

**Mid-Atlantic Fruit and Vegetable Convention**  
**January 28-30, 2025 – Session Schedule (tentative – updates will be provided as received)**

**Monday – January 27, 2025 – Preconvention Workshops and Bus Tour**

**Microgreens**

**\$80 – lunch included**

9:00 am Introduction to the Workshop and to Microgreens as High-Value Specialty Crop – Francesco Di Gioia  
9:45 am Starting and Growing a Microgreen Business – Andy Mussaw  
10:30 am Opportunities and Challenges of Growing Microgreens – Andrew Blunk  
11:15 am Break  
11:30 am Microgreen’s Food Safety – Jeffrey Stoltzfus  
12:00 pm Lunch  
1:00 pm Business Planning for Microgreens – Prof. Claudia Schmidt  
1:30 pm Marketing Microgreens – Prof. Kathy Kelley  
2:00 pm Microgreens Biofortification Employing Agronomic Strategies – Pradip Poudel  
2:45 pm Microgreens’ Response to Light – Aline Novaski  
3:15 pm Microgreen’s Production Aspects and Q&A Session – Francesco Di Gioia  
4:30 pm Adjourn

**PA Pesticide Credit**

**\$85 - lunch and manual included**

9:00 am - 4:00 pm

If you intend to purchase and/or apply restricted use pesticides for the purpose of producing an agricultural commodity on land which is owned or rented by you, then you need a Pennsylvania Department of Agriculture Pesticide License. To become a certified private applicator, testing is required. This full day session on January 29 will cover the basics and prepare you for the pesticide applicator’s exam which will take place the next morning, January 30, from 8:30 am – 11:30 am

**YGA Offsite Event**

**\$20 – lunch not included**

The Young Grower Alliance will be touring the Knouse Foods Peach Glen plant and Rice Fruit Company on Monday, January 27, as part of the pre-conference workshops at the Mid-Atlantic Fruit and Vegetable Convention. The Knouse tour will begin at 9:00 am and the Rice Fruit Co. tour will be directly after, starting at 10:45 am. The tour will wrap up by noon. Carpools will be organized from the Adams County Extension Office in Gettysburg. For more information and to RSVP, please email Nettie Baugher at [nettie@acnursery.com](mailto:nettie@acnursery.com) or Don Seifrit at [dus970@psu.edu](mailto:dus970@psu.edu).

**Apple Tree Decline Summit 2025**

**No charge – lunch not included**

Tentative agenda

8:30 am Welcome and Introductions  
9:00 am Updates from Those Currently Working on Apple Tree Decline  
10:30 am Break  
10:45 am Updates Continued  
12:00 pm Lunch on Your Own  
1:30 pm Updates Continued  
3:15 pm Break  
3:30 pm Updates Continued

**This meeting will be held in person; however, participating in Zoom is also an option.**

**What is the purpose of the 2025 Apple Tree Decline Summit?**

There have been many instances of apple tree decline over the last many years: RAD, soilborne diseases, viruses, winter injury, herbicide injury – just to name a few. The purpose of the summit is to bring together folks of different backgrounds and expertise to discuss the latest research and observations involving apple tree decline. Due to the overwhelmingly positive feedback from the 2024 Apple Decline Summit on August 2, 2024, and the importance of apple tree decline, we decided to host another summit in 2025 with similar topics discussed in 2024.

**Who can attend?** EVERYONE is welcome! This event is open to anyone, and everyone connected to the apple industry: researchers (academic/ federal), Extension, growers, packers, nurseries, state and federal agencies, consultants, agrochemical industry, etc.

**To Register:**

- Online: If you are interested in participating (in person or via Zoom), please fill out this registration form by typing the web link into your browser: <http://bit.ly/3YWXfTI>
- Telephone: If registering online is an issue, please call Kristy Loper at Penn State FREC at 717-778-4589 and mention you want to register for the 2025 Apple Tree Decline Summit.
- Note: If you are signing up on behalf of a group, each person must register separately.
- **We ask that you register by January 24, 2025.**

Questions, contact: Dr. Kari Peter at Penn State FREC, [kap22@psu.edu](mailto:kap22@psu.edu), 717-778-4587

## Farm Transition

\$25 – lunch not included

### Begin with the End in Mind: An Overview of the Farm Transition Process

9:00 am – 12:00 pm

Join Penn State Ext Certified Farm Transition Coordinators for a half-day workshop focusing on the vital components needs to ensure your farm transitions in the manner and to the people you desire. All farm and ag business owners and operators of all levels are welcome.

Attendees will learn:

- How to identify family and business goals
- Best practices for family conversations and meetings
- Strategies for business management and ownership transfer
- Budgeting considerations for new generations and enterprises
- Legal consideration for land and business transfer

## Bus Tour – Lancaster and Chester Counties Farm Operations

\$95 –lunch included

Departs from the Hershey Lodge Chocolate Lobby entrance at 7:45 am and will return at approximately 5:30 pm

**September Farm – Honey Brook, PA** – The Rotelle family has been successfully farming for four generations, being named a Dairy of Distinction in 2002.

September Farm Cheese was established in 2007 when the family decided to make their dream a reality, and now offers over 60 types of cheese from Cheddar to Gouda. Besides cheeses, their market features a bakery, sandwich shop, and ice cream shop. They offer retail, wholesale, and online sales.

[www.septemberfarmcheese.com](http://www.septemberfarmcheese.com)

**I & J Manufacturing, LLC – Gordonville, PA** – Specializing in small equipment that can be drawn by tractors or horses, I & J equipment is sold by dealers from North Carolina to Indiana to Quebec. This family-owned company has been in business since 1984, growing steadily over time. With an interest in supporting the needs of regenerative ag farmers, I & J specializes in manufacturing sicklebar mowers, cultivators and roller-crimpers, as well as forecarts. [i-jmanufacturing.com](http://i-jmanufacturing.com)

**Lunch at Shady Maple Smorgasbord – East Earl, PA** – Shady Maples’s buffet is the largest in the U.S. and features Pennsylvania Dutch food items ranging from salads to main course items to desserts. The smorgasbord won the 2024 USA Today Reader’s Choice Award for “Best Buffet Restaurant”. We’ll reserve plenty of time to eat, with a little left over to browse Shady Maple’s farm market and 44,000-square-foot (that’s an acre!) gift shop packed with items for the home and family. [shady-maple.com](http://shady-maple.com)

**Garden Spot Farm Market – New Holland, PA** – Garden Spot Farm Market, owned by Darryl and Dorothy Martin, is a family business best known for its fresh local produce grown on the farm’s 18 acres, supplemented with products from neighboring farms, cut flowers and baked goods. Their new farm market building built in 2022 provided additional space and the ability to operate year-round. The market is currently expanding its offerings of winter produce grown in nearby high tunnels and greenhouses.

**HB Farms – New Holland, PA** – This family farm’s business is focused on vegetable production under cover. With 14 high tunnels and 6 greenhouses totaling 125,000 square feet of covered growing space, this farm now grows and sells vegetables year-round. While covers are removed from many of the tunnels for the winter, greenhouse production continues on. Tomatoes are the farm’s bread and butter, with other vegetable crops also sold during the winter, all mainly at auction.

## Tuesday Morning – January 28, 2025

### Vine Crops

9:00 am \*Successful Disease Control – Mary Hausbeck, Univ of Michigan

9:45 am Methods for Growing Trellised Cucumbers in High Tunnels and in the Fields – Peter Flynn, Pete’s Produce

10:30 am Adjourn to Keynote

### Green Beans

9:00 am Green Beans-Seeds to Table – Art King, Harvest Valley Farms

9:45 am Snap Bean Variety Trials – Emmalea Ernest, Univ of DE

10:30 am Adjourn to Keynote

### Food Banking

9:00 am Bridging Grower Donations & Food Bank Limitations – Rob Amsterdam, FeedingPA (retired); Julie Bancroft, FeedingPA

9:15 am Working with Food Banks & Regional Cooperative – Erica Mower, CPF; Beth Hamilton, MARC

10:00 am Selling Produce to Pennsylvania Food Banks – Tom Mainzer, FeedingPA Brian Campbell, Brian Campbell Farms

10:30 am Adjourn to Keynote

### Drones and AI

9:00 am Agricultural Drone Benefits, Features, Requirements – Nathan F. Graham, Hooper, Inc.

9:45 am Pitfalls and Potentials of Using AI – James Ladlee, Penn State Ext

10:30 am Adjourn to Keynote

### Argo Forestry

9:00 am Goods From the Woods: Diversifying Landowner Income – Cat Pugh, Penn State Ext

9:45 am Nut Tree Grafting Demonstration – Zach Elfers, Future Forest Plants

10:30 am Adjourn to Keynote

### Marketing

9:00 am Customer Focused Marketing for U Pick – Rose Robson, Robson Farms; Julianne Roba, Roba Farms

10:30 am Adjourn to Keynote

## Tree Fruit

- 9:00am Invocation – Brad Hollabaugh, Hollabaugh Bros., Inc.  
9:05am President’s Address – Corey McCleaf, Cherry Hill Orchards  
9:15am **George Goodling Memorial Lecture** – Honeycrisp Nutrition and Mitigation of Bitter Pit – Dr Lailiang Cheng – Cornell Univ  
10:00 am What Packers Are Looking for from Growers
  - Dr. Shanthanu Kumar, Penn State (Moderator)
  - Ben Rice, Rice Fruit Company
  - Ryan Hess, Hess Bros. Fruit Company10:30 Adjourn to Keynote

## Tuesday Afternoon – January 28, 2025

### Pumpkins

- 1:30 pm \*New Options for Controlling Cucumber Beetles and the MyIPM App – Tom Kuhar, Virginia Tech  
2:00 pm Bringing the Next Generation of Pumpkins to Market – Chris Hernandez, Univ of New Hampshire  
2:30 pm \*Phytophthora Crown and Fruit Rot of Pumpkin – Mary Hausbeck, Michigan State Univ  
3:00 pm Industry Show and Tell  
3:15 pm Lessons From the Pumpkin Patch: Insights from U-Pick Operations (grower panel)
  - Carl and Stewart Ramsey, Ramsey’s Farm
  - John Carpenter, Carpenter’s Pumpkin Farm
  - Ben Butler, Butler’s Orchard4:00 pm \*Weed Management in Cucurbits - Update on Strategies and Tools – Thierry Besancon, Rutgers Univ  
4:30 pm Adjourn

### Hydroponic

- 1:30 pm Water Quality – Krystal Snyder, Penn State Ext  
2:00 pm Efficiency, Yield, and Quality of Bok Choy Grown in Alternative Soilless Systems – Aline Novaski, Penn State Univ  
2:30 pm Microbial Quality of Bok Choy Grown in Alternative Soilless Systems – Auja Biwater, Penn State Univ  
3:00 pm Adjourn Industry Show and Tell  
3:15 pm Hydroponic Production of Culinary Herbs – Jianyu Li, Univ of Massachusetts  
4:00 pm Enriching Microgreens with Iron and Zinc Through the Nutrient Solution – Rishi Ravichandran, Penn State Univ  
4:30 pm Adjourn

### Soil Health

- 1:30 pm Sunn Hemp as a Summer Cover Crop for Improving Soil Health in an Organic Strawberry Crop System – Jianyu Li, Univ of Massachusetts  
2:00 pm No-Till Vegetable Production – Sjoerd Duiker, Penn State Univ  
2:30 pm Healthier Food with No-Till Practices – Robert Beelman, Penn State Univ; Sjoerd Duiker, Penn State Univ  
3:00 pm Industry Show and Tell  
3:15 pm Anaerobic Soil Disinfestation: A biological Solution to Restore Your Soil Health – Francesco Di Gioia, Penn State Univ  
4:00 pm Soil Health Management Practices in a Diversified Vegetable Farm – Art King, Harvest Valley Farms  
4:30 pm Adjourn

### General Vegetable

- 1:30 pm \*\*Update on Herbicide Label and EPA Herbicide Strategy Plan – Thierry Besancon, Rutgers Univ  
2:30 pm \*Choosing the Right Copper Formulation – Karly Regan, Certos  
3:00 pm Industry Show and Tell  
3:15 pm Winter Sales with Storage Crops and High Tunnel Greens; Hydroponic Lettuce Growing in the Winter Months – George Brittenburg, Taproot Farm; Chris Powell, Good Harvest Farms  
4:00 pm \*Asparagus Disease - Mary Hausbeck – Michigan State Univ  
4:30 pm Adjourn

### Retail Marketing

- 1:30 pm Google Analytics – Miranda Harple, Penn State Ext  
2:30 pm Market Assessment Data Results 2024 – Brian Moyer, Penn State Ext  
3:00 pm Industry Show and Tell  
3:15 pm Packaging Fruit & Vegetable for Market – Art King, Harvest View Farm  
4:00 pm Tips from the Road: Retail Farm Market Bus Tour Highlights – Miranda Harple, Penn State Ext; Brian Moyer, Penn State Ext  
4:30 pm Adjourn

### Marketing

- 1:30 pm Online Sales – Lonnie Kauffman, Kauffman Orchards  
2:30 pm Marketing with Reels – Julie Flinchbaugh-Keene, Flinchbaugh’s Orchard  
3:00 pm Industry Show and Tell  
3:15 pm Marketing with Innovative Events – Liz Wagner, Crooked Row Farm  
4:00 pm Adjourn

## Tree Fruit

- 1:30 pm \*Focusing on Control of All Fire Blight Phases: Cankers, Blossom Blight, and Shoot Blight – Dr Srdjan Acimovic, Virginia Tech
- 2:00 pm \*Fighting Fire Blight with Fire Blight-A Potential New Fire Blight Biopesticide - Dr. Tim McNellis, Penn State
- 2:30 pm \*IPM Benefits of NEWA (Panel)
- Dr. Kari Peter, Penn State (Moderator)
  - Dr. Greg Krawczyk, Penn State
  - Dr. Shanthanu Kumar, Penn State
  - Dr. Mizuho Nita, Virginia Tech
- 3:00 pm Industry Show & Tell
- 3:15 pm \*An Update About the Status of Apple Tree Decline – Dr Kari Peter, Penn State
- 3:45 pm \*\*Recording and Assessing Weather – Ed Crow, Penn State Ext
- 4:15 pm Adjourn
- 4:30 pm **SHAP Annual Business Meeting**

## Wednesday Morning – January 29, 2025

### Greenhouse

- 9:00 am Temp/Lighting Effects on Plant Growth – Dr. John Erwin, Univ Maryland
- 10:00 am Industry Show & Tell
- 10:15 am Best of the Penn State Flower Trials – Krystal Snyder, Penn State Ext
- 11:00 am \*\*Looking at Pesticide Labels – Glen Bupp, Penn State Ext
- 11:30 am PVGA Annual Meeting

### Tomatoes

- 9:00 am \*\*EPA Pesticide Use Updates Affecting Vegetable Production – Megan Luke, Penn State Ext
- 9:30 am Penn State Tomato Breeding Program and Research Update – Jonathan Bonfiglio, Penn State Univ
- 10:00 am Adjourn Industry Show & Tell
- 10:15 am Maximizing Foliar Nutrition and Update on Silicon – Steve Bogash
- 11:00 am Challenging Diseases on Tomatoes – Mary Hausbeck, Michigan State Univ
- 11:30 am PVGA Annual Meeting

### Organic

- 9:00 am Understanding and Managing Blossom End Rot in Vegetable Crops – Michelle Infante-Casella, Rutgers Univ
- 9:30 am Biofungicides for Brassica Alternaria Management-A New Hope? – Teresa Rusinek, Cornell Univ Cooperative Ext; Ethan Grundberg, Cornell Cooperative Ext
- 10:00 am Industry Show & Tell
- 10:15 am Managing Allium Leafminer with OMRI-Listed Insecticides – Teresa Rusinek, Cornell Univ Cooperative Ext; Ethan Grundberg, Cornell Cooperative Ext
- 10:45 am Can OMRI-Listed Herbicides Take the Place of Flame Weeding in Carrots? – Ethan Grundberg, Cornell Cooperative Ext
- 11:00 am Using Organic Nutrient Sources-New Smart Sheet – Elsa Sanchez, Penn State Univ
- 11:30 am PVGA Annual Meeting

### Root Crops

- 9:00 am Red Beets, the High Profit Crop - David King
- 9:30 am Tomato Breeding Program and Research Update- Mary Hausbeck, Univ of Michigan
- 10:00 am Industry Show & Tell
- 10:15 am Beating Cercospora Leaf Spot of Table Beets – Sarah Pethybridge, Cornell Univ
- 11:00 am Small Scale Potatoes, Big Scale Profits – Art King, Harvest Valley Farms
- 11:30 am PVGA Annual Meeting

### Marketing

- 9:00 am Consumer & Food Trends – Claudia Schmidt, Penn State Univ; Kathy Kelley, Penn State Univ
- 10:00 am Industry Show & Tell
- 10:15 am POS Excellence – Caleb Torrice, Tabora Farm; TBD
- 11:00 am Facebook Followers, Now What? (Panel)
- Megan Coopey, Way Fruit Farm
  - Deb Colitas, Valley Fruit & Veg
  - Paul Hellerick, Hellerick's Family Farm
- 12:00 pm Lunch

### Small Fruit

- 9:00 am Wacky Winters: Straw Mulch and Row Cover Timing for Strawberries – Dr. Ed Durner, Rutgers Univ.
- 9:30 am Unpredictable Springs: Frost Protection for Strawberries – Kathy Demchak, Penn State Univ
- 10:00 am Industry Show & Tell
- 10:15 am Chestnut Hill Farm and Market: What We've Learned along the Way – Kevin Donnelly, Chestnut Hill Farm and Market, LLC
- 11:00 am Pump it up! Calcium Uptake and Fertilizer Application Strategies in Caneberry – Dr. Lisa DeVetter, Washington State Univ
- 11:30 pm How Trellising Blackberries Affects Production – Dr. Haley Sater, Univ. of Maryland
- 12:00 pm Lunch

## Labor/Farm Management

- 9:00 am Workplace Culture and Onboarding Strategies – Linda Falcone, Penn State Ext  
9:30 am Safety for Non-Native Speakers – Florence Becot, Penn State Ext  
10:00 am Adjourn Industry Show & Tell  
10:15 am Producers Primer on Farm Labor Contractors – Brook Duer, Penn State Ext  
11:00 am Tax Withholding/Filings for H-2A Employees – Brook Duer, Penn State Ext  
11:30 am Apprenticeships in Agriculture – Cher Harpster, Penn State Ext  
12:00 pm Lunch

## Tree Fruit

- 9:00 am \*Endangered Species Act Compliance in Pest Management: 2025 and Beyond – Dr. Clayton Myers, USDA  
9:30 am \*Blossom Thinning of Honeycrisp and Gala – Dr. Shanthanu Kumar, Penn State  
10:00 am Industry Show & Tell  
10:15 am Nitrogen Fertilization for Apple Orchards - Dr. Lailiang Cheng, Cornell Univ  
10:45 am Nursery Rootstock Update (Panel)
  - Dr. Shanthanu Kumar, Penn State (Moderator)
  - Eric Haller, Adams County Nursery
  - Marshall Saunders, Saunders Bros. Inc.

11:15 am \*Developing Challenges in the Management of Internal Fruit Feeders – Dr. Greg Krawczyk, Penn State  
12:00 pm Lunch

## Spanish

- 9:00 am Welcome and Ice Breaker – Maria Gorgo-Simcox, Elsa Sanchez, Maria Alejandra Gil Polo, and Deivis Garay Salas, Penn State Univ  
9:30 am \*\*Equipo de Protección Personal/Personal Protective Equipment – Beth Sastre, Virginia Cooperative Ext and Maria Gorgo-Simcox, Penn State Univ  
10:00 am Consideraciones de Túneles Altos/High Tunnel Considerations – Carolyn Lowry, Penn State Univ Plant Science  
10:45 am Break  
11:00 am Mercadeo y Turismo Agrícola/Marketing and Agritourism – Claudia Gil Arroyo, Rutgers Cooperative Ext  
11:45 am Agricultura de Presición/Precision Agriculture – Paul Esker and Adriana Murillo, Penn State Univ

## Wednesday Afternoon – January 29, 2025

### 31 Greenhouse

- 1:30 pm Can supplementary LED light improve tomato seedling quality? – Francesco Di Gioia, Penn State Univ  
2:00 pm Leafy Greens and Herb Production – Dr. John Erwin, Univ of Maryland  
3:00 pm Industry Show & Tell  
3:15 pm IoT-Based Precision Monitoring System for Soilless Leafy Greens – Chenchen Kang, Penn State Univ; Long He, Penn State Univ  
4:00 pm \*\*Respirator Training for WPS Compliance - Shane Williams, Penn State Ext  
4:30 pm Adjourn

### Peppers/Eggplant

- 1:30 pm \*\*Best Practices for Mixing Small Amounts of Pesticides – Leah Fronk, Penn State Ext  
2:00 pm \*Pepper Anthracnose – Sarah Pethybridge, Cornell Univ; Elizabeth Buck, Cornell Univ  
3:00 pm Industry Show & Tell  
3:15 pm \*Update on Flea Beetle Management in Eggplant and a Discussion of What's Bugging You in Eggplant and Peppers – Tom Kuhar, Virginia Tech  
4:00 pm Pepper and Eggplant Variety Trials for Field and Tunnel Production – Debra Deis, Seedway; Dani Sauder, Seedway  
4:45 pm Adjourn

### Organic

- 1:30 pm Organic Late Blight Tomato Cultivar Evaluation – Tom Butzler, Penn Cooperative Ext and Elsa Sanchez, Penn State Ext  
2:00 pm Living Mulches in Plasticulture Systems – Zack Hayden, Michigan State Univ  
2:30 pm Can Drones Help with Organic Nutrient Management? – Zack Hayden, Michigan State Univ  
3:00 pm Industry Show & Tell  
3:15 pm How Land Use Surrounding a Farm Influences Pest and Beneficial Insect Populations – Heather Grab, Penn State Univ  
4:00 pm Evaluating Integrated Weed Management Approaches in Vegetables – Dr. Dwayne Joseph, Univ of MD  
4:45 pm Adjourn

### Agritourism

- 1:30 pm Navigating the Maze of Agritourism Regulations and Community Relationships – Claudia Schmidt, Penn State Univ  
2:00 pm Hayride Regulations and Options for Liability Protection – Jacqueline Schweichler, Penn State Center for Agricultural and Shale Law  
2:30 pm Amusement Rides in Pennsylvania (Hayride Attractions) – Walter Remmert, PDA  
3:00 pm Industry Show & Tell  
3:15 pm Agritourism Regulations and Community Relationships (Producer Panel)
  - Julianne Roba, Lakeland Orchard and Cidery and Roba Family Farms
  - Elizabeth Riffle, Riffle Farms – American Bison
  - Julie Friend, Wildom Farm
  - Brad Gritt, Gritt's Farm

4:00 pm Adjourn

### Small Fruit

- 1:30 pm Heat Stress Effects and Management in Strawberries – Dr. Edward Durner, Rutgers Univ; Kathy Demchak, Penn State Univ
- 2:00 pm Favorite Blueberry Varieties and Production Tips
- Denny Doyle, New Jersey Blueberry Industry Advisory Council
  - Ben Butler, Butler's Orchard
  - Bobby Morgan, Paupack Blueberry Farm
- 3:00 pm Industry Show & Tell
- 3:15 pm Trash It or Till It? Insights on Soil-biodegradable Plastic Mulches for Strawberry Production – Dr. Lisa DeVetter, Washington State Univ
- 4:00 pm \*\*Preparing for a Pesticide Spill – Tim Elkner, Penn State Ext
- 4:30 pm Adjourn

### Labor/Farm Management

- 1:30 pm Strategies for Recruiting Talent – Cher Harpster, Penn State Ext
- 2:00 pm A Grower's Guide to the H-2A Program
- Mikell Grimm, Adams County Orchard Inc
  - Eleanor Rice, R & L Orchard Co
  - Sarah Zost, Bonnie Brae Fruit Farms Inc
- 3:00 pm Industry Show & Tell
- 3:15 pm Minors Working on the Farm: What Ag Employers Need to Know About Child Labor Laws – Audry E Thompson, Penn State Ext
- 4:45 pm Adjourn

### Tree Fruit

- 1:30 pm \*How an Agricultural Technology Innovation Hub Will Benefit Our Growers – Dr. Long He, Penn State
- 2:00 pm U.S. Apple Update – Chris Gerlach, U.S. Apple Association
- 2:30 pm Industry Show & Tell
- 2:45 pm Managing Pre-Harvest Fruit Drop and Coloration in Apples: Insights from ReTain, Harvista, and Accede Applications – Dr. Sherif Sherif, Virginia Tech
- 3:30 pm Independent Farm Crew Labor/Hiring a Second Crew
- Brook Duer, Penn State Ag Law Center
  - Chris Lerew, Lerew Brothers
  - Terra Slaybaugh, Mt. Ridge Farms
- 4:15 pm Adjourn

### Stone Fruit

- 1:30 pm \*Thinning with ACC – Dr. Shanthanu Kumar, Penn State
- 2:00 pm National Peach Council Update – Kay Rentzel, National Peach Council
- 2:30 pm Industry Show & Tell
- 2:45 pm **Ernie Christ Lecture**-Breeding Peaches for the True North: A Moving Target Amidst Climate Change and Consumer Demands – Dr. Jay Subramanian, Univ of Guelph
- 3:30 pm Economic Forces Shaping Stone Fruit – Dr. David Magana, RaboBank
- 4:15 pm Adjourn

### Spanish

- 12:15 pm Lunch and Visit Trade Show – Sponsored by Penn State Ext Latinx Agricultural Network and West Virginia Univ
- 1:30 pm Prácticas de conservación en su finca: la perspectiva de un agricultor/ Conservation Practices on Your Farm: A Farmer's Perspective – Emilyn Sosa, Bilingual Beginning Farmer Program Specialist, GrowNYC; Tracy Lerman, GrowNYC; Martin; Gaudencia Rodriguez, El Mimomex Farm and PA NRCS
- 2:15 pm Blackberry Production/Pruning – Dr. Rafie Reza - CROSSROAD FARM
- 2:45 pm \*Common Apple Tree Insect Pests – Carlos Quesada, West Virginia Univ
- 3:15 pm Beekeeping PA Project – Robyn Underwood, Maria Gorgo-Simcox, Elsa Sanchez, and Lina Tami Barrera, Penn State Ext
- 3:45 pm Evaluation, Group Picture and Adjourn

### Thursday Morning – January 30, 2025

#### High Tunnel

- 9:00 am How Crop Complexity Impacts Insect Dynamics in High Tunnel Systems – Allison Zablah, Purdue Univ
- 9:30 am \*\*Pesticide Storage: Basic Practices and Emergency Response – Kara Pittman, Penn State Ext
- 10:00 am Industry Show & Tell
- 10:15 am High Tunnel Cucumber Variety Selection and Performance – Francesco Di Gioia, Penn State Univ
- 11:00 am The Art of Growing Top Quality High Tunnel Tomatoes Season After Season – JJames Reiff, Reiff Farm; Anthony Reiff
- 12:00 pm Lunch

#### Cut Flowers

- 9:00 am Utilizing Natural Pest Predators and OMRI Chemicals for Pest Control – Glen Bupp, Penn State Ext
- 10:00 am Industry Show & Tell
- 10:15 am Soil Fertility and Plant Nutrition for Cut Flowers – Margaret Pickoff, Penn State Ext
- 11:00 am Getting Scrapy with Marketing and Season Extension – Margie Dagnal, Goose Creek Gardens; Kate Dagnal, Goose Creek Gardens
- 12:00 pm Lunch



## Potatoes

- 9:00am Potatoes USA Update and Marketing – Blair Richardson, CEO, PotatoesUSA  
9:30 am Tips for Growing Potatoes in Hot Weather – Bob Leiby, Agronomist, Pennsylvania Co-Operative Potato Growers  
10:00 am Industry Show & Tell  
10:15 am Organic Potatoes- Five Years In – Nolan Masser, Red Hill Farm  
11:00 am New Potato Varieties Coming Out of the NY/Cornell Pipeline – Walter DeJong, Botanist, Cornell Univ  
11:30 am 2024 Potato Variety Trials in Pennsylvania – Xinshun Qu, Penn State Potato Specialist  
12:00 pm Lunch

## Sweet Corn

- 9:00 am Mapping Corn Earworm – Heather Grab, Penn State Univ  
9:30 am Corn Earworm Management Strategies – Kelly Hamby, Univ of MD  
10:00 am Industry Show & Tell  
10:15 am Sweet Corn Grower Panel
  - Mike Groszkiewicz
  - Art King, Harvest Valley Farm
  - Jon Strite, Strite's Orchard11:00 am Impact of Water Quality on Pesticide Performance in Spray Mixes – Tim Elkner, Penn State Ext  
11:30 am Sweet Corn Weed Control Updates– Lynn Sosnoski, Cornell Univ  
12:00 pm Lunch

## Marketing Technology & Tools

- 9:00 am Powerful Visuals: Creating Marketing Materials using Canva – Miranda Harple, Penn State Ext  
9:30 am Leveraging Artificial Intelligence to Enhance Farm Direct Marketing – Sarah Cornelisse, Penn State Univ  
10:00 am Industry Show & Tell  
10:15 am Harvesting Attention: Mixed Reality to Boost Engagement – James Ladlee - Penn State Ext  
11:00 am Marketing Technology & Tools – Kelly Jackson, Emily's Produce; Robert Mowery, Forever Heart Farm  
12:00 pm Lunch

## 45 Small Fruit

- 9:00 am Growing Elderberries Successfully – Henriette den Ouden, Univ of Maryland Eastern Shore  
9:30 am Buzzworthy Insights: Best Practices for Blueberry Pollination – Dr. Lisa DeVetter, Washington State Univ  
10:00 am Industry Show & Tell  
10:15 am \*Crown and Root Rots in Strawberries: What's Normal and What's Not – Leah Fronk, Penn State Ext; Kathy Demchak, Penn State Univ  
11:00 am \*Top Strawberry Insect Pests of 2024 – Dr. Kelly Hamby, Univ of Maryland  
11:30 am \*Determining why blueberry pollination lacks adaptability – Dr. Beth Ferguson, Rutgers Univ

## Tree Fruit

- 9:00 am \*An Update for the Latest Management Strategies for Powdery Mildew in Tree Fruit – D. Kari Peter, Penn State  
9:30 am \*Virginia Orchard IPPM: Native Wildflower Plot to Provide Alternative Forage, Habitat, and Refuge for Bee Pollinators
  - Dr. Ian McKellips, Virginia Tech
  - Dr. Kevin Rice, Virginia Tech
  - Dr. Maggie Couvillion, Virginia Tech10:00 am Industry Show & Tell  
10:15 am \*Codling Moth Control Programs in Apple and Impacts on Secondary Pests – Dr. David Biddinger  
11:00 am \*Effect of Climate Change on Insect Pest Biology and Management – Dr. Kevin Rice, Virginia Tech  
11:30 am \*USDA Pome Fruit Breeding Programs: Apple Pre-Breeding and Pear Scion Improvement – Dr. Christopher Gottschalk, USDA-ARS  
12:00 pm Lunch

## Stone Fruit

- 9:00 am \*Season Long Multi-Pest Management in Peaches – Dr Anne Nielsen, Rutgers Univ  
9:30 am \*Black Knot Resistance in Plums – 15-year Odyssey in the Black Hole of a Disease – Dr Jay Subramanian, Univ of Guelph  
10:00 am Industry Show & Tell  
10:15 am SuperSweet Nectarines: Prospects for New Cultivars with Consumer-Focused Traits – Dr Chris Dardick, USDA-ARS  
11:00 am \*\*Worker Protection Standard Compliance - Not Once and Done – Joni Davis, Penn State  
11:30 am Stone Fruit Training Systems for PYO (Grower Panel)
  - Don Seifrit, Penn State Ext (Moderator)
  - Henry Chiles, Crown Orchard Company
  - Ed Weaver, Weaver's Orchard
  - Steve Linvill, Linvilla Orchards12:00 pm Lunch

## Thursday Afternoon – January 30, 2025

### High Tunnel

- 1:30 pm The Art of Using Cover Crops in High Tunnels – Judson Reid, Cornell Cooperative Ext  
2:15 pm Vegetable Grafting: A Toolbox for Securing Yield Stability and Profitability – Francesco Di Gioia, Penn State Univ  
3:00 pm Natural Enemy Food Webs in High Tunnel Systems – Laura Ingwell, Purdue Univ

4:00 pm Can Beneficial Insects Pay Their Way? A Cost-Benefit Analysis for High Tunnel Spinach – Ariana Torres, Purdue Univ  
4:00 pm Adjourn

### General Vegetable

1:30 pm The Impacts of Invasive Species on Honey Bees – Robyn Underwood, Penn State Univ  
2:15 pm Things I Wish Someone Would Have Told Me (Grower Panel)

- Reuben Martin, Maplewood Farm
- Mike Brownback, Spiral Path Farm
- Peter Flynn, Pete's Produce

3:00 pm What's New in Vegetable Grating - Mike and Kaitlyn Horst  
3:30 pm Adjourn

### Potatoes

1:30 pm Developing New Potato Varieties Past, Present, and Future - Walter DeJong, Cornell Univ  
2:15 pm Update on Some New Insecticide Options for Wireworms and Colorado Potato Beetle – Tom Kuhar, Virginia Tech, Entomologist; Kemper Sutton, Eastern Shore AREC  
3:00 pm Identifying Potato Problems in the Field – Jonathan Price, Senior  
3:30 pm \*\*Impact of Water Quality on Pesticide Performance in Spray Mixes – Kara Pittman, Penn State Ext  
4:00 pm PA Cooperative Potato Growers; Plan for the Future – Nathan Tallman, CEO, PA Co-Operative Potato Growers  
4:30 pm PA Co-Operative Potato Growers Annual Business Meeting Update

### PA Preferred

1:30 pm PA Preferred Program Updates for Vegetable Producers – Michael Keefe, PA Dept of Agriculture; Gwyn Rowland, PA Dept of Agriculture

### Digital & Social Media Marketing

1:30 pm Selling Safely Online: Avoiding Legal Pitfalls and Risks – Nicole Cook, Univ of Maryland  
2:15 pm Short Form Video Trends + Social Media Algorithms: Beyond the Basics – Maureen Ballatori - Agency 29  
3:00 pm Facilitated Audience Discussion  
3:30 pm Adjourn

### Small Fruit

1:30 pm \*New Blueberry Crop Protection Tools - What's Registered and in Development – Dr. Janine Spies, Rutgers Univ  
2:15 pm \*Blueberry Pests: Identification and Management – Dr Patricia Prade, Penn State Ext  
3:00 pm Top Takeaways about Berries from the Last 30 Years – Kathy Demchak, Penn State Univ  
3:30 pm Adjourn

### Labor/Farm Management

1:30 pm AgrAbility: Resources for Farmers with Disabilities – Suzanna Windon, Penn State Ext  
2:15 pm Dealing with Stress - Suzanna Windon, Penn State Ext  
3:00 pm Tips for Retaining Talent – Linda Falcone, Penn State Ext  
4:00 pm Giving Employee Feedback – Linda Falcone, Penn State Ext  
4:30 pm Adjourn

### Tree Fruit

1:30 pm \*Optimizing Herbicide Application Timing and Modes of Action – Dr Caio Brunharo, Penn State  
2:00 pm Lightning Talks

- Nate Boeckman, Virginia Tech
- Chenchen Kang, Penn State
- Lawrence Arthur, Penn State
- Tyler Seutter, Penn State
- Cameron Mehalek, Penn State

2:30 pm PA Apple Maturity Program

- Dr. Shanthanu Kumar, Penn State
- Dr. Daniel Weber, Penn State
- Don Seifrit, Penn State Ext

3:00 pm Rootstock Influence on Frost Tolerance and Bud Mortality in Apple: Key Genes for Germplasm Innovation – Dr Amolpreet Saini, Virginia Tech  
3:30 \*\*Water Quality – Dr Daniel Weber, Penn State Ext  
4:00 Adjourn