

Plan To Attend The Pa. Vegetable Conference

- 1998 PROGRAM -

(Continued from Page A24)

DIRECT MARKETING - Nigerian Room

- 9:00 **Opportunities to Develop Value - Added or Specialty Vegetable Products in PA** - Dr. Peter Ferretti, Penn State University
- 9:20 **Setting Up Produce Displays and Signs for Maximum Impact** - Ransom Blakely, Marketing Consultant
- 10:05 **Industry Show and Tell**
- 10:15 **The Best Solutions From the Penna. Direct Marketing Survey** - Jeff Patton, Survey Coordinator
- 10:40 **Large, Successful Farm Markets** - panel
Michael Varner, Penna. Dept. of Ag., moderator
Steph'n Linnell, Linnella Orchards
Joseph Strite, Strite's Orchards
Richard Soergel, Soergel Orchards

GREENHOUSE VEGETABLES - Cocoa Suites 4 & 5

- 9:00 ***Using Bumble Bees for Pollination in Greenhouse Tomatoes** - Maryann Frazier, Penn State University
- 9:20 ***Using Beneficial Insects for Pest Control in Greenhouse Tomatoes and Peppers** - Carol Glenister, IPM Labs
- 9:50 **Industry Show and Tell**
- 10:00 **How to Efficiently Manage a Greenhouse Tomato Operation in Ontario** - Tony G. Mastronardi, Villacardi Farms Ltd.
- 10:30 **The Latest Techniques in Hydroponics** - Dr. Thomas Papadopoulos, AAFC, Ontario
- 11:10 **How to Manage a Successful Small Greenhouse Operation** - Boyd Mertz, Mertz Greenhouses
- 11:40 **Recent Development in Cucumber and Lettuce Production** - Dr. Thomas Papadopoulos, AAFC, Ontario

TREE FRUIT - Trinidad Room

- 9:00 ****What's on the Horizon for IPM** - Dr. Ed Rajotte, Penn State University
- 9:30 **Industry Show and Tell**
- 9:40 **Special Problems in Growing Fujis (A Panel)** - Dr. Robert Craswell, Penn State University (moderator)
James Lott, Penna. grower
Lynn Kime, Penna. grower
John Lott, Penna. grower
Peter Melick, New Jersey grower

- 10:45 **Industry Show & Tell**
- 11:00 **President's Address** - Stanley Brown
- 11:15 **George Goodling Memorial Lecture**
PGR's for Efficient Apple Production - Dr. Duane Greene, Univ. of Massachusetts
- 11:45 **Farm Bureau Apple Processing Co-op** - Thomas Butler, Michigan Farm Bureau

LUNCH

- 12:00 **Tomato Awards Luncheon** - Nigerian Room (ticket required)
- Cash Lunch Buffet** - Lobby (on your own)

Tuesday Afternoon, January 27, 1998

- #### GENERAL MARKETING - Nigerian Room
- 1:00 **Consumer Trends and Attitudes** - Caren Schumacher, United Fresh Fruit & Vegetable
 - 1:30 **5-A-Day - Working for You!** - Dr. Elizabeth Pivonka, Produce for Better Health Foundation
 - 2:00 **Industry Show and Tell**
 - 2:10 **Effectively Working with the Print Media** - Susanne Martuson, Pittsburgh Post Gazette
 - 2:40 **Report on the Penna. Vegetable Marketing & Research Program** - David Miller, Vice Chair
 - 3:00 **Greetings from New Horticulture Department Head** - Dr. Dennis Decoteau, Penn State University
 - 3:05 **What Supermarkets Want from Local Growers** - Jeffrey Patton, Penna. Produce Pilot Project
Charles Breneman, Weis Markets
third panelist TBA
 - 4:15 **Adjourn**

- #### HIGH TUNNELS AND ROW COVERS - Cocoa Suites 2 & 3
- 1:30 **Latest Advances in Materials and Techniques for High Tunnels and Row Covers** - Dr. Otho Wells, University of New Hampshire
 - 2:15 **Industry Show and Tell**
 - 2:25 **Crop Production Opportunities for High Tunnels and Row Covers** - Dr. Otho Wells, University of New Hampshire
 - 3:10 **Cool Season Vegetable Growing in Unheated Greenhouses** - Steven Moore, Wilson College
 - 3:40 **Growing Specialty Vegetables Under High Tunnels** - Neil Meyrov, Meyrov Family Farm
 - 4:10 **Adjourn**

POTATOES - Cocoa Suites 4 & 5

- 12:30 **Seed Piece Quality, Spacing and Source** - Dr. Melvin Henninger, Rutgers University
- 1:15 **Fertilizer and Water Management for Quality Potatoes** - Dr. Joseph Siczka, Cornell University
- 1:45 ***Managing Diseases and Insects** - Dale Moyer, Cornell Cooperative Extension
- 2:15 **Industry Show and Tell**
- 2:30 ***Weed Control Update** - Dr. Michael Orzalek, Penn State University
- 2:45 **Vine Killing, Harvesting, Handling and Marketing** - Dr. Joseph Siczka, Cornell University
- 3:30 **Specialty Potatoes for Your Markets** - Dr. William Lamont, Penn State University
- 4:00 **Adjourn**

TREE FRUITS - Trinidad Room

- 1:30 ****Impact of Food Quality Protection Act on Tree Fruits** - Larry Elworth
- 2:00 **Issues of Food Safety in the Fruit Industry** - Dr. Robert Buchanan, USDA-ARS, Wyndmoor
- 2:30 **Industry Show and Tell**
- 2:40 **Marketing Trends - A Panel**
General Consumer Marketing Trends - Dr. John Lord, St. Joseph's University
Marketing Trends and Apple Products - Richard W. Esser, Knouse Foods
Marketing Trends and Fresh Produce - Wendell Hahn, Four Seasons Produce

- 3:30 **Industry Show and Tell**
- 3:20 **Marketing with Theme Promotional Event** - Kay Swartz Rentzel, National Apple Month Program
- 3:40 **Marketing Intentionally - The Brazilian Market** - Brenda Beleski Briggs, Penna. Apple Marketing Program
- 4:10 **State Horticultural Association of Penna. Business Meeting**

Tuesday Evening, January 27, 1998

- #### FRUIT AND VEGETABLE GROWERS BANQUET - Nigerian Room
- 6:00 **Social Hour** - (ticket required)
 - 7:00 **Dinner** - (ticket required)
 - 8:00 **Special Recognitions and Ladies Door Prizes Entertainment** - New Horizons musical group, Milton Hershey School

RELAXATION

- PVGA Hospitality Suite** - open after Banquet
- Pool** - open until midnight

Wednesday Morning, January 28, 1998

BASICS OF VEGETABLE PRODUCTION - Cocoa Suites 4 & 5

- 9:00 ***Why, When and How to Fumigate** - Clarence Lemons, Hendrix & Dail, Inc.
- 9:30 **Using Trickle Irrigation & Fertigation Effectively** - Dr. William Lamont, Penn State University
- 10:00 **Industry Show and Tell**
- 10:10 **How to Mimimize and/or Use Appropriate Tillage on Your Farm** - Lynn Hoffman, Penn State University
- 10:40 ***A Basic Vegetable Disease Management Program** - Dr. Steve Johnston, Rutgers Res. & Ext. Center
- 11:10 **Appropriate Equipment that is Precise, Economical and Minimizes Soil Degradation** - William Reiss, BDI Machinery Sales Co.

BEDDING PLANTS - Cocoa Suites 2 & 3

- 9:00 **Forcing Bulb Crops for Special Holidays Throughout the Year** - Dr. William Miller, Clemson Univ
- 9:30 **Industry Show and Tell**
- 9:40 ***Quality of Biological Controls in the Greenhouse** - panel
Alan Michael, Dauphin Co. Extension, moderator
Carol Glenister, IPM Labs
Steve Moore, Wilson College
- 10:40 **Greenhouse Design Considerations** - Dr. William Roberts, Rutgers University
- 11:20 **New Greenhouse Climate Control Plastic Films** - Ronald Mast, Mast Greenhouse

SWEET CORN WORKSHOP - Cocoa Suites 4 & 5

- 9:30 **Monitoring Sweet Corn Insect Pests** - Dr. Shelby Fleischer, Penn State University - Two-hour, 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 PVGA as class size is limited.

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Planter Clinic Feb. 3

LEESPORT (Berks Co.) — The growing environment during the 1997 season was dry and cool, which delayed crop growth and development.

According to Mena Hautau, Penn State extension agent, Berks County, one of the lessons learned in 1997 was proper corn seed placement.

A planter maintenance clinic is planned for Feb. 3, from 10 a.m. to noon at the Corner View Farm, owned by Dalton Biehl, Kutztown to address these concerns. A John Deere 7000 corn planter will be evaluated and high wear items will be inspected. Lynn Hoffman, Department of Agronomy, Penn State, will be conducting the clinic. Lynn is well known and respected by producers as a hands-on teacher and experienced farmer.

Registration is due Jan. 27 and costs \$5. Class size is limited to 25 participants. For registration information, contact Penn State Cooperative Extension, PO Box 520, Leesport, PA 19533-0520, (610) 378-1327.