at 9 a.m. each day. Most afternoon sessions start at 2 p.m. on Tuesday and Wednesday and at 1 p.m. on Thursday. Many of the sessions will offer re-certification credits for private and commercial pesticide applicators and continuing education units for certified crop advisors.

TRADE SHOW The trade show hours will be 8 a.m. to 5 p.m. on Tuesday and Wednesday, and 8 a.m. to 1 p.m. on Thursday. Last year, there were 424 exhibitors in the trade show covering four acres of exhibit space.

LODGING

We recommend the hotels of the **AMWAY HOTEL COLLECTION** for your lodging needs. Unfortunately, most of our room blocks at these hotels were already sold out when this brochure went to press. We book nearly all the rooms in the Amway Grand Plaza and have large room blocks in the Courtyard by Marriott Downtown and the JW Marriott. These hotels may have a limited number of rooms available at their standard rates.

AMWAY GRAND PLAZA HOTEL (connects to DeVos Place Convention Center through an enclosed walkway): 187 Monroe Avenue NW (auto lobby entrance is on Pearl Street), Grand Rapids 49503; 800-253-3590, 616-774-2000; convention room rates are \$114 for single or double, \$124 for three persons and \$134 for four persons. These are excellent rates and include free self-parking in the Amway's ramp if your room is reserved at the convention rate. **ROOM BLOCK SOLD OUT** on 12/9 and 12/10 at press time.

COURTYARD BY MARRIOTT DOWNTOWN (connects to the Amway Grand Plaza Hotel through an enclosed walkway); 11 Monroe Avenue NW, Grand Rapids 49503; 877-901-6632, 616-242-6000; convention room rates are \$104 for single or double, \$114 for three persons and \$124 for four persons. **ROOM BLOCK SOLD OUT** on 12/9 at press time.

JW MARRIOTT (across the street from the Amway Grand Plaza Hotel); 235 Louis Street NW, Grand Rapids 49503; 877-901-6632, 616-242-1500; convention room rate is \$124 for up to four persons. **ROOM BLOCK SOLD OUT** at press time.

OTHER HOTELS OFFERING CONVENTION ROOM RATES

(MENTION GROUP CODE FRUIT & VEGE):

Holiday Inn Downtown (about two blocks west of the Amway Grand Plaza Hotel); 310 Pearl Street NW, Grand Rapids 49504, 616-235-7611; convention room rates are \$106 for a standard double/double room and \$116 for a feature double/double room (make reservation by November 25).

Riverfront Hotel – Grand Rapids (3 miles north of the downtown area); 270 Ann Street NW, Grand Rapids 49504, 616-363-9001; convention room rate is \$79 for a king bed or two double beds (make reservation by December 3). This hotel will also offer a **free shuttle** to and from DeVos Place Convention Center. Let them know when you make your reservation if you plan to ride the shuttle.

Country Inn & Suites East (4 miles southeast of the downtown area); 3251 Deposit Drive, Grand Rapids 49546; 616-942-7000; convention room rate is \$129.99 for a king bed or two queen beds (make reservation by November 14).

Hampton Inn North (5 miles northwest of the downtown area); 500 Center Drive, Grand Rapids 49544; 616-647-1000; convention room rate is \$139 for a king bed or two double beds (make reservation by November 7).

Holiday Inn Express Hotel & Suites Grand Rapids North (5 miles northwest of the downtown area); 358 River Ridge Drive, Walker 49544; 616-647-4100; convention room rate is \$115 for a king bed or two queen beds.

Comfort Suites Grand Rapids North (7 miles north of the downtown area); 350 Dodge Street, Comstock Park 49321, 616-785-7899; convention room rates are \$94.95 for a king bed and \$89.99 for two queen beds (make reservation by November 16).

Best Western Hospitality Hotel & Suites (11 miles southeast of downtown Grand Rapids); 5500 28th Street SE, Grand Rapids 49512, 616-949-8400; convention room rate is \$79 (make reservation by November 19).

FOR A COMPLETE LIST OF AREA HOTELS, CALL THE GRAND RAPIDS CONVENTION BUREAU AT 800-678-9859 OR VISIT EXPERIENCEGR.COM.

FLYING TO GRAND RAPIDS

Gerald R. Ford International Airport, located about 20 minutes southeast of downtown, serves Grand Rapids. None of the downtown hotels operate airport shuttles. Metro Cab (616-827-6500) offers curbside service available outside Door 4 at the airport. The fare to downtown Grand Rapids is approximately \$35 one way. Town car service is also available at an additional charge. See the Metro Cab dispatcher at Door 4 for details.

DIRECTIONS TO GRAND RAPIDS

US-131 NORTHBOUND (from South): Take Exit 85B (Pearl Street). Turn right onto Pearl Street at the light. Take Pearl Street through the next stop light and over the river to downtown.

US-131 SOUTHBOUND (from North): Take Exit 85A (Pearl Street). Turn left onto Pearl Street at the light. Go under expressway, through 2 stop lights and over the river to downtown.

FROM I-96 WESTBOUND (from Lansing/Detroit): Follow I-96 West to the Grand Rapids area. Take I-196 West (also called the Gerald R. Ford Freeway) to downtown Grand Rapids. Take Exit 77 C (Ottawa Avenue) to downtown.

FROM CHICAGO/INDIANA VIA I-94 EAST: Take I-94 to I-196 North/East to Grand Rapids. Continue on I-196 (also called the Gerald R. Ford Freeway) to Grand Rapids. Take exit 77C (Ottawa Avenue) to downtown.

DOWNTOWN PUBLIC PARKING AREAS

The most convenient parking areas are underneath DeVos Place Convention Center and across Monroe Avenue at the Government Center Ramp, but these areas fill early in the day. The map of downtown Grand Rapids shows alternate public parking areas. We recommend you consider parking in the Dash Shuttle Lot – Scribner or Dash Shuttle Lot – Area 8. The Dash West Bus stops at the southeast corner of Michigan and Monroe (across the street from DeVos Place) and runs every 20 minutes from 5:30 a.m. to 6 p.m. The Dash to the Hill Bus also follows that route and stops at the same corner, but runs until 11 p.m. Questions? Contact Andie Newcomer at Experience Grand Rapids at 616-233-3559. Here are the costs for the downtown public parking areas (effective Spring 2014):

- A DEVOS PLACE RAMP** – \$1.25/half hour - \$12.00 max; \$8.00 evening rate after 5 pm and on weekends
- B GOVERNMENT CENTER RAMP** – \$1.00/half hour – \$12.00 max; \$8.00 evening rate after 5 p.m.
- C ELLIS MIDTOWN RAMP** – \$2.00/half hour – \$15.75 max; \$10 evening rate after 5 p.m.
- D MONROE CENTER RAMP** – \$1.00/half hour – \$14.00 max; \$8.00 evening event rate
- E OTTAWA FULTON RAMP** – \$1.00/half hour – \$10.00 max; \$8.00 evening rate after 5 p.m.
- F LOUIS CAMPAU RAMP** – \$1.00/half hour – \$10.00 max; \$8.00 evening rate after 5 p.m.
- G AMWAY GRAND PLAZA HOTEL RAMP** – \$2/half hour; \$4/hour \$15.00 max 6:00 a.m. - 5:30 p.m.; \$10.00 max 5:30 - 2:00 p.m.; \$16 overnight; \$20 max day use
- H DASH SHUTTLE LOT-SCRIBNER** – \$4.00 coin, cash or credit card – \$5.00 event rate
- I DASH SHUTTLE LOT-AREA 8** – \$2.00 coin, cash or credit card – \$5.00 event rate
- J JW MARRIOTT RAMP** – \$4.00/hr. \$16 overnight; \$20 max day use

SPECIAL EVENTS



INDUSTRY LUNCHEON

TUESDAY, DECEMBER 9, NOON – 1:30 PM

Pantlind Ballroom, Amway Grand Plaza Hotel

This event brings together grower leaders and others with an interest in matters important to agriculture. Dan Wyant, Director of Michigan's

Department of Environmental Quality, will be the featured speaker at this year's luncheon. Dan's prior experience includes nine years as Director of Michigan's Department of Agriculture. Since becoming Director of DEQ in 2011, Dan has brought a clear strategic vision to the department and a proven track record for helping opposing interests find common ground.

Tickets are \$27 and are available through pre-registration only.

MIDWEST PICKLE ASSOCIATION, PICKLE & PEPPER RESEARCH COMMITTEE

TUESDAY, DECEMBER 9, 11 AM – 4 PM

Gallery Overlook Room G-H (upper level), DeVos Place Convention Center

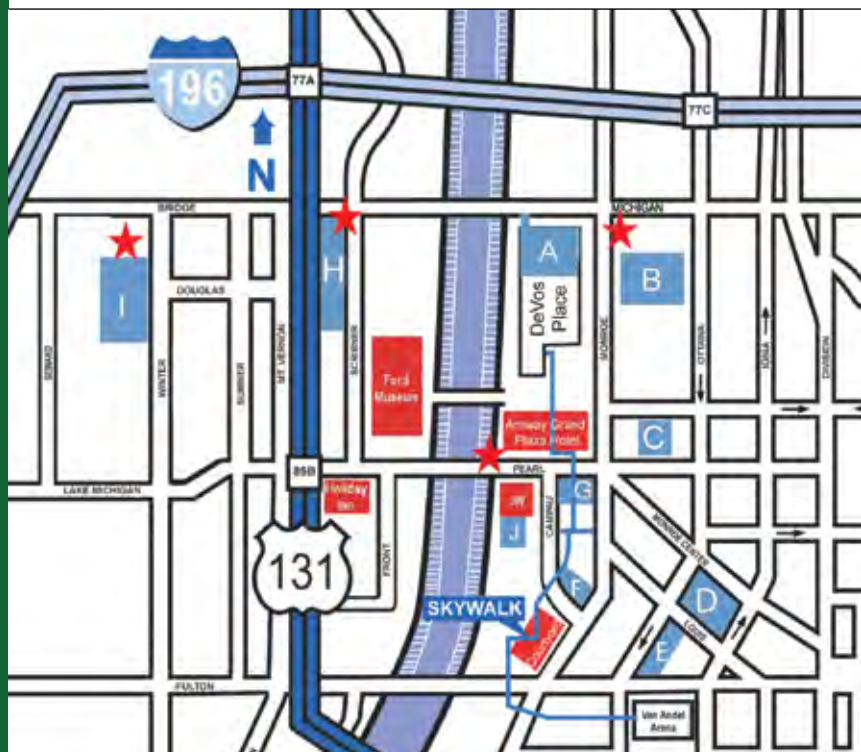
Members of the Midwest Pickle Association and the Pickle & Pepper Research Committee for MSU are invited to attend this special reporting and business program. The program schedule will be as follows: Cucumber research reporting session and working lunch (11 a.m. – 2:30 p.m.); brine cutting demonstration (2:30 p.m. – 3 p.m.); Pickle & Pepper Research Committee meeting (3 p.m. – 3:30 p.m.); Midwest Pickle Association business meeting (3:30 p.m. – 4 p.m.).

MICHIGAN STATE HORTICULTURAL SOCIETY ANNUAL MEETING

TUESDAY, DECEMBER 9, 4:15 PM

Grand Gallery Room C (lower level), DeVos Place Convention Center

The annual meeting of the Michigan State Horticultural Society (MSHS) will include director elections and reports on activities. All members are welcome.



The street entrance to the DeVos Place Convention Center: **303 Monroe Avenue NW.**

MEET THE BUYERS RECEPTION

TUESDAY, DECEMBER 9, 4:30 PM – 6:30 PM

Center Concourse, Amway Grand Plaza Hotel

Fruit and vegetable growers will have an opportunity to connect with retail, wholesale and institutional buyers at this event to learn how to get more of their fresh produce into the value chain and onto store shelves. The event is hosted by Michigan Food and Farming Systems (MIFFS), in partnership with the MSU Product Center and the Michigan Department of Agriculture and Rural Development, with support from a number of industry sponsors. More than 400 farmers attended this popular event last year.

MICHIGAN FLORICULTURE GROWERS COUNCIL RECEPTION & ANNUAL MEETING

TUESDAY, DECEMBER 9, 4:30 PM – 6:30 PM

River Overlook Room E-F (upper level), DeVos Place Convention Center

All Michigan Floriculture Growers Council members and other interested industry professionals are invited to attend this event. This will be an opportunity for an enjoyable social time and informative discussion of the Council's activities. The Council's annual meeting will be held as part of this event. Light refreshments will be served.

MICHIGAN AGRITOURISM ASSOCIATION GATHERING

TUESDAY, DECEMBER 9, 5 PM – 6 PM

Gallery Overlook Room G-H (upper level), DeVos Place Convention Center

Held just prior to the popular Farm Marketing Roundtable, this gathering is for all Michigan farm market and Agritourism operators who wish to learn more about the Michigan Agritourism Association. This will be an enjoyable social time and an opportunity for informal discussion about the work of this organization. The association will hold a brief annual meeting during the gathering.

MICHIGAN CRAFT BEER TASTING & FOOD PAIRING RECEPTION

TUESDAY, DECEMBER 9, 7 PM – 8:30 PM

The B.O.B. (Big Old Building), 20 Monroe Avenue (five minute walk from the Amway Grand Plaza Hotel)

Grand Rapids' claim as Beer City USA will be on display at the inaugural Michigan Craft Beer Tasting and Food Pairing Reception, which will be held in conjunction with the EXPO. The reception will be hosted by The B.O.B., MSU Extension, and the Michigan Brewers Guild. A variety of beers with Michigan hops will be paired with small food plates demonstrating the versatility of different beer styles while combining elements of the farm-to-table and farm-to-glass movements. The reception will be held in The B.O.B.'s newly remodeled "H.O.M.E." space. **The cost of the reception for Great Lakes EXPO registrants who pre-register is a discounted \$30. A limited number of tickets will be available for purchase at registration on Tuesday for \$45.**



PRAYER BREAKFAST

WEDNESDAY, DECEMBER 10, 7 AM

Pantlind Ballroom, Amway Grand Plaza Hotel

Scott Skelly, a young grower and farm marketer from Janesville, Wisconsin, will provide the message at this year's breakfast. While many

EXPO attendees have probably been farming longer than Scott Skelly has been alive, Scott is doing his best to catch up. During high school, Scott founded Corn Mazes America, which has taken him to farms across the heartland. It was during these summer travels and encounters with farmers across the country that Scott was inspired to author his newly released book, *Tilling God's Land: 100 Devotions for Christian Farmers*. In this book, he combines his farming experiences

with the stories of farmers scattered throughout the Bible. Scott explores how farmers can learn and grow in their faith while growing their crops. **Tickets are \$17 and should be purchased through pre-registration or on Tuesday at registration.**

MICHIGAN VEGETABLE COUNCIL ANNUAL MEETING

WEDNESDAY, DECEMBER 10, 11:15 AM

Grand Gallery C (lower level), DeVos Place Convention Center

The annual meeting of the Michigan Vegetable Council (MVC) will include director elections and reports on activities. All members are welcome.

MICHIGAN APPLE GROWERS LUNCHEON

WEDNESDAY, DECEMBER 10, 11:30 AM – 1:30 PM

Ambassador Ballroom, Amway Grand Plaza Hotel

This is a free luncheon program open to all Michigan apple growers. The luncheon is co-sponsored by the Michigan Apple Committee and a number of industry sponsors. Featured speaker James Olson, former CIA Chief of Counterintelligence, will discuss the role of the CIA in the current Global War on Terrorism and other current issues affecting the safety and security of American citizens. This year's program will also feature the crowning of the 2015 Michigan Apple Queen by reigning Michigan Apple Queen, Elizabeth Wittenbach of Belding. Updates from the Michigan Apple Committee and USApple will also be provided during the program.

MICHIGAN CIDER ASSOCIATION RECEPTION

WEDNESDAY, DECEMBER 10, 5 PM – 6:30 PM

Pantlind Ballroom, Amway Grand Plaza Hotel

The Michigan Cider Association (MCA) invites all apple producers and cider makers to join them for this event. This will be an opportunity for growers and cider makers to discuss how these groups can work together to strengthen and grow the emerging Michigan cider industry. Stop by to hear what is happening in this exciting industry and enjoy a pre-banquet snack and a delicious Michigan cider.



EXPO BANQUET

WEDNESDAY, DECEMBER 10, 6:30 PM

Ambassador Ballroom, Amway Grand Plaza Hotel

Michele Payn-Knoper will be the featured speaker at this year's EXPO Banquet on Wednesday, December

10. Michele is a "farm girl" from Michigan who now resides on a farm in west central Indiana. Michele is a passionate champion for agriculture who has worked with farmers in more than 25 countries, raised over \$5 million in sponsorships for the National FFA Foundation, and founded the weekly online Twitter conversations, AgChat and FoodChat, which have involved more than 15,000 participants since April 2009. Michelle's message will celebrate the people, promise and passion of agriculture. Michele holds degrees in Agricultural Communications and Animal Science from Michigan State University. She is past president of the College of Agriculture and Natural Resources Alumni Association and had the impact of her work featured in a Spartan Saga (the barn on her family's Indiana farm is green and white).

The banquet program will also include recognition of people who have made outstanding contributions to Michigan's fruit and vegetable industries. In addition, recipients of the Fruit and Vegetable Industry Scholarships and Jordan Tatter Scholarships will be recognized and the winning entries in this year's Cider Contest will be announced. **Tickets are \$37 and advance purchase through pre-registration is recommended. A limited number of tickets will be available at registration until noon on Wednesday.**

EDUCATION SCHEDULES AND PROGRAM INFORMATION

GREENHOUSE PROGRAM

TUESDAY MORNING, 9 AM

- Greenhouse Biological Control – Putting It All Together for a Successful Outcome
- Herbaceous Perennials and Graceful Grasses

TUESDAY MORNING, 10 AM

- Best-performing Plants from the 2014 Michigan Garden Plant Tour
- Consumer Perceptions on Pest Control

TUESDAY AFTERNOON, 2 PM

- Controlling Downy Mildew on Impatiens
- Mixed Containers – The Most Important Department in Your Retail Greenhouse for 2015 and Beyond

TUESDAY AFTERNOON, 3 PM

- Neonicotinoid Insecticides and Honey Bees... What's All the Buzz?
- Planning and Growing Mixed Hanging Baskets - A Grower Panel

WEDNESDAY MORNING, 9 AM

- MSU Research Update
- Probing Greenhouse Vegetables – An Overview of Production Systems, Schedules and Approaches

WEDNESDAY MORNING, 10 AM

- Advertising – What is the Cost and What is the Return on Investment?
- The Pros and Cons of Producing Greenhouse Vegetables – A Panel Presentation

WEDNESDAY AFTERNOON, 2 PM

- Using LEDs in Young Plant Production
- What Should I Consider Before Marketing Greenhouse Vegetables?

WEDNESDAY AFTERNOON, 3 PM

- The Best Retail Garden Center in America and How to Use the Design Concepts at Your Retail Location

THURSDAY MORNING/AFTERNOON,

8 AM – 4:15 PM

- Southwest Michigan Greenhouse Bus Tour (additional registration fee required)

GENERAL INTEREST SESSIONS

TUESDAY AFTERNOON, 2 PM

- Chestnuts
- Food Safety

WEDNESDAY MORNING, 9 AM

- Hoop Houses and Tunnels
- Hops
- Labor

WEDNESDAY AFTERNOON, 1 PM

- MAEAP Verification: What's Involved and Why You Should Consider It

WEDNESDAY AFTERNOON, 2 PM

- Understanding Food Hubs: Re-Imagining Local Food Distribution

THURSDAY MORNING, 9 AM

- Affordable Care Act
- Getting Business Performance Information from Your Farm Records
- Irrigation Management Decision Tools for Economic and Environment Benefit in Fruit and Vegetable Production

THURSDAY MORNING, 10 AM

- Determining a Land Rental Rate

FRUIT PROGRAM

TUESDAY MORNING, 9 AM

- Berries
- Grape I
- Tree Fruit

TUESDAY AFTERNOON, 2 PM

- Apple I
- Grape II

TUESDAY AFTERNOON, 4:30 PM

- Fruit Variety Showcase

WEDNESDAY MORNING, 9 AM

- Blueberry I
- Peach and Plum
- Tart Cherry

WEDNESDAY AFTERNOON, 2 PM

- Apple II
- Blueberry II
- Sweet Cherry

VEGETABLE PROGRAM

TUESDAY MORNING, 9 AM

- Asparagus
- Pickling Cucumber
- Tomato/Pepper/Eggplant

TUESDAY AFTERNOON, 2 PM

- Greenhouse Vegetable Production
- Potato
- Sweet Corn

WEDNESDAY MORNING, 9 AM

- Onion
- Vine Crops

WEDNESDAY AFTERNOON, 2 PM

- Carrot
- Celery

- Cole Crops
- Soil Health and Cover Crops

THURSDAY MORNING, 9 AM

- Biological Control of Insects

FARM MARKETING PROGRAM

MONDAY MORNING/AFTERNOON

- Farm Market Bus Tour (additional registration fee required)

TUESDAY MORNING, 9 A.M.

- Farm Marketing I: Keynote Session

TUESDAY AFTERNOON, 2 PM

- Farm Marketing II: Marketing Session

TUESDAY EVENING, 6 PM

- Farm Marketing Roundtable

WEDNESDAY MORNING, 9 AM

- Farm Marketing III: Business Management Session
- Sweet Cider

WEDNESDAY AFTERNOON, 1:30 PM

- Cider Judging

WEDNESDAY AFTERNOON, 2 PM

- Farm Marketing IV: Bakery Session

THURSDAY MORNING, 9 AM

- Farm Marketing Workshop A: Team Building through Cooking
- Farm Marketing Workshop B: Analyzing Your Business
- Farm Marketing Workshop C: Farm Marketing 101
- Farm Marketing Workshop D: Farming Your Social Community
- Hard Cider

FARMERS MARKETS PROGRAM

THURSDAY MORNING, 9 AM

- Collaborating with Other Farmers and Businesses to Extend Your Marketing Reach

THURSDAY AFTERNOON, 1 PM

- Who Is Your Customer and How Can You Better Interact with Them?

ORGANIC PROGRAM

THURSDAY MORNING, 9 AM

- Organic Opportunities and Markets
- Organic Production Introduction

THURSDAY AFTERNOON, 1 PM

- Advanced Organic Vegetable Systems
- Current Issues in Organic Fruit Production

SESSIONS OPEN TO ALL ATTENDEES

All sessions and workshops offered in the education programs of the Great Lakes Fruit, Vegetable and Farm Market EXPO and the Michigan Greenhouse Growers EXPO will be open to all attendees.

SESSION SUMMARIES

Speakers in each education session have been asked to submit a summary of their presentation. Copies of the presentation summaries will be distributed at each session. The summaries will also be posted on the Great Lakes EXPO's website after the conferences.

EDUCATIONAL POSTERS

Educational posters will be available for viewing in the Grand Gallery of DeVos Place outside the meeting rooms. These posters provide informative summaries of research results on various crop management practices.

EDUCATION CREDITS FOR PESTICIDE APPLICATORS AND CERTIFIED CROP ADVISORS

Many of the education sessions will offer re-certification points for Michigan Private and Commercial Pesticide Applicators and continuing education units for Certified Crop Advisors. Instructions and necessary forms will be issued at each eligible session. The conference program you receive at registration will indicate the specific sessions offering credits. Assigned credits will be posted on the EXPO website by mid-November.



For Organic Use



For Organic Production



Double Trouble for Hard-to-Kill Insects!

BRANDT® and MGK® have been major manufacturers of sustainable crop protection products for many years and are always looking for ways to support organic growers.

That's why we've teamed up to expand distribution of MGK's premier sustainable and organically compliant insecticides and make them even more accessible to organic growers in the Midwest, East and Southeast.



Stop by the BRANDT Booth #647-648 TODAY!

Or call 800 300 6559

Another Option in your Arsenal

A premium botanical insect control option with **TWO** unique modes of action:

- Quick Knockdown and Insect Growth Regulation
- Kills larval, pupae and adult stages of more than 100 types of insects
- Combines two organically-compliant active ingredients: pyrethrins and azadirachtin

A Proven Solution for Organic Production

- Kills aphids, thrips, lygus and leafrollers
- Labeled for use on over 200 crops
- Can be applied multiple times during growing season
- Made with botanical insecticides that degrade in sunlight



BRANDT Consolidated, Inc.
www.BRANDT.co | 800 300 6559

About Us: BRANDT is a leading manufacturer and distributor of specialty crops inputs, including micronutrients, adjuvants and sustainable crop solutions. BRANDT currently carries over 53 OMRI Listed products, including PyGanic, Azera and other sustainable products from MGK. MGK® is a leading manufacturer of botanical crop protection products.

MICHIGAN GREENHOUSE GROWERS EXPO EDUCATION PROGRAM

GREENHOUSE - TUESDAY MORNING

GREENHOUSE BIOLOGICAL CONTROL - PUTTING IT ALL TOGETHER FOR A SUCCESSFUL OUTCOME

TUESDAY MORNING 9:00 AM

Learn how Canadian growers and researchers have teamed up to develop successful biocontrol programs for greenhouse ornamentals. Research will be presented on banker plants, predatory mites, nematodes and fungi used to control greenhouse insect pests

- **Rose Buitenhuis**, Vineland Research and Innovation Center, Ontario, Canada

HERBACEOUS PERENNIALS AND GRACEFUL GRASSES

TUESDAY MORNING 9:00 AM

Art Cameron, 'plant geek extraordinaire' and Director of the MSU Horticulture Garden, will share his enthusiasm for some of his favorite new and old herbaceous perennials and ornamental grasses. Art will discuss some of the best

performers in the MSU Horticulture Gardens and give you tips on how to grow, sell and use them to create unique garden landscapes.

- **Art Cameron**, Horticulture Dept., MSU

BEST-PERFORMING PLANTS FROM THE 2014 MICHIGAN GARDEN PLANT TOUR

TUESDAY MORNING 10:00 AM

Listen to a fast-paced summary of the best new plant varieties from this year's Michigan Garden Plant Tour trial sites that were hosted by seven leading young plant producers and the MSU Horticultural Demonstration Gardens. Annuals, perennials, and woody ornamentals will be highlighted.

- **Daedre Craig**, Horticulture Dept., MSU
- **Thomas Dudek**, Senior Greenhouse Educator, MSU Extension, West Olive, MI

CONSUMER PERCEPTIONS ON PEST CONTROL

TUESDAY MORNING 10:00 AM

Michigan State University researchers conducted a nationwide survey to understand consumer's perceptions about insecticide use,

biological control strategies, and common greenhouse pest control practices. Results will be presented showing the consumer's willingness to pay a premium for indoor, outdoor, and hanging baskets labeled with a variety of word alternatives describing the pest management practices used during production

- **Heidi Wollaeger**, Extension Educator, MSU Extension, Nazareth, MI

GREENHOUSE - TUESDAY AFTERNOON

CONTROLLING DOWNY MILDEW ON IMPATIENS

TUESDAY AFTERNOON 2:00 PM

Recent MSU research shows that greenhouse treatments can help to protect impatiens plants in the landscape. Learn the latest recommendations to keep your customers coming back for more impatiens.

- **Mary Hausbeck**, Plant, Soil and Microbial Sciences Dept., MSU



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MIXED CONTAINERS – THE MOST IMPORTANT DEPARTMENT IN YOUR RETAIL GREENHOUSE FOR 2015 AND BEYOND

TUESDAY AFTERNOON 2:00 PM

Mixed containers are a major revenue source in most retail greenhouses. Learn how to redefine your container department... product over process, it's a multi-demographic opportunity, a multi-season money maker. See what trends and services successful container garden departments are using.

- **Judy Sharpton**, Growing Places Marketing, Atlanta, GA

NEONICOTINOID INSECTICIDES AND HONEY BEES... WHAT'S ALL THE BUZZ?

TUESDAY AFTERNOON 3:00 PM

Dr. Smitley will discuss the latest MSU research on the impact of neonicotinoid insecticides on honey bees when applied to greenhouse ornamentals. Also, he will share alternative strategies to control greenhouse insects if neonicotinoids are not in your production plans for 2015.

- **Dave Smitley**, Entomology Dept., MSU

PLANNING AND GROWING MIXED HANGING BASKETS – A GROWER PANEL

TUESDAY AFTERNOON 3:00 PM

A wide variety of floriculture crops are mixed together in hanging baskets, but sometimes combinations aren't compatible, either visually or culturally. Join this grower panel as they discuss which crops they combine considering plant habit, vigor, and culture compatibility. Growers will discuss what factors they consider including colors and habits, pH and PGR requirements, and more.

- **Chris Schwartz**, Schwartz's Greenhouse, Romulus, MI
- **Chris Buist**, Countryside Greenhouse, Allendale, MI
- **Paul Schapp**, Schapp Greenhouse, Kalamazoo, MI

GREENHOUSE - WEDNESDAY MORNING

MSU RESEARCH UPDATE

WEDNESDAY MORNING 9:00 AM

Short presentations will be delivered by MSU researchers, most of which have been partly supported by the Western Michigan Greenhouse Association and/or the Metro Detroit Flower Growers Association, including:

- Are branded plants perceived to be higher quality than unbranded plants?
- Cultural practices to control Pythium spp. on geranium and snapdragon
- Investigating a new chemical option to enhance branching
- Using LEDs to control flowering of ornamental crops
- **Bridget Behe**, Horticulture Dept., MSU
- **Johanna Del Castillo-Munera**, Plant, Soil and Microbial Sciences Dept., MSU
- **Erik Runkle**, Horticulture Dept., MSU

PROBING GREENHOUSE VEGETABLES – AN OVERVIEW OF PRODUCTION SYSTEMS, SCHEDULES AND APPROACHES

WEDNESDAY MORNING 9:00 AM

This session is intended for those currently investigating or in the early stages of greenhouse vegetable production. It will cover key aspects of vegetable production in greenhouses including crop choices, timing, growing systems, and considerations for those who may be interested in diversifying their current operation.

- **Natalie Bumgarner**, Univ. of Tennessee

ADVERTISING – WHAT IS THE COST AND WHAT IS THE RETURN ON INVESTMENT?

WEDNESDAY MORNING 10:00 AM

Ever spend some money on advertising only to wonder whether it brought you any sales or customers? This session will cover counting the cost of advertising and developing creative ways to discern a return on investment.

- **Bridget Behe**, Horticulture Dept., MSU

THE PROS AND CONS OF PRODUCING GREENHOUSE VEGETABLES – A PANEL PRESENTATION

WEDNESDAY MORNING 10:00 AM

Greenhouse flower growers who are exploring producing food crops like vegetables will find this panel presentation useful. Discussions will include marketing, production concerns, food safety and risks, and rewards of growing edibles as alternative greenhouse crops.

- **Bill Tuinier**, Post Gardens, Rockwood, MI
- **Kelly Leach**, Avalon Farms, Climax, MI
- **Phil Tocco**, Extension Educator, MSU Extension, Jackson, MI

GREENHOUSE - WEDNESDAY AFTERNOON

USING LEDS IN YOUNG PLANT PRODUCTION

WEDNESDAY AFTERNOON 2:00 PM

Light-emitting diodes (LED) are the rage in the production of specialty crops including high-value propagules. Erik and Roberto will talk about the advantages and challenges of using LEDs in young plant production. They will also present research-based information on how the LED spectrum can be used to elicit desirable growth responses.

- **Erik Runkle**, Horticulture Dept., MSU
- **Roberto Lopez**, Horticulture and Landscape Architecture Dept., Purdue Univ.

WHAT SHOULD I CONSIDER BEFORE MARKETING GREENHOUSE VEGETABLES?

WEDNESDAY AFTERNOON 2:00 PM

Fresh local produce is a best-seller in today's market. Using heated greenhouse space for production can be a lucrative proposition. This session will cover the many aspects of marketing greenhouse vegetables before you plant the first seed. Topics include who is eating what vegetables, hitting the pavement market research, development of a customer product matrix, and pricing.

- **Bridget Behe**, Horticulture Dept., MSU

THE BEST RETAIL GARDEN CENTER IN AMERICA AND HOW TO USE THE DESIGN CONCEPTS AT YOUR RETAIL LOCATION

WEDNESDAY AFTERNOON 3:00 PM

Learn what Berns Garden Center store redesign does; see what those other retailers learned from the Berns model. Identify how you can transfer the design concepts to your retail greenhouse.

- **Judy Sharpton**, Growing Places Marketing, Atlanta, GA

GREAT LAKES EXPO EDUCATION PROGRAM

GENERAL INTEREST - TUESDAY

CHESTNUTS

TUESDAY AFTERNOON 2:00 PM

PM

Chestnut Germplasm Update

- **Dennis Fulbright**, Plant, Soil and Microbial Sciences Dept., MSU

The ABCs of Cultivating Ginseng

- **Mary Hausbeck**, Plant, Soil and Microbial Sciences Dept., MSU
- **Blair Harlan**, Plant, Soil and Microbial Sciences Dept., MSU

Pesticide Considerations for Chestnut Growers

- **Erin Lizotte**, Extension Educator, MSU Extension, Cadillac, MI

FOOD SAFETY

TUESDAY AFTERNOON 2:00 PM

PM

Digital Recordkeeping: What Are My Choices?

- **Phil Tocco**, Extension Educator, MSU Extension, Jackson, MI

Group GAP As an Alternative to Individual Certification

- **Natasha Lantz**, Marquette Food Co-op, Marquette, MI

How Effective Are Different Sanitation Techniques for Tree Fruit Storage Bins?

- **Karen Killinger**, Extension Food Safety Specialist, Washington State Univ.

FSMA Implementation Next Steps

- **Gretchen Wall**, Produce Safety Alliance, Cornell Univ.

GENERAL INTEREST - WEDNESDAY

HOOP HOUSES AND TUNNELS

WEDNESDAY MORNING 9:00 AM

AM

Tips for Tunnels of All Types

- **Vernon Grubinger**, Vegetable and Berry Specialist, Univ. of Vermont

Summary of MSU High Tunnel Economic Study Cherry Tomato Production in High Tunnels

- **Trent Thompson**, Green Gardens Farm, Battle Creek, MI

HOPS

WEDNESDAY MORNING 9:00 AM

AM

Introductions

- **Robert Serrine**, Extension Educator, MSU Extension, Suttons Bay, MI

National Hop Market Update

- **Ann George**, Hop Growers of America, Moxee, WA

Hop Quality Control: From Field to Kettle

- **Bradley Studer**, Formerly with SS Steiner & Manager of Roza Ranch, Prosser, WA

Hop Quality Roundtable

- **Ann George**, Hop Growers of America, Moxee, WA
- **Bradley Studer**, Formerly with SS Steiner & Manager of Roza Ranch, Prosser, WA
- **Scott Graham**, Executive Director, Michigan Brewers Guild, Lansing, MI
- **John Mallet**, Bells Brewery, Kalamazoo, MI
- **Alec Mull**, Founders Brewing Co., Grand Rapids, MI
- **Jake Brenner**, Grand Rapids Brewing Co., Grand Rapids, MI

LABOR

WEDNESDAY MORNING 9:00 AM

AM

What Do Your Employees Say About You As a Manager? And How Might That Affect Their Work Performance?

- **Phil Durst**, Dairy and Beef Educator, MSU Extension, West Branch, MI
- **Stan Moore**, Dairy & Human Resource Management Educator, MSU Extension, Bellaire, MI

Our Experience Using Seasonal Guestworker Programs

- **Mark Miezio**, Grower and H-2A Employer, Suttons Bay, MI
- **Sarah Pion**, Michigan Farm Bureau, and grower cooperator, MFB's Pilot H-2A Program, Paw Paw, MI
- **Ken Forth**, Vegetable grower and President of FARMS (Foreign Resource Management Service), Lynden, ON, Canada
- **Questions and Discussion**

MAEAP VERIFICATION:

What's Involved and Why You Should Consider It

PM

WEDNESDAY AFTERNOON 1:00 PM

Learn about the Michigan Agriculture Environmental Assurance Program (MAEAP) and how it can benefit your farm.

- Hear about the MAEAP process first-hand from a grower panel.
- Get your questions answered by MAEAP technicians.
- Learn about the benefits of becoming MAEAP verified.

You will leave this session with knowledge about the MAEAP program and its positive impacts on fruit and vegetable growers and greenhouse and farm market operators.

UNDERSTANDING FOOD HUBS:

Re-Imagining Local Food Distribution

PM

WEDNESDAY AFTERNOON 2:00 PM

The Understanding Food Hubs presentation will provide session participants with a better understanding of what food hubs are and how they can benefit farmers. Food hubs have become one of the new "buzz words" of the local food movement, but many people lack an understanding of how they operate and what challenges they face. The presentation will discuss the role that food hubs play in the larger regional food system, how food hubs are organized and managed, the benefits to farmers of selling to/through a food hub, and ways that food hubs can benefit local communities and economies. The presentation will also provide several examples of food hubs from around Michigan that are helping to bring local farm food to restaurants, schools, hospitals, and other wholesale markets through a variety of methods. Participants will leave with resources for engaging with established food hubs and working with developing projects.

- **Garrett Ziegler**, Community Food Systems Educator, MSU Extension, Grand Rapids, MI

GENERAL INTEREST - THURSDAY

AFFORDABLE CARE ACT

THURSDAY MORNING 9:00 AM

AM

The workshop will cover the Affordable Care Act (ACA) and how it affects Farms and the self-employed. The Affordable Care Act is a far-reaching piece of legislation that covers every government entity, business, industry and individual. Given the many layers of the Affordable Care Act, this program will cover the basics and some very important details that are especially important to those with a large number of employees and seasonal workers. There will be ample times through out the program for questions and answers as well as a handout of the presentation that will contain links to valuable resources.

Presentation topics will include:

- General Rules & Definitions of the ACA
- Rules of Employer Shared Responsibility (ESR) Mandate
- Rules for Counting Employees under (ESR)
- Rules for Small Business Health Care Tax Credit & other Tax considerations
- Rules for Health Insurance Market Place (Exchange) and Shop for Employers
- Rules of Individual Shared Responsibility Mandate
- Employer Requirements for 2013 to 2015

- **Adam Kantrovich**, Farm Management Educator, MSU Extension

IRRIGATION MANAGEMENT:

Decision Tools for Economic and Environmental Benefit in Fruit and Vegetable Production

THURSDAY MORNING 9:00 AM

AM

Soil Moisture Monitoring System Compared and Reviewed

- **Steve A. Miller**, Irrigation Specialist, Biosystems Engineering Dept., MSU

Management of Drip Irrigation - Adequate Moisture in Root Zone Without over Filling

- **Bob Hochmuth**, Suwannee Valley Agricultural Extension Center, Univ. of Florida

Irrigation Scheduling - Bring It All Together

- **Lyndon Kelley**, Extension Irrigation Educator, MSU-Purdue

FARM BUSINESS MANAGEMENT

THURSDAY MORNING

AM

Getting Business Performance Information From Your Farm Records

9:00 AM

- **John Jones**, TelFarm Center, MSU

Determining a Land Rental Rate

10:00 AM

- **Dennis Stein**, Farm Management Educator, MSU Extension

FRUIT - TUESDAY

BERRIES

TUESDAY MORNING 9:00 AM

AM

Michigan Experiences Battling Spotted Wing *Drosophila* in Caneberries

- **Rufus Isaacs**, Entomology Dept., MSU

Chemical Control of Spotted Wing *Drosophila* for Raspberries in High Tunnels and the Field

- **Greg Loeb**, Entomology Dept., Cornell Univ.

New Strawberry and Raspberry Production Approaches in Quebec

- **Valarie Bernier**, Ferme Onésime Pouliot Inc. Quebec

GRAPE I

TUESDAY MORNING 9:00 AM

AM

Climate Change and Potential Impacts to Michigan Viticulture

- **Jeff Andresen**, Geography Dept., MSU

Viticultural Management Changes to Address Our Changing Climate

- **Paolo Sabbatini**, Horticulture Dept., MSU

Vectors of Grape Leafroll Disease in the Northeast

- **Greg Loeb**, Entomology Dept., Cornell Univ.

TREE FRUIT

TUESDAY MORNING 9:00 AM

AM

Update on the Tree Fruit Commission Maximum Residue Level (MRL) Project

- **Mark Whalon**, Entomology Dept., MSU

Advances in Spray Application Technology

- **John Wise**, Entomology Dept., MSU
- **Matt Grieshop**, Entomology Dept., MSU

Best Practices for Pesticide Use and Bee Safety in Tree Fruit Production

- **Julianna Wilson**, Tree Fruit IPM Outreach Specialist, Entomology Dept., MSU

APPLE I

TUESDAY AFTERNOON 2:00 PM

PM

Tree Training and Orchard Management Recommendations Based on Intensive European Apple Production Experiences

- **Jan Peeters**, Fruitconsult, The Netherlands

Michigan Tree Fruit Commission Update

- **Jim Engelsma**, Engelsma's Apple Barn, Grand Rapids, MI

Compare and Contrast Apple Orchard Management Trends in Italy and Washington State

- **Stefano Musacchi**, Horticulture Dept., Washington State Univ.

Precision Apple Production - What Are You Leaving on the Table

- **Rod Farrow**, Lamont Fruit Farm, Waterport, NY

GRAPE II

TUESDAY AFTERNOON 2:00 PM

PM

Protecting Vines from Winter Injury

- **Tom Zabadal**, SWMREC, MSU Extension

Update on Powdery and Downy Mildew Management

- **Annemiek Schilder**, Plant, Soil and Microbial Sciences Dept., MSU

Unmanned Systems and Technology- Applications in Viticulture

- **Ed Bailey**, Technical Division Coordinator, Northwestern Michigan College

FRUIT VARIETY SHOWCASE

TUESDAY AFTERNOON 4:30 PM

PM

Fruit varieties and strains gathered from MSU variety trials and various locations around North America will be displayed. Sample and hear discussion of new and notable apple varieties by nursery representatives, MSU apple specialists, and Dr. Susan K. Brown, head of Cornell's apple breeding program. The display will be available to view both Tuesday and Wednesday in the meeting room used for the tree fruit and apple sessions.

GREAT LAKES EXPO EDUCATION PROGRAM (cont.)

FRUIT - WEDNESDAY

BLUEBERRY I

WEDNESDAY MORNING 9:00 AM

AM

Mechanical Harvesting Blueberries for the Fresh Market

- **Carlos Garcia-Salazar**, MSU Extension Managing Native and Invasive

Insect Pests in Blueberry

- **Rufus Isaacs**, Entomology Dept., MSU

Disease Control Strategies in

New Jersey Blueberries

- **Peter Oudemans**, Marucci Blueberry and Cranberry Research And Extension Center, Chatsworth, NJ

PEACH AND PLUM

WEDNESDAY MORNING 9:00 AM

AM

How to Manage Brown Marmorated Stink Bug and Not Abandon IPM

- **Anne Nielsen**, Entomology Dept., Rutgers Univ.

Managing Bacterial Spot of Stone Fruit

- **Norm Lalancette**, Plant Biology & Pathology Dept., Rutgers Univ.

The New Michigan Tree Fruit Commission – Supporting the Tree Fruit Industry

- **Fred Koenigshof**, K and K Farms, Coloma, MI

Cold-Hardiness and Disease Resistance of Old and New Peach Varieties

- **Bill Shane**, District Extension Fruit and Marketing Educator, MSU Extension, Benton Harbor, MI

TART CHERRY

WEDNESDAY MORNING 9:00 AM

AM

The Michigan Tree Fruit Commission: Setting A Strategic Path for Michigan's Tree Fruit Industries

- **Jim Nugent**, Chair, Michigan Tree Fruit Commission, Suttons Bay, MI

Investigating Cover Crops for Tart Cherry Orchard Systems

- **George Bird**, Entomology Dept., MSU

Addressing the Challenges of Managing Spotted Wing Drosophila for the Michigan Cherry Industry

- **Nikki Rothwell**, NWMHRS Coordinator, MSU Extension, Traverse City, MI

New Developments Towards the Identification of an Armillaria Resistant Rootstock

- **Ray Hammerschmidt**, Plant, Soil and Microbial Science Dept., MSU

- **Amy Iezzoni**, Horticulture Dept., MSU

Update on the High-Density

Tart Cherry Plantings

- **Ron Perry**, Horticulture Dept., MSU

APPLE II

WEDNESDAY AFTERNOON 2:00 PM

PM

Apple Insect Management Update: They're Back

- **Larry Gut**, Entomology Dept., MSU

2014 Precision Cropload Management Summary

- **Phil Schwallier**, District Horticulture and Marketing Educator, MSU Extension, Clarksville, MI

- **Jill Blattner**, Lowell, MI

- **Kim Kropf**, Lowell, MI

- **Bridget Engelsma**, Grand Rapids, MI

Apple Fungal Pathogens and Disease

Problems That Show Up Later in the Season

- **George Sundin**, Plant, Soil and Microbial Sciences Dept., MSU

Apple Breeding, Genetics and Varieties at

Cornell's NYS Agriculture Experiment Station

- **Susan Brown**, Horticulture Section, Cornell Univ.

BLUEBERRY II

WEDNESDAY AFTERNOON 2:00 PM

PM

Going Organic – Is It Right For You?

(Grower Panel)

Humates, Fulvates and Other Organic

Additives; Any Value in Blueberries?

- **Eric Hanson**, Horticulture Dept., MSU

Replanting Blueberries (Grower Panel)

Recovering from the 2014 Winter

- **Mark Longstroth**, District Fruit Educator, MSU Extension, Paw Paw, MI

Creating an Organization to Represent

Michigan Blueberries

Michigan Blueberry Advisory Council will be held at the conclusion of the Blueberry session, starting at 4:15 pm.

SWEET CHERRY

WEDNESDAY AFTERNOON 2:00 PM

PM

Soil and Foliar Fertilization, Pruning Decisions, and Brown Rot Control: Strategies for Growing Sweet Cherries Successfully in Continental Climates

- **Jan Peeters**, Fruitconsult, The Netherlands

Tree Training, Long-Term Management

Decisions, and Performance Comparisons

for Super Slender Axe (SSA) and Bi-Axis

Sweet Cherry Orchards

- **Stefano Musacchi**, Horticulture Dept.,

Washington State Univ.

Experiences with Four High-Density Sweet

Cherry Training Systems in Michigan: Upright

Fruiting Offshoots (UFO), Super Slender

Axe (SSA), Tall Spindle Axe (TSA), and Kym

Green Bush (KGB)

- **Gregory Lang**, Horticulture Dept., MSU

Q and A Panel—Everything You Have Wanted

to Know About Growing High Quality

Sweet Cherries but Were Afraid to Ask

- **Jan Peeters**, Fruitconsult, The Netherlands

- **Stefano Musacchi**, Horticulture Dept.,

Washington State Univ.

- **Gregory Lang**, Horticulture Dept., MSU

VEGETABLE - TUESDAY

ASPARAGUS

TUESDAY MORNING 9:00 AM

AM

Development of *Phytophthora* Tolerant

Cultivars and Production of AV2 Virus-Free,

High Health Crown Transplants

- **Peter Falloon**, AsparaPacific,

Lincoln, New Zealand

Asparagus Irrigation Update- Effects on

Spear Cooling, Quality, and Yield

- **Zachary Hayden**, Horticulture Dept., MSU

Asparagus Pathology Research –

Results of 2014 Trials

- **Mary Hausbeck**, Plant, Soil and Microbial

Sciences Dept., MSU

Asparagus Insect Pest Management

- **Zsafia Szendrei**, Entomology Dept., MSU

PICKLING CUCUMBER

TUESDAY MORNING 9:00 AM

AM

Developments in Cucumber Weed Control

- **Bernard Zandstra**, Horticulture Dept., MSU

Progress in Cucumber Disease Control

- **Mary Hausbeck**, Plant, Soil and Microbial Sciences Dept., MSU

Experience and Plans with Pickling

Cucumber Crop Insurance

- **Robert Cerda**, Crop Insurance Systems, Wentzville, MO

Improving Fruit Set with More

Effective Pollination

- **Walter Pett**, Entomology Dept., MSU

Grower and Grader Requirements to Meet

Food Safety and Pesticide Use Audits

- **Phil Tocco**, Extension Educator, MSU Extension, Jackson, MI

TOMATO / PEPPER / EGGPLANT

TUESDAY MORNING 9:00 AM

AM

Growing "Heirloom" Tomatoes:

Old Challenges and New Opportunities

- **Jeanine Davis**, Mountain Horticultural Crops Research & Extension Center, North Carolina State Univ.

SWD and BMSB: Do We Need to Worry?

- **Zsofia Szendrei**, Entomology Dept., MSU

Late Blight and Bacterial Diseases:

What Can A Grower Do?

- **Mary Hausbeck**, Plant, Soil and Microbial Sciences Dept., MSU

Managing *Phytophthora* Root Rot with

Resistant Cultivars and Fungicides

- **Charles Krasnow**, Plant, Soil and Microbial Sciences Dept., MSU

GREENHOUSE VEGETABLE PRODUCTION

TUESDAY AFTERNOON 2:00 PM

PM

Trends in Specialty Greenhouse

Vegetable Crops

- **Bob Hochmuth**, Suwannee Valley Agricultural Extension Center, Univ. of Florida

Greenhouse Production Systems

- **Bob Hochmuth**, Suwannee Valley Agricultural Extension Center, Univ. of Florida

Fertilization of Greenhouse Vegetables

- **Shubin Saha**, Horticulture Dept., Univ. of Kentucky

POTATO

TUESDAY AFTERNOON 2:00 PM

PM

Using the Entire Insecticide Toolbox for Colorado Potato Beetle: Planning A Three Year Resistance Management Program in Potato

- **Anders Huseeth**, Entomology Dept., Cornell Univ.

Potato Pathology Update

- **William Kirk**, Plant, Soil and Microbial Sciences Dept., MSU

Enviro Weather Tools for Potato Growers

- **Beth Bishop**, Enviro-weather Coordinator, Entomology Dept., MSU

SWEET CORN

TUESDAY AFTERNOON 2:00 PM

PM

Sweet Corn Weed Control Update

- **Mark VanGessel**, Plant and Soil Sciences Dept., Univ. of Delaware

Sweet Corn Diseases Update

- **Richard Raid**, Plant Pathology Dept., The Univ. of Florida

Sweet Corn Insect Control Update

- **Richard Weinzierl**, Entomology Dept., Univ. of Illinois

Sweet Corn Genetics in 2015

and Looking Ahead

- **Derrill Kregel**, Rispens Seeds, Inc., Beecher, IL

VEGETABLE - WEDNESDAY

ONION

WEDNESDAY MORNING 9:00 AM

AM

Managing Onion Maggot, Onion Thrips and Associated Pathogens

- **Brian Nault**, Entomology Dept., Cornell Univ., Geneva, NY

Identifying and Managing New and Old

Onion Diseases

- **Mary Hausbeck**, Plant, Soil and Microbial Sciences Dept., MSU

Season-Long Weed Control in Onions

- **Bernard Zandstra**, Horticulture Dept., MSU

Michigan Onion Committee Annual Meeting will be held at the conclusion of the Onion session.

VINE CROPS

WEDNESDAY MORNING 9:00 AM

AM

Susceptibility of 9 Vine Crops to Gummy Stem Blight and Current Recommendations for Control

- **Tony Keinath**, Plant Pathology Dept., Clemson Univ.

Cucumber Beetle Management on Vine

Crops by Cultural and Chemical Tactics

- **Celeste Welty**, Entomology Dept., The Ohio State Univ.

Nitrogen Rate and Foliar Fertilizers for Triploid Watermelon

- **Shubin Saha**, Horticulture Dept., Univ. of Kentucky

Weed Control in Vine Crops: Consider All Your Options

- **Mark VanGessel**, Plant and Soil Sciences Dept., Univ. of Delaware

CARROT

WEDNESDAY AFTERNOON 2:00 PM

PM

Update on Disease Control in Carrots

- **Mary Hausbeck**, Plant, Soil and Microbial Sciences Dept., MSU

Testing for Aster Leafhopper Infectivity in Michigan Carrot and Celery Crops

- **Zsofia Szendrei**, Entomology Dept., MSU

Slow-Release Nitrogen for Carrots: Effects of Rate and Timing on Quality and Yield.

- **D. Corey Noyes**, Horticulture Dept., MSU
- **Daniel Brainard**, Horticulture Dept., MSU

Managing Plant-Parasitic Nematodes with Cover Crops in MI

- **Fred Warner**, Plant, Soil and Microbial Sciences Dept. MSU

GREAT LAKES EXPO EDUCATION PROGRAM (cont.)

CELERY

WEDNESDAY AFTERNOON 2:00 PM

PM

Celery Anthracnose: It's Epidemiology and Prospects for Management

- **Richard Raid**, Plant Pathology Dept., The Univ. of Florida

Food Safety on Celery Packing and Processing Lines

- **Elliot Ryser**, Food Science Dept., MSU
- **Managing Pythium Root Rot on Celery Seedlings**
- **Mary Hausbeck**, Plant, Soil and Microbial Sciences Dept., MSU

Celery Insect Management Update

- **Zsofia Szendrei**, Entomology Dept., MSU

Annual meeting of Michigan Celery Research Inc. will be held at the conclusion of the Celery session.

COLE CROPS

WEDNESDAY AFTERNOON 2:00 PM

PM

Bacterial Blights of Mustard and Turnip Greens: Resistance and Actigard As Management Options

- **Tony Keinath**, Plant Pathology Dept., Clemson Univ.

Managing Thrips and Other Pests on Cabbage

- **Celeste Welty**, Entomology Dept., The Ohio State Univ.

Phytophthora Thread in Cole Crops

- **Charles Krasnow**, Plant, Soil and Microbial Sciences Dept., MSU
- **Mary Hausbeck**, Plant, Soil and Microbial Sciences Dept., MSU

Cole Crop Herbicide Update

- **Bernard Zandstra**, Horticulture Dept., MSU

SOIL HEALTH AND COVER CROPS

WEDNESDAY AFTERNOON 2:00 PM

PM

Cover Crops for N Replacement in Vegetable Crops

- **Ron Goldy**, Senior Vegetable Educator, MSU Extension, Benton Harbor, MI

Building Soil Health in High Tunnels with Cover Crops

- **Lorri Hoagland**, Horticulture and Landscape Architecture Dept., Purdue Univ.

Using Cover Crops with Produce and Grain Crops

- **Greg Downing**, Southern Agronomist, Cisco Seeds

Cover Crops Selection Tool Demonstration and Cover Crops Resource Materials for Vegetable Producers

- **Vicki Morrone**, Outreach Specialist for Organic Fruit and Vegetable Growers, MSU

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VEGETABLE - THURSDAY

BIOLOGICAL CONTROL OF INSECTS

THURSDAY MORNING 9:00 AM

AM

This workshop will provide information on what biological control agents of insect pests look like, what they feed on, and how they can be managed on farm to increase their efficacy. You will get to see and handle pinned specimens, so you can learn to identify them.

Introduction to Biological Control

- **Ben Phillips**, Vegetable Educator, MSU Extension, Saginaw, MI

Predatory and Prey Parasitoid Relationships

- **Adam Ingrao**, Entomology Dept., MSU

Rearing Nematodes for Agriculture

- **Joe Tourtois**, Entomology Dept., MSU

Habitat Management for Beneficial Insects

- **Nicole Quinn**, Entomology Dept., MSU

Natural Enemies Identification

- **Ben Phillips**, Vegetable Educator, MSU Extension, Saginaw, MI

FARM MARKETING - TUESDAY

FARM MARKETING I: KEYNOTE SESSION

TUESDAY MORNING 9:00 AM

AM

Bridging the Gap Between Farmers and Consumers - Keynote Presentation

- **Michele Payn-Knoper**, Author of 'No More Food Fights', Cause Matters Corp., Lebanon, IN

Moving Agritourism Ahead in MI - Michigan Agritourism Association Update

- **Beth Hubbard**, Michigan Agritourism Association President and Corey Lake Orchards, Three Rivers, MI

Keeping the Family Fun in a Visit to Tweite's Family Farm

- **Tom Tweite**, Tweite's Family Farm, Bryan, MN

FARM MARKETING II: MARKETING SESSION

TUESDAY AFTERNOON 2:00 PM

PM

Life at Lynd Fruit Farm

- **Andy Lynd**, Lynd Fruit Farm, Pataskala, OH

The Role of Farmers in Consumer Education

- **Annie Link**, Dairy Discovery at Swisslane Dairy Farms, Alto, MI

The Skelly's Farm Market Story – and Our New Loyalty Reward Program

- **Scott Skelly**, Skelly's Farm Market, Janesville, WI

Cleaning Up Your Appearance at Your Farm and Market

- **Steve Bogash**, Horticulture Educator, Penn State Cooperative Extension, Carlisle, PA

FARM MARKETING ROUNDTABLE

TUESDAY EVENING 6:00 PM

LATE PM

Come to this popular "town hall-style" session to share ideas with your farm marketing colleagues. We'll talk about what worked and what didn't in 2014, what to try next year, how you might conquer your customer, employee and marketing challenges, and more. This session continues to grow every year so get there early. Session concludes promptly at 7:30 p.m.

FARM MARKETING - WEDNESDAY

FARM MARKETING III: BUSINESS MANAGEMENT SESSION

WEDNESDAY MORNING 9:00 AM

AM

How Lynd Fruit Farm Does Pick Your Own

- **Andy Lynd**, Lynd Fruit Farm, Pataskala, OH

Dealing With Employee Theft

- **Beth Kelly**, HR Collaborative, Grand Rapids MI

Managing Sales of Our Produce at Multiple Locations in the Summer

- **Scott Skelly**, Skelly's Farm Market, Janesville, WI

Analyzing Your Farm Marketing Business for Increased Profits

- **Erin Pirro**, Farm Credit East, Enfield, CT

SWEET CIDER

WEDNESDAY MORNING 9:00 AM

AM

From a Water Powered Cider Press to Big Time Marketing – The Yates Cider Mill Story

- **Mike Titus**, Yates Cider Mill, Rochester, MI

Food Safety Modernization Act – How It Will Impact Cider Makers

- **Tim Slawinski**, Emerging Issues Specialist, MDARD, Lansing, MI

What Makes Your Cider Label Stand Out – A Graphic Artist's Perspective

- **Kim Stricker**, Kimberly Stricker Media, Grosse Pointe Park, MI

Cider Mill Inspections – Results and Plans

- **Kevin Halfmann**, Food & Dairy Division, MDARD, Lansing, MI

Upcoming Changes in Food Safety Regulations

- **Tim Slawinski**, Emerging Issues Specialist, MDARD, Lansing, MI

Michigan Cider Makers' Guild Annual Member Gathering will be held at the conclusion of the Sweet Cider session.

CIDER JUDGING

WEDNESDAY AFTERNOON 1:30 PM

PM

This is an opportunity to observe the judging of the Michigan Cider Contest.

FARM MARKETING IV: BAKERY SESSION

WEDNESDAY AFTERNOON 2:00 PM

PM

Foods: The How and What at Farm Markets

- **Tom Tweite**, Tweite's Family Farm, Bryan, MN

Baking/Cooking Demos

- **Diane Fisher**, Catering by Design, LLC, St. Joseph, MI

Great Expectations in Pies

- **Steve Bogash**, Horticulture Educator, Penn State Cooperative Extension, Carlisle, PA

FARM MARKETING - THURSDAY

FARM MARKETING WORKSHOP A: TEAM BUILDING THROUGH COOKING

THURSDAY MORNING 9:00 AM – 12 NOON

AM

Now that you have a kitchen, what else can you do with it – especially during the off-season? Come and get some insight from professional chef and caterer, Diane Fisher, as she leads a "hands-on" workshop on how to conduct team building exercises in a kitchen. This fun and interactive team training concept is one that can be offered to your corporate customers as well as to bring your own staff together.

- **Diane Fisher**, Catering by Design, LLC, St. Joseph, MI

GREAT LAKES EXPO EDUCATION PROGRAM (cont.)

FARM MARKETING WORKSHOP B: ANALYZING YOUR BUSINESS

THURSDAY MORNING 9:00 AM – 11:00 AM

AM

Learn more about getting the right numbers together to really analyze each of your enterprises and then how each contributes to your bottom line. You'll be able to go home and start to figure out what is making you money and what is not helping your farm market. Erin is one of the few people in the financial arena that has gathered a great deal of financial information from direct farm marketers.

- **Erin Pirro**, Farm Credit East, Enfield, CT

FARM MARKETING WORKSHOP C: FARM MARKETING 101

THURSDAY MORNING 9:00 AM – 12 NOON

AM

Sharing What We Know and Lessons Learned

This interactive, inaugural workshop is designed to facilitate transfer of knowledge and expertise from experienced marketers to those desiring more information in specific areas. This Michigan Agritourism Association (MATA) sponsored workshop includes presentations from current MATA board members actively involved and successful in their presentation area.

Everything Donuts

- **Beth Hubbard**, Michigan Agritourism Association President and Corey Lake Orchards, Three Rivers, MI

Agritainment

- **Steve Klackle**, Klackle Orchards, Greenville, MI

Developing Curb Appeal

- **Allissa McManus**, Piggott's Farm Market, Benton Harbor, MI

Weddings

- **Julie Post-Febus**, Post Family Farm, Hudsonville, MI

FARM MARKETING WORKSHOP D: FARMING YOUR SOCIAL COMMUNITY

THURSDAY MORNING 9:00 AM – 11:00 AM

AM

Learn many reasons why agriculture needs to engage in online communities and tap into the efficiency of social media. Michele will help you create meaningful connections with people around the food plate through the ever-changing social media world and will explain how social networks are not a fad you can wish away. You'll learn from her experience developing communities that reach well beyond your zip code. She'll also highlight

how social networks are impacting popular opinion about food and those involved between your farm gate and the fork.

- **Michele Payn-Knoper**, Author of 'No More Food Fights', Cause Matters Corp., Lebanon, IN

HARD CIDER

THURSDAY MORNING 9:00 AM

AM

Where Do I Get Hard Cider Varieties to Plant? Challenges of Obtaining Cider Varieties from A Nursery Perspective

- **Bill Pitts**, Wafler Nursery, Wolcott, NY
- **Wanda Heuser Gale**, Summit Tree Sales, Lawrence, MI

Market Growth Potential for Michigan Ciders: Thoughts from the Retail Side of the Business

- **Binny's Beverage Depot**, Chicago, IL

Delving into Successful Cider Production: Strategies to Continue to Improve Michigan Ciders

- **Paul Jenkins**, Lallemand, Inc. Memphis, TN
- **Successes and Challenges in Michigan Cider Production: A View from the Cider Cellar**
- **Steve Meckley**, Meckley's Flavor Fruit Farm, Somerset Center, MI
- **Dan Young**, Tandem Ciders, Suttons Bay, MI
- **Bryan Ulbrich**, Left Foot Charley, Traverse City, MI
- **Nancy Oxley**, St. Julian Winery, Paw Paw, MI

An Introduction to the Michigan Cider Association/MCA First Members' Meeting: What Would You Like to See from Your New Cider Association?

- **Paul VanderHeide**, MCA President and VanderMill Ciders, Spring Lake, MI

FARMERS MARKETS - THURSDAY

FARMERS MARKETS: COLLABORATING WITH OTHER FARMERS AND BUSINESSES TO EXTEND YOUR MARKETING REACH

THURSDAY MORNING 9:00 AM

AM

This session featuring a panel of Michigan farmers and small food businesses will explore the following questions: How can farmers and local businesses cross-promote and share already existing customer bases? How is transparency and integrity maintained when others sell, market, or otherwise represent your product? How can farmers and value-added producers work

together? How can you structure partnerships (formally or informally) for mutual benefit?

- **Kristin Krokowski**, Commercial Horticulture Educator, Waukesha, WI

Farmer Panel Focused on Collaboration and Extending Your Market Reach

- **Erin Caudell**, Flint Ingredient Company and The Local Grocer, Flint, MI
- **Andy Stutzman**, Kuntry Gardens, Homer, MI

FARMERS MARKETS: WHO IS YOUR CUSTOMER AND HOW CAN YOU BETTER INTERACT WITH THEM?

PM

THURSDAY AFTERNOON 1:00 PM

This session will help you understand your customers and connect with that customer base. How can you better interact with them both at market and away from market? How can you use market surveys to create a better picture of your customer base? How can you collaborate with market management to help you identify customer wants and desires? Methods of data gathering will be explored as well as ways to communicate effectively with your potential customer.

- **Kristin Krokowski**, Commercial Horticulture Educator, Waukesha, WI

Farmer Panel Focused on Connecting with Your Consumer

ORGANIC - THURSDAY

ORGANIC OPPORTUNITIES AND MARKETS

THURSDAY MORNING 9:00 AM

AM

Innovative Tools and Practices on Organic Vegetable and Berry Farms in Vermont

- **Vernon Grubinger**, Vegetable and Berry Specialist, Univ. of Vermont

Cultivating Farm Resiliency and Our Transition to Organic

- **David Coveyou**, Coveyou Farm, Petosky, MI
- **Laura Judge**, Produce Field Manager, Coveyou Farm, Petosky, MI

ORGANIC PRODUCTION INTRODUCTION
THURSDAY MORNING 9:00 AM



Building A Healthy Soil

- **Lisa Tiemann**, Plant, Soil and Microbial Sciences Dept., MSU

Cover Crop Selections for Different Needs

- **Brian Hayes**, Cisco Seed

Farmers Panel - Making It Work for the Farm and Markets

They will each be sharing:

- Intro your farm in terms of markets you sell to now
- Any specific pest challenges you have that you take into account when planning your veg production
- What approaches and system do you use to plan your crop production and rotations (that may include cover crops)

- **Karen Warner**, Big Head Farm, Benton Harbor, MI
- **Julia Studier**, Tower Hill Farm, Sodus, MI
- **Linda Torney**

ADVANCED ORGANIC VEGETABLE SYSTEMS
THURSDAY AFTERNOON 1:00 PM



Organic Management of Cucurbit Diseases

- **Tony Keinath**, Plant Pathology Dept., Clemson Univ.

Nitrogen Release and Disease Suppressive Activity of Four Compost Amendments on Three Vegetable Farms

- **Lorri Hoagland**, Horticulture and Landscape Architecture Dept., Purdue Univ.

Cover Crop Combinations Useful in Organic Vegetable Systems

- **Greg Downing**, Southern Agronomist, Cisco Seeds

CURRENT ISSUES IN ORGANIC FRUIT PRODUCTION
THURSDAY AFTERNOON 1:00 PM



Progress Towards the Organic Management of Brown Marmorated Stink Bug

- **Anne Nielsen**, Entomology Dept., Rutgers Univ.

Pollinator Conservation Tactics for Organic Fruit Production

- **Emily May**, Entomology Dept., MSU

Developing Antibiotic Alternatives for Fire Blight in the North Eastern United States

- **George Sundin**, Plant, Soil and Microbial Sciences Dept., MSU
- **Matt Grieshop**, Entomology Dept., MSU

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A & B Packing Equipment, Inc.	Coopers Mill	Hillside Cultivator Company	Morton Buildings	Soos Grower Resources LLC
A & L Great Lakes Labs	Country Folks Grower	Hillside Orchard Farms	Moser Fruit Tree Sales	Southshore Companies
Abbott & Cobb Inc	CountryHome Creations	Hilltop Fruit Trees L.L.C.	MSU Extension	Specialty Crop Technologies
Acadian Seaplants Limited	Criveller Company	HJV Equipment	MSU Rogers Reserve	Spectrum Technologies, Inc.
Ackerman, George F. Company	Crop Production Services	Holland Transplanter Co.	Multicorr	Spring Brook / Littau Harvester
ADAMA	CropCare Equipment	Hollar Seeds	Natural Forces LLC	Spring Brook Supply
Adams County Nursery	by PaulB, LLC	Hudsonville Box & Basket	Netafim USA	Stan Peterson Fruit Tree Sales
Advancing Eco Agriculture	Cummins Bridgeway	Hudsonville Lumber	Nevill / Bekaert Supply	Stark Bro's Nurseries & Orchards Co.
Advantage Label & Packaging	Cushman Creek Supply	Hull Lift Truck Inc.	Nichino America	Stokes Blueberry Farm & Nursery
Ag Connections, Inc.	Decade Products, LLC	Hydro-Stacker MI	NNZ Inc.	Stokes Seeds Inc.
Ag Heat	Decco	Industrial Brush Corporation	Nurse Farms, Inc.	Storage Control Systems, Inc.
Agri Energy Resources	DeGrandchamp Farms Inc.	InterCrate Container Corp.	OESCO, Inc.	Summit Sales
Agricultural Data Systems	Delta T Solutions	International Paper Company	OHP Inc.	Summit Laboratory
AgroFresh - SmartFresh	Deploy Technologies /	International Plant Management	Okanagan Specialty Fruits	Superb Horticulture
Agro Frost / Paige Equipment	Ridge Quest Inc.	J & L Orchard Supply LLC	Ontario Fruit & Veg. (The Grower)	Superior Wind Machine Service
Agro-Culture Liquid Fertilizers	Detroit Radiant Products	J & M Industries Inc.	Ontario Fruit & Vegetable Convention	Suterra, LLC
Agro-K Corporation	Dillman Farm	Janny MTCA Inc.	Orizant	Syngenta
AgroSource Inc.	Dow AgroSciences	Jiffy Products	Orizant Tech Solutions	System Clean Inc.
Airtec Sprayers, Inc.	Dubois Agrinovation Inc.	John Deere Company	Oro Agri	T.O. Plastics
Al - Par Peat	DuPont Crop Protection	Johnny's Selected Seeds	Oxbo International	T3 Technologies Inc.
All Weather Seal	Durand Wayland / John Bean	K.U.L.T. Kress LLC	Packaging Corp. Of America	Techmark
American Fruit Grower	Earth Tools Inc.	K & M Dodge	Packaging Personified, Inc.	Teva Corp.
American Metal Roofs	Eurodrip USA Inc.	Kenenco Manufacturing	Peach Ridge Orchard Supply	Tew Manufacturing
American Takii Inc.	Evans Manufacturing Company	Kent Equipment	Peachey's Fine Foods	The Blueberry Store
American Vegetable Grower	Farm Bureau Insurance	KeyBank	Pentair	The Cisco Companies
AquaPulse Systems	Farm Services	Kietzer Farms	Phil Brown Welding Corp	The Wright Place
Aqua-Tec Irrigation, Inc.	Farm Tek	King Orchards	Phytocultures Ltd	Thiele Technologies Inc.
A-ROO Company LLC	Farmer's Co-Op Elevator	KoolJet Refrigeration	PIGO srl	Thomas Brothers Equipment Sales, Inc.
Atlas Greenhouse Systems	Farmers Choice Foods	Koppert Biological Systems	Plant Food Systems	Thunderbird Plastics
Avian Enterprises	Fisher Refrigeration	KPC	Plant Products	Toro Micro Irrigation
Ball Horticultural Co.	Flamin Fury Peaches	Krohne Plant Farms	Plummer Supply Company	TotalGrow by Venntis Technologies
Barnyard Supply	Florida Grower	Kwik Lok Corp.	PNC Bank	Travis Pattern & Foundry
Barrett Donut Mixes, Inc.	FMC Corp. Agricultural Solutions	Lakeview Greenhouses & Farm Ltd.	Power Brushes	Trickl-Eez Company
Bartlett Instruments Company	Fresh QC / VirtualOne	Lakewood Process Machinery	Pratt Industries	TriEst Ag Group Inc.
Barwacz Farms	Frosty Products / Taylor Freezer of MI	Leach Food Equipment Dist.	Precise Manufacturing	Triple K Irrigation
BASF	Gardner Pie Company	LeafFilter North of MI Inc.	Precision Mazes	United Greenhouse Systems Inc.
Bayer CropScience	Georgia-Pacific Corp.	LidoChem Company	Produce Promotions	United Insurance Service
BBC Technologies	Gillisons Variety Fab. Inc.	LiphaTech Inc.	Professional Food Safety	United Phosphorous Inc.
BDi Machine Sales Co.	Gintec Shade Technologies Inc.	Louis Gelder & Sons	Provide Agro	USDA - Farm Service Agency
Bear Wallow Books	Glacier Valley Ent.	Luiten Greenhouse Tech	Pure Line Seeds, Inc.	USDA - NASS
Beene Garter LLP	GLOBALG.A.P. / BSI America	MACMA	Putnam Plastics Farm Products	Great Lakes Region
Bejo Seeds Inc.	Global Horticultural Inc.	Macro Plastics, Inc.	Pyramid Publishing	USDA - NRCS
Besseling Group	Good Fruit Grower	MAF Industries Inc.	Quantum BioTek	USDA - RMA
North America	Gowan Company	Maple Ridge Supply	R.H. Wiles Sales Inc.	Valent USA
Best Sorting	Grand Rapids Computer Services	Marrone Bio Innovations	Reister's Grower Services	Van Well Nursery
BFG Supply Company	Graphic Solid Inks	MAS Labor H-2A	Rhoades McKee	Vandenberg Bulb Company
Biobest USA	Grayhawk Greenhouse Supply	Mast Young Plants	Rimol Greenhouse Systems	VanderWerff & May Builders, Inc.
BioSafe Systems	Great American Media Services	Mattracks	Rispens Seeds Inc.	VanDerZee Motorplex Kawasaki
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Blackmore Company, Inc.	Great Lakes Label	MI Asparagus	Rockford Package Supply Inc.	VRE Systems
Bowsmith Inc.	Green Valley Agricultural, Inc.	MI Farm Bureau	Roeters Farm Equipment Inc.	Wadsworth Control Systems
Brandt Consolidated	GreenStone Farm Credit Services	Michell's	Roof Basket Works Inc.	Wafler Nursery
Bravo Systems	Griffin Supply Company	Michigan AgriTourism Association	RootMaker Products	Wahlfield Drilling Company
Breckenridge Insurance Agency	Growers Mineral Solutions	Michigan Apple Committee	Rottman Sales Inc.	Waldo & Associates
Bronsink and Bos Equipment	Growing Magazine	Michigan Cherry Committee	Rupp Seeds Inc.	Warner & Warner Inc.
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C.S.I. Chemical Corp.	Hackett Sales Group	Michigan State Horticultural Society Trust	Sanders Candy	Westbridge Agricultural Products
Calico Cottage	Hanna Instruments	Michigan Valley Irrigation	Scherger's Kettle	Wilbur-Ellis Company
Carlin Sales / Pro Green Plus	Hardi North America, Inc.	Michigan Vegetable Council	Seedway Inc.	Willow Drive Nursery
Certis USA	Harris Moran Seed	Miller Chemical & Fertilizer	Seminis	Willsie Equipment Sales
Characters Unlimited	Harris Seeds	MIOSHA	Senninger Irrigation Inc.	Yara North America
Chemical Bank	Hartmann's Plant Company	MI-Skelters LLC	Shawnee Canning Co. Inc.	Yoder Boxes
Chemtura AgroSolutions	Haygrove Tunnels / Cramer	MM Sprayers USA	Sheerlund Products	Zimmerman's High Tunnels
ChoiceOne Bank	Haven Harvesters	Modern Ice Equipment & Supply	SHipPac	Zirk Welding & Irrigation
CHS	Heartnut Grove	Monosem, Inc.	Shur Farms Frost Protection	
Clifton Seeds	Hearts & Tummies Cookbook Co.	Monsanto	Siegers Seed Company	
Coe Orchard Equipment	Helena Chemical Co.	Monte Package Company	Signs of the Seasons	
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FREE SUBSCRIPTION INFORMATION

Fruit (#1), Vegetable (#2), Greenhouse (#3), and Fruit/Vegetable (#4) Regular Registration Fees include the following free subscriptions:

1. U.S. residents receive FREE one-year subscriptions to **Fruit Growers News** and **American Fruit Grower**. Residents of Canada receive a FREE one-year subscription to **The Grower** (published by the Ontario Fruit and Vegetable Growers' Association). MSHS Life Member registrations also receive these subscriptions.
2. U.S. residents receive FREE one-year subscriptions to **Vegetable Growers News** and **American Vegetable Grower**. Residents of Canada receive a FREE one-year subscription to **The Grower** (published by the Ontario Fruit and Vegetable Growers' Association).
3. U.S. and Canadian residents receive a FREE one-year subscriptions to **GrowerTalks**. U.S. residents also receive a FREE one-year subscription to **Greenhouse Grower**.
4. U.S. residents receive FREE one-year subscriptions to **Fruit Growers News**, **American Fruit Grower**, **Vegetable Growers News** and **American Vegetable Grower**. MSHS Life Member/ Vegetable registrations also receive these subscriptions.

OPTIONAL FREE SUBSCRIPTIONS

Check the box if you are a U.S. resident and want to receive:

- Country Folks Grower**
- Growing**

CONTACT INFORMATION: As a convenience to both trade show vendors and attendees, conference name badges will include a number that vendors you visit in the trade show can use to obtain your contact information. This will facilitate follow-up contacts. By registering for the Great Lakes Fruit, Vegetable & Farm Market EXPO or the Michigan Greenhouse Growers EXPO, you are agreeing that your contact information can be provided to trade show vendors that record your number. Contact information will not be shared with any other vendors.

If you don't wish to have your contact information shared with any vendors, please visit the registration desk at the event.

PERMISSION TO USE PHOTOS: Please be aware that this registration form also serves as an agreement to appear in photographs taken at the 2014 Great Lakes Fruit, Vegetable & Farm Market EXPO and the Michigan Greenhouse Growers EXPO. Also, these photos may be used for publicity or general information purposes and may be seen by the general public.

HOTEL: Do you plan to stay at one of these hotels during the EXPO?

- Amway Grand Plaza
- JW Marriott
- Courtyard by Marriott



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REGISTRANT - Please verify the contact information listed above is correct. Please print or type any information that is incorrect or missing.

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2014 REGISTRATION FORM

2014 GREAT LAKES FRUIT, VEGETABLE & FARM MARKET EXPO

2014 MICHIGAN GREENHOUSE GROWERS EXPO

Pre-Registration Deadline for lower registration fees and to receive name badges by mail is November 20, 2014. Online registration is open through this date.

A SEPARATE FORM IS REQUIRED FOR EACH REGISTRANT EXCEPT FOR SPOUSE AND CHILDREN. PLEASE COPY FORM IF NECESSARY. You can also register or print a registration form from the Great Lakes EXPO website at GLEXPo.com. Registration questions: Call 734-677-0503 or email jmccclure@ManagedByAMR.com.

REGULAR REGISTRATION FEES*

See back of form for free subscription offers.

	By 11/20/14	Onsite	Total
<input type="checkbox"/> Fruit (#1 on back of form)	\$75	\$95	\$ _____
<input type="checkbox"/> Vegetable (#2 on back of form)	\$75	\$95	\$ _____
<input type="checkbox"/> Greenhouse (#3 on back of form)	\$75	\$95	\$ _____
<input type="checkbox"/> Fruit/Vegetable (#4 on back of form)	\$85	\$105	\$ _____

*Business Discount - Farm, farm market and greenhouse businesses with 4 or more regular registrations can deduct \$10 from each registration. This is only available through pre-registration and does not apply to special registration categories. To receive the discount, registrations must be submitted together online or by mail or fax.

SPECIAL REGISTRATION FEES

<input type="checkbox"/> Thursday Only	\$40	\$45	\$ _____
<input type="checkbox"/> Horticultural Society Life Member <i>(New Life Memberships are not available (See #1 on back of form))</i>	\$40	\$55	\$ _____
<input type="checkbox"/> Horticultural Society Life Member & Vegetable Registration <i>(See #4 on back of form.)</i>	\$50	\$65	\$ _____
<input type="checkbox"/> College Student and MSU Staff <i>(Students must provide a copy of college ID)</i>	\$20	\$25	\$ _____
<input type="checkbox"/> Spouse (Name: _____)	\$25	\$30	\$ _____
<input type="checkbox"/> Children 18 and under are Free Name(s) and Age(s): _____	Free	Free	Free

BUS TOURS and SPECIAL EVENTS

Indicate number of tickets for each event and total amount. Email or fax required at top of form if you register for a bus tour.

Monday, December 8

Farm Market Bus Tour _____ @ \$155* \$ _____
* Late Registration after 11/14: \$179 and subject to availability

Tuesday, December 9

Industry Luncheon (Noon) _____ @ \$27 \$ _____
 Michigan Craft Beer Tasting and Food Pairing Reception
Tickets will be sold at onsite registration for \$45 _____ @ \$30 \$ _____

Wednesday, December 10

Prayer Breakfast (7:00 am) _____ @ \$17 \$ _____
 Expo Banquet (6:30 pm) _____ @ \$37 \$ _____

Thursday, December 11

Southwest Michigan Greenhouse Bus Tour (8:00 am - 4:15 pm) _____ @ \$79 \$ _____

CONTRIBUTION FOR FRUIT AND VEGETABLE RESEARCH AND EDUCATION

The following funds provide financial support for research and educational projects beneficial to fruit and vegetable growers. Contributions to these funds are deductible on federal income tax returns. You will receive a receipt by mail for your tax deductible contribution.

Contribution to the Michigan State Horticultural Society Trust Fund \$ _____
 Contribution to the Michigan Vegetable Council Fund \$ _____

TOTAL AMOUNT DUE (All payments must be made in U.S. Dollars) \$ _____

PRE-REGISTER BY 11/20/2014 TO SAVE \$\$\$ AND TIME

Save \$\$\$: \$20 savings on regular registration fees, \$5 on spouse registration. **Save Time:** Your receipt, name badge and any special event tickets you order will be mailed to you. At the conference, just pick up your badge holder and program at the Pre-Registration Booth. **If we receive your registration after 11/20/2014, your name badge and tickets will not be mailed to you. You will need to pick them up onsite at the Registration Help Desk.** Pre-registration fees will be refunded for any request made by 11/20/14. A \$10 processing fee will be charged for refunds.

Registration and Membership Information: Your registration, except for Thursday Only registrations, provides admission for all three days to the trade show and all education sessions. For everyone paying the Fruit or Vegetable Regular Registration fee, registration includes membership in the Michigan State Horticultural Society (Fruit) or the Michigan Vegetable Council (Vegetable). The Fruit/Vegetable Regular Registration fee includes membership in both organizations.

CHECK ALL THAT APPLY:

- FRUIT GROWER *(also check crops grown)*
 - Apples Cherries Peaches Pears Plums
 - Blueberries Grapes Strawberries
 - Raspberries/Blackberries Other Small Fruit
- VEGETABLE GROWER *(also check crops grown)*
 - Asparagus Carrots Celery Cole Crops
 - Peppers Pickling Cucumbers Pumpkins
 - Squash Other Vine Crops Onions Potatoes
 - Snap Beans Sweet Corn Tomatoes
 - Other Veg Crops
- GREENHOUSE GROWER
- FARM MARKETER
- ORGANIC GROWER
- AG SUPPORT BUSINESS
- OTHER

PAYMENT INFORMATION

Payment must accompany this form: **Mail to:** AMR, 1390 Eisenhower Place, Ann Arbor, MI 48108. **Fax to:** 734-677-2407.

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