Tuesday Morning, January 29, 2019
110 Season Extension/Low Tunnels – Trinidad Room
9:00 Getting your Crop Off to the Best Start: Nutrient placement and management - Francesco Di Gioia, Penn State Univ.
9:30 Industry Show and Tell
9:45 Tunnel Use Fall to Spring - Matthew Kleinhenz and Dana Hilfinger, OSU-OARDC
10:30 Adjourn to Keynote Session

120 Wildlife Controls - Magnolia Room ABC
9:00 Effective Groundhog Control - Arthur King, Harvest Valley Farms
9:30 Industry Show and Tell
9:45 How Not to Feed the Deer - David King, Harvest Valley Farms
10:30 Adjourn to Keynote Session

130 Organic Vegetable Production - Empire Room AB
9:00 Vegetable Grafting: What Small- to Midscale Organic Growers May Want to Know- Matthew Kleinhenz, Ohio State Univ.
9:30 Industry Show and Tell
9:45 The Case for Spider Conservancy in Organic Agroecosystems – Cerruti Hooks, Univ. of Maryland
10:30 Adjourn to Keynote Session

140 Allium Pests and Production - Crystal Room
9:00 *Allium Leafminer: What We Know, and How to Manage It - Shelby Fleischer, Penn State Univ.
9:30 Industry Show and Tell
9:45 Onion and Leek Cultivar Evaluations – Thomas Butzler and Timothy Elkner, Penn State Extension
10:30 Adjourn to Keynote Session

150 Snap Beans - Empire Room CD
9:00 30 Years of Snap Bean Variety Trials...What Looks Good for 2019 - James Ballerstein, Cornell Univ.
9:30 Industry Show and Tell
9:45 *White Mold Management in a Digital Era – Sarah Jane Pethybridge, Cornell Univ.
10:30 Adjourn to Keynote Session

160 Edible Flowers - Wild Rose Room
9:00 Edible Cut Flowers, An Industry Overview – Thomas Ford, Penn State Extension
9:30 Industry Show and Tell
9:45 Organic Edible Flowers – Jodi Danyo, Cherry Valley Organics
10:30 Adjourn to Keynote Session

170 Farm, Food and Beverage Consumer Trends - Cocoa Terrace/Cocoa 1
9:00 Research suggest an economically viable business consider an average annual growth rate target of at least 10%. Developing goals and implementing a plan for intentional growth does take some time, research and thought – IF – we seek to minimize our unavoidable mistakes. Our two session leaders are taking us through an exploration of the consumer, processor, wholesaler, commodity, and export behaviors that are directly impacting the evolution of consumer demands.
- Alicia Anderson and John Berry, Penn State Extension
10:30 Adjourn to Keynote Session
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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker/Sponsor</th>
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<tbody>
<tr>
<td>9:00</td>
<td>Invocation – Edward Weaver</td>
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<td>9:05</td>
<td>President's Address – Chris Baugher</td>
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<td>9:15</td>
<td>PDA Update on Spotted Lanternfly - Lawrence Barringer, PDA, Bureau of Plant Industry</td>
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<td>9:30</td>
<td>Penn State Update on Research with Spotted Lanternfly* - Julie Urban, Penn State Univ.</td>
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<td>10:00</td>
<td>Biological Control of Brown Marmorated Stink Bug* - Hilary Peterson, Penn State Univ.</td>
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<td>10:30</td>
<td>Adjourn to Plenary Session</td>
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<td>10:45</td>
<td>Keynote - sponsored by the American Fruit Grower and the American Vegetable Grower</td>
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<td>11:00</td>
<td>Federal Legislative Update</td>
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<td>Keynote: Leadership Lessons from Hollywood – Andy Masters</td>
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<td>190</td>
<td>Tuesday Afternoon, January 29, 2019</td>
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<tr>
<td>210</td>
<td>High Tunnels – Trinidad Room sponsored by the American Vegetable Grower</td>
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<tr>
<td>1:30</td>
<td>Managing Soilborne Disease of Tomatoes in High Tunnels using Anaerobic Soil Disinfection and Grafting - Sally Miller, Ohio State Univ.</td>
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<td>2:00</td>
<td>&quot;Putting Together a Biocontrol-Based Pest Management Program for High Tunnels - Steve Bogash, Marrone BioInnovations</td>
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<td>2:30</td>
<td>Managing Weeds using Anaerobic Soil Disinfection - Ram Khadka, Ohio State Univ.</td>
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<td>3:00</td>
<td>Industry Show and Tell</td>
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<td>3:15</td>
<td>Tunnel Production: Steps and Tools that may Raise Yours to a New Level - Matthew Kleinhenz, OSU-OARDC</td>
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<td>4:00</td>
<td><strong>Water Quality and its' Impact on Pesticide Efficacy - Thomas Ford, Penn State Extension</strong></td>
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<td>Adjourn</td>
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<td>220</td>
<td>General Vegetables – Magnolia Room ABC</td>
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<td>1:30</td>
<td>Caring For Figs - William Muzychko, Bill's Figs, Flemington, NJ</td>
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<td>2:00</td>
<td>Postharvest Sanitation Scenarios - What Went Wrong - Meredith Melendez, Rutgers Univ.</td>
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<td>2:30</td>
<td>**Pesticide Record Keeping Options - Thomas Butzler, Penn State Extension</td>
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<td>3:00</td>
<td>Industry Show and Tell</td>
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<td>3:15</td>
<td>Soil Health and Your Farm - Denny Wildman, Advanced Agricultural &amp; Associates</td>
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<td>4:00</td>
<td>Use of IR Heating Mats for High Tunnel Crop Production - Timothy Ransford, Anglesea LLC</td>
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<td>4:45</td>
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<tr>
<td>230</td>
<td>Organic Vegetable Production - Empire Room AB</td>
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<td>1:30</td>
<td>Does the Base Cation Saturation Ratio (BCSR) Philosophy Affect Your Crops, Soils, Weeds, and Bottom-line? - Matthew Kleinhenz, Ohio State Univ.</td>
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<td>2:00</td>
<td>Roots to River Farm - Malaika Spenser, Roots to River Farm</td>
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<td>2:30</td>
<td>*Improving Nutrient and Pest Management in Organic High Tunnel Tomato Production - Mark Hutton, Univ. of Maine</td>
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<td>3:00</td>
<td>Industry Show and Tell</td>
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<td>3:15</td>
<td>Organic Tomato Pest (Insect and Disease) Management for the Whole Season – Steve Bogash, Marrone BioInnovations</td>
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<td>4:00</td>
<td>Integrating Cover Crops in Organic High Tunnels - Kristine Lang, Iowa State Univ.</td>
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<td>240</td>
<td>Irrigation 201 - Crystal Room</td>
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<td>1:30</td>
<td>Best Practices for the Experienced Irrigator – William Wolfram, Toro</td>
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<td>2:00</td>
<td>To Be Announced</td>
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<td>2:30</td>
<td>Irrigation Challenges on Urban Farms - Carla Burkle, Penn State Extension</td>
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<td>3:00</td>
<td>Industry Show and Tell</td>
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<td>3:15</td>
<td>High Tunnel and Field Irrigation: Grower Panel - Brian Campbell, Campbell Farms, and David King, Harvest Valley Farms</td>
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<td>4:00</td>
<td>Research Updates on Sensor-Based Irrigation Scheduling Strategies - Long He, Penn State Univ.</td>
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<td>Adjourn</td>
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**250 Cut Flowers - Empire Room CD**

1:30  **Wedding and Floral Trends for Cut Flower Growers** - Kathleen Kelley, Penn State Univ.

2:00  *Key Diseases in Specialty Cut Flowers* - Thomas Ford, Penn State Extension

2:30  **Growing Cut Flower Anemones** - David Dowling, Ednie Flower Bulbs

3:00  **Industry Show and Tell**

3:15  **Organic Cut Flower Production** - Jodi Danyo, Cherry Valley Organics

4:00  **Forcing Perennials for Early Spring Bloom** - Nick Flax, Penn State Extension

4:30  **Adjourn**

**260 Wholesale Marketing - Wild Rose Room**

1:30  **Produce Marketing: Navigating New Distribution Channels** – Dr. John Stanton, St. Joseph’s Univ.

2:00  **Procurement/Wholesale Buyer Panel** – Andrea Karns, Karns Markets; Rick Stauffer, Stauffer Huling Farms; Jacqueline Soria, Hello Fresh; David Hahn, Four Seasons

3:00  **Industry Show and Tell**

3:15  **Grower Panel** – David Miller, Miller Plant Farm; Will Brownback, Spiral Path Farms; and Dwayne Lebo, Oak Grove Farms

4:00  **Wrap Up Discussion**

4:30  **Adjourn**

**270 Success With Farm Market Bakeries - Cocoa Terrace/Cocoa 1**

1:30  **Man Shall Not Live By Bread Alone** - Kay Hollabaugh, Hollabaugh Brothers

2:00  **Value Added Bakery Products** - Reuwai Hanewald and Gary Mount, Terhune Orchards

2:30  **Bake Off Pies** - Arthur King, Harvest Valley Farms

3:00  **Industry Show and Tell**

3:15  **Creating “Fresh Baked” Products** – Karen Robinson, Gonnella

3:45  **To be Announced**

4:30  **Adjourn**

**280 Tree Fruit - Nigerian Room sponsored by the American Fruit Grower**

1:30  **George Goodling Lecture: Critical Components for Orchard Establishment** - Gregory Peck, Cornell Univ.

2:15  **Show & Tell**

2:30  **Grower Experiences with Orchard Establishment (Grower Panel)** - Donald Seifrit (Moderator), Jacob Scholl, Scholl Orchards, Marshall Saunders, Saunders Brothers Orchard and Benjamin Wenk, Three Springs Orchard

3:15  ***Biofumigation of Orchard Soils** - Kari Peter, Penn State Univ.

4:00  **Adjourn**

4:15  **SHAP Business Meeting**

**Wednesday Morning, January 30, 2019**

**310 Tomatoes - Trinidad Room sponsored by the American Vegetable Grower**

9:00  **Managing Bacterial Spot in Tomatoes** – Sally Miller, Ohio State Univ.

9:30  **Managing Adjuvants** – Tracey Harpster, Penn State Univ.

10:00  **Industry Show and Tell**

10:15  **Packing Higher Quality Tomatoes** - Steve Bogash, Marrone BioInnovations

11:00  **Evaluation of Fungicide Spray Program for Control of Bacterial Spot and Early Blight** – Ierna Meadows, North Carolina State Univ.

11:30  **PVGA Annual Meeting** – Crystal Room

12:30  **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

**320 Soil Health - Crystal Room**

9:00  **To Be Announced**

9:30  **On-Farm Soil Health Assessment with 4R Tweaks** – H. Grant Troop, AgXplore International

10:00  **Industry Show and Tell**

10:15  **Tarping and No-Till Organic Vegetable Production** – Dr. Mark Hutton, Univ. of Maine

11:00  **Physical and Chemical Components of Healthy Soils** – Michelle Infante-Casella, Rutgers Univ.

11:30  **PVGA Annual Meeting** – Crystal Room

12:30  **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)
**330 Greenhouse Ornamentals - Empire Room AB**

9:00  **Federal Worker Protection Standards: Key Areas for Compliance by Greenhouse Growers** - Thomas Ford, Penn State Extension

9:30  **The Best of the Penn State Flower Trials** - Sinclair Adam, Penn State Extension

10:00 **Industry Show and Tell**


11:00 **Insects of Perennials** - Sinclair Adam, Penn State Extension

11:30 **Easy Ways to Increase Nutrient Efficiency** - Krystal Snyder, JR Peters

12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

**340 New Trends in Farm Marketing - Magnolia Room ABCD**

9:00  **Consumer Trends** - Claudia Schmidt, Penn State Univ.

9:30  **What’s Your Hack?** - Brian Moyer & Tanya Lamo, Penn State Extension

10:00 **Industry Show and Tell**

10:15 **Survey - Farm Market Craft Alcohol sales** - Tanya Lamo, Penn State Extension

10:30 **Reinventing the Farm Market** – Dawn Salerno, Dreyer Farms

11:30 **Making the Most of your Website** – Justine Gray, Dreyer Farms

12:30 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

**350 Cole Crops - Empire Room CD**

9:00  **Tillage, Tarping and Mulching for Cabbage Production** - Mark Hutton, Univ. of Maine

9:30  **Insect Control of Cole Crops featuring Worms and Swede Midge** – Christy Hoepting, Cornell Cooperative Extension

10:00 **Industry Show and Tell**

10:15 **Management of Head Rot Diseases in Broccoli and Cauliflower featuring New Recommendations for Alternaria Leaf Spot** – Beth Gugino, Penn State and Christy Hoepting, Cornell Cooperative Extension

11:00 **Best Practices for Broccoli Production** – Brian Campbell, Campbell Farms

11:30 **PVGA Annual Meeting** – Crystal Room

12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

**360 Small Fruit - Wild Rose Room**

9:00  **Farmer Perceptions of Raspberry and Strawberry Production in Tunnels: Management and Marketing Implications** – David Conner, Univ. of Vermont

9:30  **Grower Experiences with Netting for Spotted Wing Drosophila Control** – Dale Ila M. Riggs, The Berry Patch

10:00 **Industry Show and Tell**

10:15 **Novel Cultural Management Techniques for Japanese Bettle and SWD in High Tunnel Raspberries** – Maria Cramer, Penn State Univ.

11:00 **New Raspberry Variety Performance in High Tunnels** – Eric Hanson, Michigan State Univ.

11:30 **High Tunnel Design Considerations for Mid-Atlantic Berry Producers** – Mike Maret, Rimol Greenhouses

12:00 **Luncheon Buffet** - Great Lobby and Chocolate Lobby (cash)

**370 Wine Grapes - Cocoa 1**

9:00  **Understanding and Overcoming Impediments to Growing Quality Grapes in the Mid-Atlantic** - Joseph Fiola, Univ. of Maryland

9:40  **Understanding and Utilizing Fruit Zone Leaf Removal** - Michela Centinari, Penn State Univ.

10:10 **Industry Show and Tell**

10:20 **Principles of Integrated Weed Management for Mid-Atlantic Vineyards** – Thierry Besançon, Rutgers Univ.

11:00 **Cordon Renewal Strategies for Declining Merlot Vineyard** – Hemant Gohil, Rutgers Univ.

11:30 **Drivers of Profit and Loss for Small Growers** – Kevin Martin, Penn State Univ.

12:00 **Lunch**
380 Tree Fruit – Nigerian Room
sponsored by the American Fruit Grower

9:00 Orchard Planning for Hard Cider Production - Gregory Peck, Cornell Univ.
9:45 Fire Blight Control Differences for Hard Cider Production* - Kari Peter, Penn State Univ.
10:15 Show & Tell
10:30 First Year Results of Hard Cider Apple Variety Trials in New Jersey - Megan Muehlbauer, Rutgers Cooperative Extension
11:00 Artificial Spur Extinction – What in Blazes is That? - Becky Weipz, Penn State Univ.
11:30 Bitter Rot on Apple: Fungal Species & Managing Resistance* - Phillip Martin, Penn State Univ.
12:00 Lunch

390 Spanish- Cocoa Terrace
Moderador—Maria Gorgo-Gourovitch, Penn State Extension

9:00 Actividad de Apertura (Welcome and Ice-breaker) - Ilse Huerta y Emma Rosenthal, Penn State Univ.
9:30 Análisis de Suelo y Fertilización (Soil Testing and Fertilization) - Beth Sastre, VCE-Loudon Extension
10:00 BPAs: Fuentes de Contaminación en Pre- y Pos-cosecha (GAPs: Pre- and Post-Harvest Sources of Contamination) - Maria Gorgo-Gourovitch, Penn State Extension
10:45 *Tres Insectos Invasores Problematicos en PA: Chinche apestosa, mosca minadora de hojas, y mosca linterna con manchas (Three Important Invasive Insect Pests: Brown Marmorated Stink Bug, Allium Leafminer, and Spotted Lanternfly) - Carla Burkle y Don Seifrit, Penn State Extension
11:30 Almuerzo Provisto y Conversacion; seguido por una hora para visitar la Expo (Catered Lunch and Round Table Discussions; followed by an hour to visit the Expo) - Ilse Huerta y Emma Rosenthal, Penn State Univ.

Wednesday Afternoon, January 30, 2019

410 Tomatoes - Trinidad Room

1:30 Tomato Variety Update - Majid Foolad, Penn State Univ.
2:00 *Understanding Induced Resistance and How to Use it - Gregory Rogers, Certis
2:30 *Authority MTZ for Processing Tomatoes - Mark VanGessel, Univ. of Delaware and Dwight Lingenfelter, Penn State Univ.
3:00 Industry Show and Tell
3:15 Improving Production of Grafted Tomatoes in a Field Setting - Inga Meadows, North Carolina State Univ.
4:00 *Integrated Foliar Disease Management - Beth Gugino, Penn State Univ.
4:30 Adjourn

420 General Vegetables - Crystal Room

1:30 PASA’S Diversified Vegetable Apprentice Program - Daniel Dalton, PASA Sustainable Agriculture
2:00 Rutgers Specialty Pumpkin Habanero Peppers - Albert Ayenj, Rutgers Univ.
2:30 *Use of Biologicals/Microbials in Crop Production - Dean Craine, AgriEnergy
3:00 Industry Show and Tell
3:15 Enhancing Flower Fertility for Increase Crop Yields - Richard Woodward, plant physiologist
4:00 Food Banking/Food Waste - Robert Amsterdam, Feeding America
4:45 Adjourn

430 Greenhouse Ornamentals - Empire Room AB

1:30 *Greenhouse Crop Scouting - Dale Rutherford, HortAssist
2:00 **Pesticide Drift, Volatility and Misapplication - Thomas Ford, Penn State Extension
3:00 Industry Show and Tell
3:15 *PGR’s - Joyce Latimer, Virginia Tech.
4:00 *Biocontrol Products for Disease Control - Steve Bogash, Marrone Bio Innovations
4:30 Adjourn
440 Farm Market Financial Management - Magnolia Room ABCD
1:30  Including the Younger Generation in the Business – Emma Lower, Boyer's Nursery and Jason Coopey, Way Fruit Farm
2:00  Borrowing Money - Lynn Kime, Penn State Univ.
2:30  Pricing and Merchandising Strategies - Claudia Schmidt, Penn State Univ.
3:00  Industry Show and Tell
3:15  Budgeting - Lynn Kime, Penn State Univ.
4:00  Benchmarking For Success - Keith Dickinson, Farm Credit East
4:30  Adjourn

450 Stone Fruit - Empire Room CD
1:30  Are You Label Literate OR Are You Guessing** - Tracey Harpster, Penn State Univ.
2:00  New Peach & Nectarine Cultivars – Hemant Gohill, Rutgers Cooperative Extension
2:30  Show & Tell
2:45  New Methodology & Techniques to Handle SWD in Stone Fruit - Dean Polk, Rutgers Cooperative Extension
3:30  Sustainable Management of Brown Rot of Peach* - Norman Lalancette, Rutgers Univ.
4:00  Adjourn

460 Small Fruit - Wild Rose Room
1:30  *Cultural and Conventional Weed Management Strategies for Blueberries – Eric Hanson, Michigan State Univ.
2:30  Low tunnels for strawberry production: Structures, management, and outcomes – Kaitlyn Orde, Univ. of New Hampshire
3:00  Industry Show and Tell
3:15  Day-Neutral Variety Performance in NH and PA under Open Field and Protected Culture Conditions – Kaitlyn Orde, Univ. of New Hampshire and Kathy Demchak, Penn State Univ.
4:00  Does Plastic Type Make a Difference to High Tunnel Raspberries? – Kathy Demchak, Penn State Univ.
4:30  Adjourn

470 Wine Grapes - Cocoa 1
1:30  *Managing Spotted Lanternfly in Your Vineyard – Heather Leach, Penn State Univ.
2:10  *Implementing NEWA into a Vineyard IPM Strategy – Timothy Weigle, Cornell Univ.
2:40  Industry Show &Tell
2:50  *Grape Disease Management in Wet Seasons – Bryan Hed, Penn State Univ.
3:40  *Insect Management in Vineyards – Andrew Muza and Jody Timer, Penn State Univ.
4:30  Adjourn

480 Tree Fruit - Nigerian Room
1:30  Respirator Mask Fit Test** (note this will also be a time to sign up to be fitted later Wednesday afternoon or Thursday morning. So bring your respirator for the test), Joel Imgrund, Penn State Univ.
2:00  The Use of Reflective Covers in Orchards - Thomas Kon, North Carolina State Univ.
2:45  Show & Tell
3:00  Bin Sanitation – The First Line of Defense* - Wayne Jurick, USDA, Beltsville
3:30  Samurai Wasp: Update on an important new natural enemy of brown marmorated stink bug* - Nicole Quinn, Virginia Tech Univ.
4:00  Adjourn

490 Spanish- Cocoa Terrace
Moderador—Maria Gorgo-Gourovitch, Penn State Extension
1:30  *Polinización de Manzanos y Otros Árboles Frutales(Pollination of Apples and Other Tree Fruits) - Margarita López-Uribe, Penn State Univ.
2:15  El Sistema de Poda en Huertos de Durazno (The Peach Pruning Blueprint) - Tara Baugher y Rob Crassweller, Penn State Extension
3:00  **Cómo Obtener una Licencia Para Aplicar Pesticidas (How to Get a Pesticide License) - Carlos Quesada y María Gorgo, Penn State Extension
3:30  Evaluación y Cierre del Evento (Evaluation and adjourn)
**Thursday Morning, January 31, 2019**

**510 Sweet Corn - Trinidad Room** *sponsored by the American Vegetable Grower*

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<tr>
<td>9:00</td>
<td><strong>Pesticide Applicator Safety</strong> - John Esslinger, Penn State Extension</td>
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<td>9:30</td>
<td><em>Late Season Insect Pest Management</em> - William Gissel, Univ. of Delaware</td>
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<td>10:00</td>
<td>Industry Show and Tell</td>
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<td>10:15</td>
<td><em>Comparing non-Bt, Bt, and stacked Bt cultivars</em> - Kristian Holmstrom, Rutgers Univ.</td>
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<td>11:00</td>
<td><em>Effective Weed Control (including Marestail)</em> - Dwight Lingenfelter, Penn State Univ.</td>
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<td>11:30</td>
<td>Optimizing Starter/Pop Up Fertilizers - Gordon Johnson, Univ. of Delaware</td>
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<td>12:00</td>
<td>Luncheon Buffet - Great Lobby and Chocolate Lobby (cash)</td>
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**520 Peppers/Eggplant - Crystal Room**

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<tr>
<td>9:00</td>
<td>Tips for Growing Colored Bell Peppers in High Tunnels - Timothy Elkner, Penn State Extension</td>
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<td>9:30</td>
<td><em>Insect Pest Update for Peppers</em> - Thomas Kuhar, Virginia Tech Univ.</td>
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<td>10:00</td>
<td>Industry Show and Tell</td>
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<td>10:15</td>
<td>Chronicles of a Perennial Cover Crop’s Journey into Managing Pests - Alan Leslie, Univ. of Maryland</td>
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<td>11:00</td>
<td><em>Pepper Variety Screening for Bacterial Leaf Spot</em> - Wesley Kline, Rutgers Cooperative Extension</td>
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<td>11:30</td>
<td><em>Pepper Disease Management 101</em> - Andrew Wyenandt, Rutgers Univ.</td>
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<td>12:00</td>
<td>Luncheon Buffet - Great Lobby and Chocolate Lobby (cash)</td>
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**530 Potatoes - Empire Room AB**

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<tr>
<td>9:00</td>
<td>PotatoesUSA - Bryan Bender, Bender Potatoes and PotatoesUSA</td>
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<td>9:30</td>
<td>2018 Potato Research at Penn State - Xinshun Qu, Penn State Univ.</td>
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<td>10:00</td>
<td>Industry Show and Tell</td>
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<td>10:15</td>
<td>Current Trends in Potato Breeding and Variety Development - Jeffery Endelman, Univ. of Wisconsin</td>
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<td>11:00</td>
<td><em>Potato Insect Pest Management Update</em> - Thomas Kuhar, Virginia Tech Univ.</td>
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<td>12:00</td>
<td>Luncheon Buffet - Great Lobby and Chocolate Lobby (cash)</td>
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**540 Pollinators - Magnolia Room ABC**

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<tr>
<td>9:00</td>
<td>Honey Bees and Other Bees: Biology and Health of our Major Pollinators - Margarita Lopez-Urbe, Penn State Univ.</td>
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<td>9:30</td>
<td><strong>Pollinators, Pesticides, and Use-Patterns of Neonics</strong> - David Biddinger, Penn State Univ.</td>
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<td>10:00</td>
<td>Industry Show and Tell</td>
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<td>10:15</td>
<td>Wild and Managed Pollinators Doing the Job in Cucurbits and Tree Fruit - Shelby Fleischer and David Biddinger, Penn State Univ.</td>
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<td>11:00</td>
<td>Wild and Managed Pollinators Doing the Job in Strawberries - Heather Grab, Cornell Univ. and Margarita Lopez-Urbe, Penn State Univ.</td>
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<td>11:30</td>
<td>Introducing the Pennsylvania Pollinator Protection Plan - Charlie Vorisek, Vorisek’s Backyard Bee Farm</td>
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<td>12:00</td>
<td>Luncheon Buffet - Great Lobby and Chocolate Lobby (cash)</td>
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**550 Creative Approaches to Direct Marketing - Cocoa Terrace/Cocoa 1**

**Moderator: Bill Hlubik, Rutgers Cooperative Extension, Rutgers University**

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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker/Institution</th>
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<tbody>
<tr>
<td>9:00</td>
<td>The Art of Direct Marketing- Catching the Customers Eye - Rose Robson, Robson Farms Wrightstown, NJ</td>
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<td>9:30</td>
<td>Keeping the Customers Satisfied - Adam Costello, Wightman Farms, Morristown, NJ</td>
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<td>10:00</td>
<td>Industry Show and Tell</td>
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<td>10:15</td>
<td>Fernbrook Farm- The Evolution of a Diverse Farm Business - Larry and Brian Kuser, Fernbrook Farms, Bordentown, NJ</td>
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<td>11:00</td>
<td>Creative Marketing Farmer Panel Discussions – Moderator - William Hlubik, Rutgers Cooperative Extension</td>
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<tr>
<td>11:30</td>
<td>The Art of Positive Communication with Customers - William Hlubik, Rutgers Coop. Extension</td>
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<td>12:00</td>
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560 Small Fruit - Wild Rose Room
9:00 *Potential of the Strawberry Advisory System for Timing Fungicide Applications in the Mid-Atlantic – Mengjun Hu, Univ. of Maryland
10:00 Industry Show and Tell
10:15 Putting Flavor and Disease Resistance First in a Strawberry Breeding Program – Kim Lewers, USDA-ARS Beltsville
11:00 Goldenberries: A New Superfruit for North America – Edward Durner, Rutgers Univ.
11:30 Canes Management to Maximize Yield and Earliness of Primo-cane-Fruiting Blackberries – Fumio Takeda, USDA-AFRS
12:00 Luncheon Buffet - Great Lobby and Chocolate Lobby (cash)

570 Stone Fruit – Empire Room CD sponsored by the American Fruit Grower
9:00 Marketing Trends and Opportunities for the Peach Market - Kay Rentzel, National Peach Council
9:15 IPM and Beneficial Insects: Working Together in Peaches* - Anne Nielsen, Rutgers Cooperative Extension
9:45 Update on Mating Disruption* - Greg Krawczyk, Penn State Univ.
10:15 Show & Tell
10:30 Future Directions of Peach Tree Training Systems - James Schupp, Penn State Univ.
11:00 Update on New Cherry Rootstocks - Daniel Weber, Penn State Extension
11:30 **Adjuvants vs Surfactants – What’s the Difference – Tracey Harpster, Penn State Univ.
12:00 Adjourn

580 Tree Fruit - Nigerian Room
9:00 Grower Evaluations of New Apple Rootstocks (A Panel) - Robert Crassweller (moderator), Mark Boyer, PA, Eli Cook, VA, Bill Gardenhour, MD and Bruce Hollabaugh, PA.
9:45 Effect of Rootstock on Bitter Pit Incidence of Honeycrisp - Megan Muehlbauer, Rutgers Cooperative Extension
10:15 Show & Tell
10:30 Mid-Atlantic Fruit Maturity Program & Honeycrisp Fruit Quality - Chris Walsh, Univ. of Maryland
11:00 Results of the Honeycrisp Bitter Pit Predictive Model in 2018 - Rich Marini, Penn State Univ.
11:30 Methodology for Scheduling Irrigation in the Mid-Atlantic region - Long He, Penn State Univ.
12:00 Lunch

Thursday Afternoon, January 31, 2019
610 Pumpkins/Vine Crops - Trinidad Room
1:30 *Pumpkin Weed Management Issues and Updates - Dwight Lingenfelter, Penn State Univ.
2:00 Giant Pumpkins 2500 lbs – What Do These Growers Know About Vine Crops That You Don’t? - Timothy Parks, Park’s Garden Center
2:45 *Vine Crop Disease Management in the Next Wet Year - Beth Gugino, Penn State Univ.
3:15 *Managing Problematic Insects in Pumpkins - Gerald Brust, Univ. of Maryland
3:45 Pennsylvania Cantaloupe Variety - Carla Burkle, Thomas Butzler, Timothy Elkner and Robert Pollock, Penn State Extension and Elsa Sanchez, Penn State Univ.
4:30 Adjourn

620 Greenhouse Vegetables - Crystal Room
1:30 Growing Greenhouse Tomatoes - Guidelines for the New Grower - Richard Snyder, Mississippi State Univ.
2:00 Observations from 22 years of Growing Greenhouse Vegetables - Thomas Childs, Twin Springs Fruit Farm
2:45 Greenhouse Tomato Problems & Solutions – Richard Snyder, Mississippi State Univ.
3:15 Production Systems and Practices for Growing Hydroponic Leafy Greens and Culinary Herbs in Greenhouses - Nick Flax, Penn State Extension
3:45 *Using Biopesticides to Manage Greenhouse Vegetable Insects, Mites and Diseases - Steve Bogash, Marrone BioInnovations
4:30 Adjourn
630 Potatoes - Empire Room AB
1:30  Marketing the Pennsylvania Potato - Lela Reichart, Sterman Masser, Inc.
2:00  *Potato Disease Update - Margaret T. McGrath, Cornell Univ.
2:45  *Verticillium wilt of Potato: can we manage the disease without soil fumigants? - Laura del Sol Bautista Jalon, Penn State Univ.
3:15  Stem End Discoloration in Chip Potatoes; its Cause and Possible Solutions - Curtis Frederick, Sterman Masser, Inc.
3:45  To Be Determined
4:30  Adjourn

640 Farm Management - Magnolia Room ABC
1:30  To Be Determined
2:00  To Be Determined
2:45  To Be Determined
3:15  To Be Determined
3:45  To Be Determined
4:30  Adjourn

650 Social Media- Cocoa Terrace/Cocoa 1
1:30  Keep It Legal!: Legal Considerations for Marketing Your Farm on Social Media - Nicole Cook, Univ. of Maryland Eastern Shore
2:15  MicroInfluencers and Social Media - Sarah Cornelisse, Penn State Univ.
2:45  Using Social Media on the Farm - Julie Keene, Flinchaugh's Orchard and Farm Market
3:15  Tricks of the Trade - Sarah Cornelisse, Penn State Univ.
   This session will be an open discussion to share suggestions and get advice for using social media for your farm business.
3:45  Adjourn

660 Small Fruit - Wild Rose Room
1:30  Who Pollinates Our Blueberries? – Dr. Margarita Lopez-Uribe, Penn State University
2:00  *Understanding Herbicides Modes of Action and Injury on Blueberries – Dr. Thierry Besancon, Rutgers University
2:45  *Trapping for SWD vs. Infestation in Blueberries – Dr. Cesar Rodriguez-Saona, Rutgers University
3:15  **Core Pesticide Credit – To Be Announced
3:45  Adjourn

680 Tree Fruit - Nigerian Room
1:30  Farm Labor 101: Helping Fruit & Vegetable Producers Understand Ag. Labor Laws - Sean High, Penn State Univ.
2:00  Avoiding Preharvest Stem End splitting of Gala with ReTain & GA4+7* - Thomas Kon, North Carolina State Univ.
3:00  Is Sulfur Really Deficient in our Orchards? - Robert Crassweller, Penn State Univ.
3:30  Adjourn