

PROGRAM

(Continued from Page A24)

The Lodge Pool is open until midnight Tuesday and Wednesday nights.

Wednesday Mornings, February 1, 1995

- GENERAL VEGETABLES**—Cinema
Presiding: Nancy Bosold, Montgomery Co. Ext.
- 9:00 **What I'm Looking for When I Buy**—panel—Robert Amsterdam, Raymond Cohen & Son, Biglerville, moderator Robert Von Lieu, Associated Wholesalers Inc., Robesonia, Neil Courtney, Buffalo Valley Produce Auction, Millinburg, Frederick Funk, Funk's Farm Market, Millersville
- 10:00 **Penna. Vegetable Marketing and Research Program Update**—Chairman
- 10:15 **Fertilization and True Solution Fertilizers**—Dr. Douglas Sanders, North Carolina State University
- 11:00 **Sweet Corn Varieties**—panel—Dr. Peter Ferretti, Penn State Univ. Moderator Robert Kotch, Rogers Seeds Tom Bagels, Asgrow Seeds Mark Kaminski, Stokes Seeds W. Atlee Burpee, Abbott and Cobb Seeds
- VALUE-ADDED VEGETABLES**—Nigerian Room
Presiding: James Welshans, Dauphin Co. Ext.
- 9:00 **New Films to Increase Shelf-life of Cut Vegetables**—Aaron Brody, Devon
- 9:30 **Food Safety in the Pre-cut Industry**—Stephanie Doores, Penn State Univ.
- 10:00 **Selling to the Restaurant Trade**—Al Buehrer, Indian Rock Produce, Quakertown
- 10:30 **What's New in Prepared Salads**—Wende Di Matteo, ASK Foods, Palmyra
- 11:10 **State of the Pre-cut Industry**—Edith Garrett, Nat'l. Assoc. Fresh Produce Processing, Alexandria, Virginia

- TREE FRUITS**—Trinidad Room
Presiding—Steven Balderston, Maryland Horticultural Society President
- 9:00 **Present and Future Role of Weather in Orchard Decision Making**—Dr. Joseph Russo, ZedX Inc., Boalsburg
- Automated Weather Instruments: How Reliable Are They?**—Dr. James Travis, Penn State University
- A Grower's Experience with Weather Monitoring Equipment**—Al Caggiano, grower, Bridgeton, N.J.
- 10:25 **Adapting Software Packages to Orchard Needs**—Jake Esh, Esh Computer Systems
- 10:45 **Evaluation of Pesticide Record Keeping Systems**—Jerome Frecon, Rutgers Cooperative Extension
- 11:15 **Sooty Blotch and Flyspeck: What Can Be Done?**—Dr. Turner Sutton, North Carolina State University
- 11:45 **IPM Programs for Peaches**—Dr. Walker Miller, Clemson University (1 cat. 2)

- WOMEN'S AUXILIARY**—Convention Center Lobby
- 8:45 **Bus Trip to Chocolate World and Park City Center** (cost \$15, lunch on your own)

Wednesday Afternoon, February 1, 1995

- GREENHOUSE VEGETABLES**—Cinema
Presiding: Boyd Mertz—PVGA Secretary-Treasurer
- 1:30 **Greenhouse Vegetable Production**—Dr. Richard Snyder, Mississippi State Univ.
- 2:00 **Producing Vegetable Transplants**—David Miller, Miller Plant Farm, York.
- 2:30 ***Tomato and Pepper Insect Control in the Greenhouse**—Cathy Thomas, Dauphin County Extension (1 cat. 3)
- 3:10 **Design and Management of Irrigation in the Greenhouse**—Dr. Craig Storlie, Rutgers Research and Development Ctr.

- 3:50 **Questions and Answers with Speakers**
4:00 **PVGA Annual Business Meeting**

- CUCURBITS**—Nigerian Room
Presiding: Myrtle Hetherington, PVGA Director
- 1:30 ***Pests and Pollinators in Cucurbits**—Dr. Shelby Fleisher and Maryanne Frazier, Penn State University (1 cat. 3)
- 2:00 ***Disease Control in Pumpkins**—Dr. Alan MacNab, Penn State University (1 cat. 3)
- 2:40 **Growing Seedless Watermelon with Plastic and Fertigation**—Dr. Edwin Kee, University of Delaware
- 3:20 ***Weed Control in Cucurbits**—Dr. Bradley Majek, Rutgers Research & Development Center
- 4:00 **PVGA Annual Business Meeting**—Cinema
- SMALL FRUIT**—Cocoa Suites 2, 3 & 4
Presiding: Gregory Burns, Elk County-Ext.
- 1:30 **Everbearing Raspberries—What We Know, What We're Testing**—Dr. Barbara Goulart, Penn State University
- 2:00 **Blueberry Cultivars—What Grows Well Where?**—Michael DeGrandchamp, DeGrandchamp's Nursery
- 2:40 **Strawberry Cultivars—What's New? What's Useful?**—Dr. Gene Galletta, USDA Agricultural Research Service
- 3:15 **Our Experiences with Strawberry Plastics**—panel—Dr. Joseph Fiola, Rutgers Fruit Research and Development Center, moderator Robert Rouse, University of Maryland, Sam Walker, New Jersey, Tom Jarvis, grower, New Jersey
- TREE FRUITS**—Trinidad Room
Presiding: William Tietjen, Rutgers Research and Development Center
- 1:45 ***Alternative Crops for Nematode Control**—Dr. Jonathan Halbrecht, Penn State Univ. (1 cat. 2)
- 2:15 ***Brown Rot Control Strategies**—Dr. Walker Miller, Clemson University (1 cat. 2)
- 2:55 **Stone Fruit Handling in California**—Dr. Carlos Crisosto, University of California at Davis
- 3:35 **Winter Injury of Stone Fruits: Facts & Fallacies**—Dr. Ed Dumer, Rutgers Univ.
- 4:00 **Peach and Nectarine Report**—Jonathan Lott, Peach and Nectarine Research Board

Wednesday Evening, February 1, 1995

- TRAVELogue**—Trinidad Room
8:00 **Australian Adoption of IPM Practices**—Dr. Ed Rajotte, Penn State University
Fruit and Vegetable Production in Nova Scotia—Dr. George Greene, Penn State University

Thursday Morning, February 2, 1995

- BEDDING PLANTS**—Cinema
Presiding: Daniel Schantz, PVGA Past President
- 9:00 **Best Bedding Plant Varieties for 1995**—Ted Eck, Fred Gloenecker Inc., Gibsonia
- 9:30 **Think Before You Act—Is Year-Round Production for You?**—Jeffrey Segan, Segan's Bloomin' Haus, Allentown
- 10:20 **Use Aggressive Retailing**—Tyler Richardson, Richardsons Market, Newark, Dela.
- 11:00 **Commercial Integrated Production of Bedding and Potted Plants**—Donald Layser, Layser's Flowers, Myerstown
- SMALL FRUITS**—Nigerian Room
Presiding—Antonia Bilik, Blair Co. Ext.
- 9:00 **Maximizing Blueberry Shelflife**—Dr. Eric Hanson, Michigan State University
- 9:30 **Small Coolers for Shelflife Extension of Small Fruits**—Dr. Daniel Schofer, USDA Ag. Research Service
- 10:25 **Nutrition in Small Fruit: General Concepts and Specific Problems**—Dr. Eric Hanson, Michigan State University
- 11:15 **A Friendly Fungus—Mycorrhizas in Blueberries**—Dr. Barbara Goulart, Penn State University

- TREE FRUITS**—Trinidad Room
Presiding: Eric Oesterling, Westmoreland County Extension
- 9:00 **The Tree Fruit as an Integrated Unit: Implications for Management**—Dr. David Eissenstat, Penn State University
- 9:30 **Are Plastic Bulk Bins in the Future?**—David Cox, Knouse Foods Co-operative, Peach Glen
- 10:10 **New Stone Fruit Cultivars from Breeding Programs**—Dr. Joseph Goffreda, Rutgers Research and Development Center
- 10:40 **High Quality Production of Stone Fruit**—Dr. Carlos Crisosto, University of California at Davis
- 11:20 **The Results of a Worker Safety Compliance Check: What Did I Learn?**—David Bingaman, Penna. Dept. of Ag., moderator, Dwight Mickey, grower, Chambersburg, Scott Slaybaugh, grower, Biglerville, Scott Brown, grower, Loganville

- WOMEN'S AUXILIARY**—Cocoa Suites 2 & 3
11:30 **Vintage Fashion Show and Luncheon**—Mira Graves, consultant for Sevarges & Co. (cost \$16)

LUNCH IN LOWER LOBBY
EXHIBITORS LEAVE AT 2:00 P.M.

Thursday Morning, February 2, 1995 (continued)

- MARKETING SHORT COURSE**—Cocoa Suites 2 & 3
(limited registration, additional \$15 for the day)
Presiding: Barron Hetherington, PVGA Director
- 9:00 **Overview—"1995, Your Best Marketing Season Yet,"**—Jeffrey Patton, Lehigh County Extension
- 9:10 **What 1,214 Pennsylvanians Told Us About Produce**—Dr. Joan Thomson, Penn State University
- 9:45 **Perfectly Easy Marketing—"How to Write a Marketing Plan in Little Time with Big Results,"**—Adrienne Zoble, Adrienne Zoble Associates, Somerville, NJ
- 11:15 **Regulation Update,..."Where Adding Value Also Adds Responsibilities,"** Charles Radle, Penna. Department of Agriculture

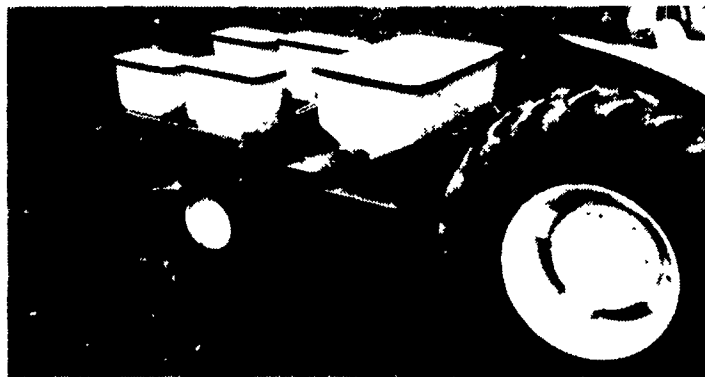
Thursday Afternoon, February 2, 1995

- MARKETING SHORT COURSE** Cocoa Suites 2 & 3
(limited registration additional \$15 for the day)
Presiding: John Stark, Penna. Dept. of Ag.
- 1:00 **Update from PDA**—John Stark, Penna. Dept. of Agriculture
- 1:10 **Ad-Share—Analysis of Ads from the Audience**—panel—John Stark, Penna. Dept. of Ag.—moderator, Adrienne Zoble, Adrienne Zoble Associates, Somerville, NJ, Rudy Grob, Funks Farm Market, Millersville, Donna Miller, D-Square Design, Lemoyne
- 2:10 **Breathing New Life into Pennsylvania's Farmers' Markets**—panel—John Stark, Penna. Dept. of Ag.—moderator, Jonathan Johnson, Center for Rural Penna. David Denton, Huntingdon Farmers' Market, Houston, Martin Wise, Harrisburg Area Comm. College
- 3:20 **Low-Cost Software for Computerized Bookkeeping**—Dr. Larry Jenkins, Penn State Univ.

REGISTRATION IS REQUIRED FOR EACH PERSON. REGISTRATION FEES ALLOW ONE TO ATTEND BOTH THE FRUIT AND VEGETABLE SESSIONS AND ENTER THE EXHIBIT AREAS. Wives will be required to pay the registration fees unless they register with the Women's Auxiliary. Employees of PVGA members as well as members' family will be admitted at the member's rates. Students and children 16 and under are admitted free. An additional fee of \$15.00 will be charged to attend the Marketing Short Course. If at all possible, please PRE-REGISTER.

(Turn to Page A31)

PEQUEA Since 1977 PRECISION TWO-ROW PLANTERS



These Planters Combine the Proven Speed, Accuracy, Reliability & Convenience of **John Deere Maxemerge® Planting Units** with Economical, Maneuverable, 2-Row Frames, 3-Point or Pull-Type.

See Us At Pa. VEGETABLE CONFERENCE
January 31 - February 2

ABC Groff, Inc.

110 South Railroad Ave. • New Holland, PA 17557
Telephone: (717) 354-4191 • Fax: (717) 355-2272

SPRAYER CLINIC

* Qualifies for core and category Pesticide License Points

In one hour or so you'll have the latest scoops about sprayers and spraying.

February 1, 1995

7 pm - Our Store

TRAILER SPRAYERS

SEE THE NEW 800 GALLON NAVIGATOR SPRAYER
All new trailer design. Outstanding Performance/Low Investment Cost

EVERYTHING YOU'VE ALWAYS WANTED IN A SPRAYER INCLUDING A LOW COST.

IN STOCK: 800 Gallon Navigator w/45' Hyd. Fold Boom

FREE PROMOTION*

HARDI Chemical Filler
• Safe & quick mixing of both powdered & liquid chemicals

* With Purchase Of Any TR, HC or Navigator Model Trailer Sprayers, 500 Gallon Or Larger

The McKenzie™
FREE

With The Purchase Of any Boom Sprayer A \$34.95 Value

This revolutionary new sprayer calibration instrument will save you money, time, and frustration. A method of calibration is now available that will tell you, in one easy step, the accuracy of your sprayer nozzle output and how much liquid per acre you are applying.

• Legendary quality sprayers
• Accurate application
• Safe operation

110 South Railroad Ave.
New Holland, PA 17557
(717) 354-4191

800-729-6666