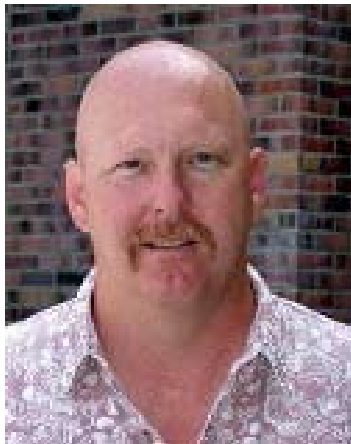


PLANT & PEST ADVISORY

FRUIT EDITION \$1.50

DECEMBER 9, 2008



Kevin Day, University of California Cooperative Extension will present the Ernest Christ Memorial Lecture

Extension Fruit Experts on Board for Mid-Atlantic Fruit and Vegetable Convention and Trade Show

Jerome L. Frecon, Agricultural Agent

Kevin Day, long time farm advisor for the University of California, Cooperative Extension, Tulare County, will present the Ernest Christ Memorial Lecture on **Peach Training Systems and their Costs**. This presentation is scheduled for Wednesday afternoon, 1:40 p.m. on February 4, 2009 in the Aztec Room of the Hershey Lodge and Convention Center in Hershey, PA. Tulare County is the largest fresh market peach and nectarine production county in California and the United States.

It contains 13,500 acres of nectarines, 12,300 acres of peaches and 14,100 acres of oriental type plums all for fresh market sales. The industry for these crops is valued at 90-100 million dollars. Mr. Day has long been working with peach and nectarine growers to increase yields and reduce costs. In recent years these studies have focused on intensive planting, with various training systems on low to high headed trees. He will share the most recent data and experiences on various systems and their costs including those systems using various V configurations. On Thursday, February 5, 2009 at 10:30 a.m. he will share his experiences and research on **Peach Tree Nutrition** in the Aztec room.

Mr. Day's trip is made possible because growers are working together to hold more regional meeting through their extension systems and fruit organizations. A guest lecture program was set up by the New Jersey State Horticultural Society to memorialize Ernest Christ, longtime extension specialist in Pomology at the Rutgers NJAES. An honorarium is given each Ernest Christ lecturer though charitable contributions by the members of the NJSHS.

Tim Smith, veteran extension educator on tree fruit in Chelan, Douglas and Okanagan County, will discuss **Washington: Past, Present and Future - Adapting to Change**. Mr. Smith with Washington State University Cooperative Extension will give an overview of what is happening in the Washington apple industry on Thursday morning, February 5 at 9:30 a.m. in the Nigerian Room of the Hershey Lodge and Convention Center. Mr. Smith, a world authority on pear production and the developer of the Cougar Fire Blight prediction system, will also speak on **New Concepts in Pear Production** on Thursday afternoon, February 5 at 2:00 p.m. in the Nigerian Room. Chelan, Douglas and

SEE SPEAKERS ON PAGE 2

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Third Annual Mid-Atlantic Cider Contest 2009

To be held during the Mid-Atlantic
Fruit and Vegetable Conference in
Hershey, PA

Who is Eligible: Any commercial fruit or vegetable grower whose operation is in Delaware, Maryland, New Jersey, West Virginia, or Virginia.

What To Submit:

1. Two gallons of your best cider in plain unmarked containers. If your container has a preprinted label it will not be placed in the competition.
2. Turn in the blend details on a separate sheet with your name and mailing address. (We will not reveal the percentages but just want to know what cultivars are in the mix.)
3. Sorry only one submission per farm. Deadline for entries will be Tuesday, February 3, 10:00 a.m. in the Convention Lobby.

How the Cider Will Be Judged:

1. A number will be assigned to each entry, marked on the jug and recorded in a judging book.
2. A panel of judges will sample and evaluate the cider.
3. Ciders will then be placed on a table in the lobby of the Convention Center so that other people may taste them.
4. The top three rated ciders will receive certificates. In addition the top rated cider will be awarded one free registration to the 2010 Mid-Atlantic Fruit and Vegetable Conference.
5. Judging will begin Tuesday at 10:30 and the ciders will be available through Tuesday evening for sampling.
6. The winners will be announced Tuesday evening at the banquet. □

SPEAKERS FROM PAGE 1

Okanagan County are in the heart of the very important Washington State pear and apple industries.

You won't want to miss what Tim and Kevin have to say as well as many other tree fruit, wine grape and small fruit speakers. Go to:

www.mafvc.org or contact Bill Tietjen at 908-475-6505 or Jerry Frecon at 856 307-6450 Ext 1 for complete information on registration and all programs. □

Calendar of Events

January 9-11, 2009 - **Southeastern Regional Fruit and Vegetable Conference**, Savannah International Trade and Convention Center, Savannah, Georgia. Registration information at: <http://www.gfvga.org/conferences/2009FVWC/ConferenceMain.htm>. Contact: Georgia Fruit and Vegetable Growers Association, PO Box 2945, LaGrange, GA 30241, Toll Free 1-877-994-3842, Fax (706) 883-8215

January 16-17, 2009 - **Atlantic Coast Agricultural Convention and Trade Show/Mid Atlantic Direct Marketers Association Conference**, Trump Taj Mahal, Atlantic City, NJ. For contact information go to: www.njveggies.org/convention.htm (Tree and Small Fruit Sessions).

January 19, 2009. 9:00 a.m. to 4 p.m. **Intensive Fruit Production – Pruning for Efficiency part of Penn State IN-Depth Fruit School** (Pruning Demonstration for Orchard Employees in Spanish and English 2 pm). Contact PSU of Adams County Cooperative Extension, 670 Old Harrisburg Rd., STE 204, Gettysburg, PA 17325. Phone 717 334-6271.

January 31, - February 4, 2009 - **Annual Conference of the International Fruit Tree Association**, Potsdam/Berlin, Germany. For information go to: <http://www.ifruittree.org>.

February 1-7, 2009 - **North American Farmers Direct Marketing Convention**, Savannah Marriott, Savannah, Georgia. For more information contact 717 694-3596.

February 3-5, 2009 - **Mid Atlantic Fruit and Vegetable Convention and Trade Show**. Hershey Lodge and Convention Center, Hershey, Pennsylvania. Contact Jerry Frecon at 856 -307-6450 Ext 1 or register with NJSHS at www.mafvc.org.

February 4, 2009, 4:15 – 6:30 p.m. - **New Jersey State Horticultural Society Annual Meeting. Part of the Mid Atlantic Fruit and Vegetable Convention and Trade Show**, Hershey Lodge and Convention Center, Hershey, PA. Contact Bill Tietjen, 908-475-6505.

February 10-11, 2009 - **New Jersey State Agricultural Convention**, Crown Plaza Hotel, Cherry Hill, N.J. Contact NJDA at 609-292-3976.

February 16, 2009 - **Adams County Fruit Growers Educational Meeting**, Biglerville High School Auditorium, Biglerville(near Gettysburg), PA. Contact Penn State University, Cooperative Extension, Adams County 717-334-6271 or 888-472-0261.

February 26, 2009 - **Southeast Pennsylvania Tree Fruit Meeting**, Berks County Agricultural Center, Leesport, PA. Contact: Andrew Beck 570-622-4225. □

**MID ATLANTIC FRUIT AND VEGETABLE CONVENTION AND TRADE SHOW
Tree Fruit, Wine Grape and Small Fruit Programs**

**TUESDAY Morning, February 3, 2009 (Nigerian Room)
Tree Fruit Session**

Session Chair: Mr. Matt Boyer, President State Horticulture Association of SHAP

- 9:00 Invocation by Mr. James Clarke, U.A.P.
- 9:05 SHAP President's Address by Mr. Matt Boyer, President
- 9:15 George Goodling Lecture: The Future in Orchard Technology
by Dr. Sajiv Singh, Carnegie Mellon, Pittsburgh, Pa.
- 10:00 Colony Collapse Disorder and Alternatives to European Honeybees
by Ms. Maryann Frazier, Penn State University
- 10:30 Adjourn to Plenary Session

**TUESDAY Afternoon, February 3, 2009 (Nigerian Room)
Tree Fruit Session**

Session Chair: Mr. Reed Soergal, Soergel Orchards

- 1:30 What Current Practices Qualify as Organic Methods?
Controlling Diseases by Dr. Jim Travis, Penn State University,
Controlling Insects by Dr. Greg Krawczyk, Penn State University
Weed Control by Dr. Rob Crassweller, Penn State University
- 2:15 Show & Tell
- 2:30 The Certification Process by Dr. Noemi Halbrendt, Penn State University
- 3:00 Show & Tell
- 3:15 Consumer Behavior and Preference for Locally-Grown and certified-Organic Produce and Value-Added
Products by Dr. Kathleen Kelley, Penn State University.
- 3:45 Marketing Potential for Organic Apples by Dr. Kathy Kelley, Penn State University
- 4:15 Adjourn
- 4:25 SHAP Annual Business Meeting
Board of Directors Meeting NJSHS
- 6:00 Fruit & Vegetable Grower Reception – Chocolate Lobby
- 7:00 Annual Fruit & Vegetable Growers Dinner Aztec & Nigerian Rooms –
Buffet, Recognition, Awards, (Tickets must be purchased form any registration group)

**TUESDAY Afternoon, February 3, 2009 (Aztec Room)
Labor Session**

Moderator: To be Announced

- 1:30 Farm Pond Management by Mr. Thomas McCarty, Penn State University
- 2:00 Organizing a Fruits to Field Agriculture Tour
by Kathy Lesser, Penn State Cooperative Extension of Adams County
- 2:45 Consumer Research in Apples by Karin Rodriguez, PA Apple Marketing Board
- 3:15 H-2A Labor Usage by Mr. Merlin Williams, Department of Labor, Maryland
- 4:00 Adjourn

**TUESDAY Morning, February 3, 2009
Wine Grapes Session**

Session Chair: Dr. Dan Ward, Rutgers NJAES Cooperative Extension

- 8:00 Registration and Visit Exhibitors
- 9:00 Plans and Early Results of the USDA NE1020 Wine Grape Variety Trials by Dr. Dan Ward, and Dr. Rob Crassweller, Department of Horticulture, Penn State University
- 9:45 Testing Alternative Wine Grape Varieties by Dr. Joe Fiola, Professor and Specialist in Viticulture and Small Fruit, University of Maryland
- 10:30 Move to Aztec & Nigerian Rooms
- 11:00 KEYNOTE PRESENTATION "Selling Local"
by Brian Nicholson from Red Jacket Orchards, Geneva, New York
- 12:00 Lunch – Great Lobby and Confection Lobby
Visit Exhibitors

CONTINUED ON NEXT PAGE

TUESDAY Afternoon, February 3, 2009

White Grapes Session

Session Chair: Andy Muza, Penn State Cooperative Extension of Erie County

- 1:30 Two Years of Date on Managing Grape Root Borer by Marty Keen, Landy Vineyards
- 2:15 Industry Show and Tell
- 2:30 A New Web-Based Weather Information System for Wine Grape and Tree Fruit Growers to View Daily Disease and Insect Risks Based on State-Wide and Local (down to 2 km) Weather Events by Dr. Jim Travis, Professor of Plant Pathology, Penn State University
- 3:00 Powdery Mildew and Downy Mildew Major Problems in Eastern Vineyards by Dr. Peter Oudemans, Associate Professor in Plant Pathology, Rutgers NJ Agricultural Experiment Station
- 3:35 Respiratory and other Protection for Pesticide Application in Wine Grapes Crops' 4:05 Adjourn
- 4:15 Board of Directors of New Jersey State Horticultural Society – Greg Donaldson, Presiding
- 6:00 Fruit & Vegetable Grower Reception – Chocolate Lobby
- 7:00 Annual Fruit & Vegetable Growers Dinner Aztec & Nigerian Rooms – Buffet, Recognition, Awards, (Tickets must be purchased form any registration group)

WEDNESDAY Morning, February 4, 2009 (Nigerian Room)

Tree Fruit Session

Session Chair: Ed Weaver, 1st V.P., SHAP

- 9:00 New Insecticide Product for Fruit Pest Management by Dr. Greg Krawczyk, Penn State University
- 9:30 Harvista Technology II by Dr. Jim Schupp, Penn State University
- 10:00 Show & Tell
- 10:15 Club Varieties- Where Does that Leave the Small Grower? – A Panel by Dr. Rob Crassweller, Penn State University, Mr. Phil Baugher, Adams County Nursery, Mr. Wanda Gale, International Plant Management, Mr. John Rice, Rice Fruit Company
- 11:00 Show & Tell
- 11:15 Pennsylvania Area-wide Mating Disruption Program by Dr. Larry Hull, Penn State University
- 12:00 Luncheon Buffet

WEDNESDAY Afternoon, February 4, 2009 (Nigerian Room)

Tree Fruit Session

Session Chair: Carolyn McQuiston, 2nd V.P., SHAP

- 1:30 Core Presentation by Mr. Michael Meyers Pennsylvania Department of Agriculture
- 2:00 Show & Tell
- 2:15 Nitrogen Fertilizer Practices for Tree Fruit by Dr. Lailang Chang, Cornell University
- 3:00 U.S. Apple Association Update by Ms. Nancy Foster, President U.S. Apple Association
- 3:15 Pennsylvania Apple Marketing Program Update by Karin Rodriguez, Executive Director, PA Apple Marketing Program
- 3:30 Decline Problems with M.26 by Dr. Jim Travis Penn State University
- 4:00 Adjourn – Visit Exhibitors

WEDNESDAY Afternoon, February 4, 2009 (Wild Rose Room)

Small Fruit Session

Session Chair: To Be Announced

- 1:30 Establishing Blueberries on Mineral Soils by Dr. Patrick Byers, University of Missouri
- 2:15 Wildlife Management: Guess Who's Coming to Dinner by Dr. Gary San Julian, Penn State University
- 3:00 Industry Show and Tell
- 3:15 Making Your Pesticide Needs High Priority by Edith Lurvey, IR-4
- 3:30 Ups and Downs with Vertical Strawberry Production Systems by Steve McKay, Cornell Univ. and a grower panel of 2
- 4:30 Adjourn

CONTINUED ON NEXT PAGE

WEDNESDAY Afternoon, February 4, 2009 (Aztec Room)

National Peach Council Session

Session Chair: Phil Neary, President, NPC

- 1:30 Welcome by Phillip Neary, National Peach Council President
1:40 Ernest Christ Memorial Lecture Peach Training Systems and their Costs
by Mr. Kevin Day, University of California Cooperative Extension, Tulare County
2:15 Show & Tell
2:30 Reducing Labor and Increasing Fruit Size with Mechanical Thinners
by Dr. Tara Baugher, Penn State Cooperative Extension Of Adams County
3:00 Pruning and Training Upright and Pillar Peaches by Dr. Steve Miller, USDA-ARS Appalachian Fruit Research
Laboratory, Kearneysville, WV
3:30 Up and Coming Peach and Apricot Cultivars by Dr. Joe Goffreda, Rutgers NJ
Agriculture Experiment Station (NJAES)

THURSDAY Morning, February 5, 2009 (Nigerian Room)

Tree Fruit Session

Session Chair: Tom Haas, Cherry Hill Orchards

- 9:00 Worker Protection Safety Programs by Mr. Jim Harvey, Penn State University
9:30 Washington: Past Present and Future – Adapting to Change by Mr. Tim Smith Washington State University,
Cooperative Extension
10:15 Show & Tell
10:30 Connecting Soil, Leaf and Calcium to Bitter Pit or is Foliar Fertilizer the Solution? By Dr. Lailang Chang,
Cornell University
11:00 Show & Tell
11:15 Young Grower Alliance Down Under by Matt Harsh, Moderator, Sidney Kuhn, Kuhn Orchards, Maggie Reid,
Reid's Orchard, Ben Wenk, Three Springs Fruit Farm, Jen Snavelly, Adams County Nursery
12:00 Luncheon Buffet

THURSDAY Morning, February 5, 2009 (Wild Rose Room)

Small Fruit Session

Session Chair: To Be Announced

- 9:00 Performance of New Day-Neutral Strawberry Varieties
by Kathleen Demchak, Penn State University
9:30 Optimizing Day-Neutral Strawberry Growth
by Willie Lantz, University of Maryland
10:00 Industry Show and Tell
10:15 Elderberry Research in Missouri and Culture
by Dr. Patrick Byers, University of Missouri
11:00 Weed Control with Biofumigants - Current Research
by Dr. Harry Swartz, University of Maryland
11:15 Blackberry Varieties - Results of a 4-Year Trial
by Dr. Timothy Elkner, Penn State Cooperative Extension
12:00 Luncheon Buffet - Great Lobby and Cocoa Suite Lobby (cash)

THURSDAY Morning, February 5, 2009 (Aztec Room)

National Peach Council Session

Session Chair: John Lott, Bear Mountain Orchards

- 9:00 Cultivar Susceptibility and Control of Rusty Spot in Peaches
by Dr. Norm Lalancette, Rutgers NJAES Cooperative Extension
9:30 Cold Hardiness of Peaches in Relation to Pruning by Dr. Rich Marini, Penn State University
10:15 Show & Tell
10:30 Peach Tree Nutrition by Mr. Kevin Day, University of California Cooperative Extension, Tulare County
11:15 Show & Tell
11:30 Peach Tree Borer mating Disruption by Dr. Greg Krawczyk, Penn State University
12:00 Luncheon Buffet

CONTINUED ON NEXT PAGE

THURSDAY Afternoon, February 5, 2009 (Nigerian Room)

Tree Fruit Session

Session Chair: Mena Hautau, Penn State Cooperative Extension, Berks County

- 1:30 Chemsweep and Pesticide Container Recycling by Mr. Don Gilbert, Pennsylvania Department of Agriculture
- 2:00 New Concepts in Pear Production by Mr. Tim Smith, Washington State University
- 2:45 Coping with the High Cost of Energy by Dr. Dennis Buffington
- 3:30 Adjourn

THURSDAY Afternoon, February 5, 2009 (Aztec Room)

National Peach Council

Session Chair: To Be Announced

- 1:30 Core Presentation – TBA
- 2:00 Biological Mite control with the Predatory Mite, T pyri by Dr. Dave Biddinger, Penn State University
- 2:30 Cherry Roostocks and Varieties A Grower Panel by Mr. Nate Milburn, MD, Mr. Justin Weaver, PA, Mr. Tom Haas, PA, Dr. Rob Crassweller, Penn State University (moderator), Nathan Milburn, Milburn Orchards, Justin Weaver, Weaver's Orchard, Tom Haas, Cherry Hill Orchards
- 3:15 Copper Compounds Where Are They Best Used? by Dr. Norm Lalancette, Rutgers NJAES, Cooperative Extension
- 4:00 Adjourn

THURSDAY Afternoon , February 5, 2009 (Wild Rose Room)

Blueberries Session

Session Chair: To Be Announced

- 1:30 Blueberry Nutrition - Where Were We and Where Are We Going?
by Dr. Gary Pavlis, Rutgers NJAES, Cooperative Extension, Atlantic County
- 2:00 Blueberry Weed Control by Dr. Bradley Majek, Rutgers NJAES,
Cooperative Extension
- 2:20 Monitoring and Sampling Key Pests in Highbush Blueberries by Mr. Dean Polk,
Rutgers NJAES. Cooperative Extension
- 2:40 Principles of Blueberry Disease Management by Dr. Peter Oudemans, Rutgers NJAES
- 3:00 Blueberry Insect Pests and Their Control by Dr. Cesar Rodriguez-Saona, Rutgers NJAES, Cooperative Extension
- 3:20 Grower Survey
- 3:30 Adjourn

NJ PESTICIDE APPLICATION UNITS WILL BE GIVEN AT THE CONCLUSION OF ALL TREE FRUIT, WINEGRAPE AND SMALL FRUIT SESSIONS.

All attendees must register with one of the fruit or vegetable organizations. Information on registration is available at The Mid Atlantic Fruit and Vegetable Convention and Trade Show web site at www.mafvc.org

HERSHEY LODGE RESERVATION FORM
MID ATLANTIC FRUIT & VEGETABLE CONVENTION
Group Code: MAF0201
Monday, February 2, 2009 ~ Friday, February 6, 2009



Reservation Information (Please type or print legibly)

 Name(s) Mr./Ms./Dr.

 Company

 Address

 City State Zip
 ()

 Telephone Ext.
 ()

 Fax

Arrival Date _____ Departure Date _____

Number of Adults _____

Number of Children _____ Ages _____

List Roommates (If Sending Separate Reservation Forms)

1. _____

2. _____

 Email

GUEST TRANSPORTATION:

Transportation Service from/to Harrisburg International Airport and Harrisburg Train Station with prior arrangements only. A fee is charged.

Guest Name	Date	Carrier (HIA or HTS)	Carrier #	Time

CUTOFF DATE: January 2, 2009

Please reserve your room before the cutoff date indicated above, **by mailing or faxing** this completed form to the address listed at the bottom of this page.

Check-in time: 4:00 pm

Check-out time: 11:00 am

Occupancy cannot be guaranteed before 4:00 pm (check-in time).

ROOM RATES ARE PER ROOM PER NIGHT:

Room Type	Rate
___ Single	\$119.00 per room per night
___ Double	\$119.00 per room per night

EUROPEAN PLAN: These 2009 rates include overnight accommodations only per room per night and are subject to all applicable taxes currently at 6% PA State occupancy tax and 5% local tax.

PROVIDES A SMOKING-FREE ENVIRONMENT.

The above-mentioned group has reserved a block of rooms at these negotiated rates. All reservations will be taken on a space-available basis until the block of rooms has been filled. Reservation requests received after the block has been filled or less than **30** days before the arrival date will be accepted on a **space available basis only**. Please provide an email address if you would like to receive a confirmation & information about your stay via email. A confirmation will be emailed to you within 24 hours of receipt. **Please reconfirm your date of departure as The Hershey Lodge charges a \$50 fee for all early checkouts.**

DEPOSIT POLICY

Your room will be guaranteed for occupancy by charging the major credit card listed below or by sending a deposit by check or money order in the amount of one night's lodging, plus an 11% tax (state and local) as listed. This deposit will guarantee your reservation and will be applied only for the confirmed day of arrival. Please make check payable to **The Hershey Lodge**.

- VISA MasterCard AMEX
 Discover Carte Blanche Diners Club

 Exp. Date

 Account Number

 Amount

 Name of Card Holder

 Signature

CANCELLATION POLICY:

If you find it necessary to cancel your reservation, please contact THE HERSHEY LODGE at the number listed below no later than 72 hours prior to arrival. Your deposit will be returned if cancellation is received more than 72 hours prior to your scheduled arrival date. Ask for and record the cancellation number given at the time cancellation is made.

Group Code
MAF0201

Return this form with deposit to:
The Hershey Lodge, PO Box 400, West Chocolate Avenue & University Drive, Hershey, PA 17033
(717) 533-3131 • The Hershey Lodge Reservations Fax Number (717) 534-8668

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New Jersey Agricultural
Experiment Station

Plant & Pest Advisory
Rutgers School of Environmental
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PLANT & PEST ADVISORY

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Cindy Rovins, Agricultural Communications Editor

Pesticide User Responsibility: Use pesticides safely and follow instructions on labels. The pesticide user is responsible for proper use, storage and disposal, residues on crops, and damage caused by drift. For specific labels, special local-needs label 24(c) registration, or section 18 exemption, contact RCE in your County.

Use of Trade Names: No discrimination or endorsement is intended in the use of trade names in this publication. In some instances a compound may be sold under different trade names and may vary as to label clearances.

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