

# Fruit, Vegetable Growers To Meet In Hershey

**HERSHEY (Dauphin Co.)** — Fruit and vegetable growers from throughout Pennsylvania will be gathering at the Hershey Lodge and Convention Center for the 138th Annual Meeting of the State Horticultural Association of Pennsylvania and the 1997 Vegetable

Conference and Trade Show, Jan. 28-30.

The State Horticultural Societies of Maryland and New Jersey also meet in conjunction with their fellow fruit growers from Pennsylvania. In all, more than 1,500 are expected to attend the three-

day event.

About 120 exhibitors will display the latest in equipment, supplies, pesticides, and varieties for fruit and vegetable growers at the trade show. These commercial exhibits will be open all three days during the educational sessions and during the lunch hour to allow growers to meet with the sales representatives.

During the conference growers, industry specialists, and university researchers will conduct seminars on all phases of the tree fruit, small fruit and vegetable industries. More than 30 pesticide applicator update training credits are available to growers attending the sessions.

The sponsoring organizations will be holding their annual business meetings during the event and will combine for a joint buffet and evening social on the opening night. The fruit growers auxiliary groups have scheduled activities

during the day for spouses not interested in attending the regular sessions.

The annual George Goodling Memorial Lecture by Dr. Donald Ricks of Michigan State University will highlight the opening day of the fruit sessions. He will speak on "The Use of Consumer Market Research for Apple Industry Planning." Other fruit session speakers will cover new sprayer technologies, building the export market, various aspects of peach culture, and orchard disease, weed, and insect control.

The vegetable program this year will feature full-day sessions on marketing as well as pumpkins and vine crops. Sessions on processing vegetables, general vegetables, bedding plants, and small fruits will also be offered. A special session on the "Basics of Vegetable Production," designed for new growers, will be held the

first day.

Small fruit topics will be featured in the afternoon sessions on Jan. 29-30. Strawberry plasticulture, mechanical blueberry harvesting, pick-your-own marketing, blueberry culture pest management, and crown gall in raspberries and grapes will be covered. A special joint session on the morning of Jan. 30 will cover topics on soil management and pest resistance.

For more information on the fruit program and registration, contact Maureen Irvin, State Horticultural Association of Pennsylvania, 697 Mountain Rd., Orrtanna, PA 17353, (717) 677-4184.

For more information on the vegetable program and registration, contact William Troxell, Pennsylvania Vegetable Growers Association, RR 1, Box 392, Northumberland, PA 17857-9723, (717) 473-8468.

## 1997 PENNSYLVANIA VEGETABLE CONFERENCE & TRADE SHOW

January 28-30, 1997  
Hershey Lodge & Convention Center  
Hershey, Pennsylvania

### Advance Program

Processing & General Vegetables, Marketing, Bedding Plants, Small Fruits

Over 20 Pesticide Credits

(Turn to Page A22)

### REGISTRATION

Registration fees are required for each person (both husband and wives) to attend any educational session or to enter the exhibit areas. All registrants receive a free copy of the Conference Proceedings, which contains summaries of most of the presentations at the Conference.

Note that Penna. Vegetable Growers Association (PVGGA) members, their family and employees receive substantial registration discounts. For a three day advance registration, the member's discount pays for \$25 of the \$40 dues. Children under 16 and students are admitted free.

Registration Fees	Members	Non-member
One Day	\$25.00	\$35.00
Three Days (advance)	\$30.00	\$55.00
(walk-in)	\$35.00	\$55.00

### MEALS AND LODGING

Rooms are available at a special group rate at the Hershey Lodge. Call 717-533-3311.

A cash lunch counter is open at noontime each day in the lobby on the lower level. Tickets for the Tomato Awards Luncheon (\$11.00) and Social Night Buffet (\$22.50) are available in advance or at the Conference from PVGGA.

### INFORMATION AND FORMS

Contact the Pennsylvania Vegetable Growers Association, RR 1, Box 392, Northumberland, PA 17857, telephone 717-473-8468, for further information, registration forms and room reservation forms. The registration form also serves as an application form for PVGGA membership for those interested in joining the Association.

Registration forms are also available at your county extension office.

For information on the concurrent Tree Fruit educational sessions, contact the State Horticultural Association at 717-428-2070.

### PROCEEDINGS

For those unable to attend the Conference in person, copies of the Proceedings are available from PVGGA for \$10.

### Tuesday Morning, January 28, 1997

#### PROCESSING & GENERAL VEGETABLES -

- 9:00 Snap Bean Seed Quality and Precision Seeding - Dr. Alan Taylor, NYSAES
- 9:30 Processing Snap Bean Production in Ontario, Canada - Dr. Ron Garton, Asgrow Seed Co.
- 10:00 Industry Show and Tell
- 10:10 \*Snap Bean Root Rot Control - Dr. George Abawi, Plant Pathology Dept., NYSAES, Geneva, NY
- 10:45 Report on the Pennsylvania Vegetable Marketing and Research Program
- 11:00 1996 Pea and Sweet Corn Variety Trial Results - Robert Kaufmann and William Rogers, Brubaker Consulting, (research funded by PVMRP & PVGGA)
- 11:30 Update on Pea Varieties and Production Tips - Ed Kee, University of Delaware

#### MARKETING - Cinema

- 9:00 Produce Auctions in the Future of the Penna. Vegetable Industry - panel Dr. Timothy Elkner, Lancaster Co. Extension, moderator
- 10:00 Industry Show and Tell
- 10:10 Does Local Produce Have a Future with Retail Chains? - Robert Hartman, Giant Foods, Landover MD, Richard Shefchumas, Riverside Markets, DuBois
- 11:10 Developing New Markets (wholesale) - Robert Matarazzo, RJM Marketing

#### MONITORING SWEET CORN INSECT PESTS

- Cocoa Suite 3
- 9:00 to 12:00 Noon - Instructor - Dr. Shelby Fleischer, Penn State Univ. \*Hands on instruction on how to monitor European corn borer, corn earworm and fall armyworm and how to use this data in making insect management decisions in sweet corn. There is no extra fee for the workshop, but growers must sign-up in advance with PVGGA as class size is limited (4 to 6 credits)

#### TREE FRUITS - Trinidad Room

- Separate educational sessions on all three days
- 9:15 \*\*New Sprayer Technology - Dr. Donald Peterson, USDA, Kearneysville, WV
- 9:45 \*\*Pesticide Registrations: Problems and Opportunities - John McCarthy, American Crop Protection Association

**TRADE SHOW** - Aztec Room and Lower Level  
Over 110 Commercial Exhibitors will be present to visit with growers all three days from 8:00 AM to 6:00 PM (except Thursday when they close at 2:00 PM)

#### TOMATO AWARDS LUNCHEON -

- Nigerian Room
- 12:00 Meal and Awards Presentation - James Kohl, Furnan Foods, Northumberland  
The luncheon is being partially sponsored by Pk-Rite, Rhone Poulenc, DuPont, ISK Biosciences and others

### Tuesday Afternoon, January 28, 1997

#### PROCESSING & GENERAL VEGETABLES -

- Nigerian Room
- 1:30 Processing Tomato Varieties - Dr. Steve Garrison, Rutgers Research & Dev. Ctr.
- 2:00 Tomato Champion Growers - panel James Kohl, Furnan Foods - moderator Cliff Charles, grower, Lancaster Darwin Nissley, grower, Lancaster William Camerer, grower, Jersey Shore
- 2:45 Industry Show and Tell
- 2:55 Maximizing Pepper Yields and Profits - Gary Tripp, Pepper Patch Farms Inc., Burkesville, KY



## When you need equipment, we'll be there... generation after generation.

Before you purchase equipment, talk to Farm Credit. As a cooperative owned by the people who use us, we have served the needs of rural Americans for generations. In fact, for over 75 years we have been a dependable source of credit to agriculture.

We make loans at competitive interest rates for all kinds of purposes, like an equipment loan for a tractor or baler. Our loan officers are knowledgeable and can help tailor a financial package to fit your situation.

So, whether you are a commercial operator, a part-time farmer or simply like living in the country, we want to do business with you.

*And we'll be there for future generations.*



**Southeastern PA**  
Keystone Farm Credit  
(800) 477-9947

**Northern PA**  
Northeastern Farm Credit  
(800) 326-9507

**Central PA**  
Farm Credit  
(800) 477-9947

**South Central PA**  
York Farm Credit  
(800) 503-9957

