



2025

MID-ATLANTIC
fruit & vegetable convention

JANUARY 28–30, 2025

HERSHEY LODGE
Hershey, Pennsylvania

www.mafvc.org

Presented by

*State Horticultural Association of Pennsylvania,
Pennsylvania Vegetable Growers Association, Maryland State Horticultural Society,
New Jersey State Horticultural Society, and Virginia State Horticultural Society*

In cooperation with

*Penn State Extension, University of Maryland Extension, Rutgers Cooperative Extension, and
Virginia Cooperative Extension*

Products that Profit

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BRANDT Bio-Master is more than a liquid nutrient blend - it's your key to improved soil and plant health. Packed with micronutrients and humic acid, it enhances nutrient uptake, root strength, and plant vigor. The result? Healthier plants, soil and higher yields. Take Control with BRANDT Bio-Master and maximize your profits throughout the season.



2025 Convention Chairman

Chuck Schuster, Maryland State Horticultural Society

2025 Convention Coordinator

Maureen Irvin, State Horticultural Association of Pennsylvania

2025 Assistant Convention Coordinator

Tammy K. Linn, Pennsylvania Vegetable Growers Association

2025 Convention Joint Committee

SHAP – Sarah Zost, Andrew Schwalm, Corey McCleaf and Maureen Irvin

PVGA – Peter Flynn, Tina Forry, Morgan Bond, and Tammy K. Linn

NJ State Horticultural Society – Win Cowgill

MD State Horticultural Society – Chuck Schuster

VA State Horticultural Society – Laura Wiley

2025 Commercial Chairman

Patrick Clark

SPONSORING ORGANIZATIONS

State Horticultural Association of Pennsylvania

Corey McCleaf, President
www.shaponline.org

Pennsylvania Vegetable Growers Association

Peter Flynn, President
www.pvga.org

New Jersey State Horticultural Society

Jim Giamarese, President
www.njshs.org

Maryland State Horticultural Society

Hallie Butler-Van Horn, President
www.mdhortsociety.org

Virginia State Horticultural Society

Greta Liskey, President
www.vaapples.net

PROGRAM CHAIRS

Tree Fruit and Stone Fruit: Don Seifrit – Penn State Ext., Shanthanu Krishna Kumar – Penn State Univ.

General Vegetables: Jeff Stoltzfus – Penn State Ext. and Timothy Elkner – Penn State Ext.

Pumpkins: Tom Butzler – Penn State Ext. and Timothy Elkner – Penn State Ext.

Tomatoes: Kenneth Martin – Furmano Foods

Soil Health: Francesco Di Gioia – Penn State Univ.

Vine Crops: William Reynolds – Reynolds Farm

Greenhouse – Floriculture: Krystal Snyder – Penn State Ext.

Greenhouse – Vegetables: Krystal Snyder – Penn State Ext. and Francesco Di Gioia – Penn State Univ.

Cut Flowers: Glen Bupp – Penn State Ext. and Margaret Pickoff – Penn State Ext.

High Tunnels: Francesco Di Gioia – Penn State Univ.

Small Fruit: Kathy Demchak – Penn State Univ., Patricia Prade – Penn State Ext., and Haley Sater – Univ. of Maryland Ext.

Spanish: Maria Gorgo-Simcox, Penn State Ext.

Potatoes: Robert Leiby – PA Co-Op Potato Growers, Inc.

Peppers/Eggplant: Leah Fronk – Penn State Ext. and Timothy Elkner – Penn State Ext.

Root Crops: Glen Bupp – Penn State Ext. and Art King – Harvest Valley Farms

Sweet Corn: Chris Harner – Harner Farm, LLC

Labor/Farm Management: Linda Falcone – Penn State Ext.

Hydroponic Vegetables: Francesco Di Gioia – Penn State Univ.

Direct Marketing: William Hlubik – Rutgers Coop. Ext.

Outside the Box Marketing: Carla Snyder – Penn State Ext.

Marketing – Agritourism: Claudia Schmidt – Penn State Univ.

Microgreens: Francesco Di Gioia – Penn State Univ.

Drones: Leah Fronk – Penn State Ext. and Peter Fynn – Pete's Produce

Food Banking: Rob Amsterdam – Feeding America (retired)

Green Beans: Leah Fronk – Penn State Ext.

Retail Marketing: Miranda Harple – Penn State Ext. and Brian Moyer – Penn State Ext.

Social Media Marketing Technology and Tools: Sarah Cornelisse – Penn State Univ.

Shannon Dill – Univ. of Maryland Ext., and Veronica Yurchak – Univ. of Maryland Ext.

Audio-Visual Coordinators: Thomas Butzler, Robert Pollock, Donald Seifrit, and Daniel Weber – Penn State Ext.

2025 TRADE SHOW GREAT AMERICAN HALL AZTEC ROOM/CONFECTION LOBBY

EXHIBITS WILL BE OPEN:

Tuesday, January 28 – 8:00 a.m. – 5:30 p.m.

Wednesday, January 29 – 8:00 a.m. – 5:30 p.m.

Thursday, January 30 – 8:00 a.m. – 2:00 p.m.

LUNCHEON BUFFET (cash) Great Lobby & Chocolate Lobby

12:00 – 1:30 p.m.

January 28 – 30, 2025

2025 Mid-Atlantic Fruit and Vegetable Convention

TUESDAY MORNING, JANUARY 28, 2025

Nigerian Room

TREE FRUIT

Session Chair:
Corey McCleaf
SHAP President

9:00

Invocation

Brad Hollabaugh
Hollabaugh Bros., Inc.

9:05

President's Address

Corey McCleaf
Cherry Hill Orchards

9:15

George Goodling Memorial Lecture – Honeycrisp Nutrition and Mitigation of Bitter Pit

Dr. Lailiang Cheng
Cornell Univ.

10:00

Understanding Market Expectations: A Packer's Perspective

Dr. Shanthanu Kumar
Penn State (Moderator)

Ben Rice

Rice Fruit Company

Ryan Hess

Hess Bros.
Fruit Company

10:30

Adjourn to Visit Exhibits

Trinidad Room

**No sessions scheduled
in this room for this
time block**

Magnolia Room ABC

VINE CROPS

Session Chair:
Peter Flynn
Pete's Produce

9:00

***Successful
Disease Control**
Mary Hausbeck
Univ. of Michigan

9:45

**Methods for Growing
Trellised Cucumbers
in High Tunnels and
in the Fields**
Peter Flynn
Pete's Produce

10:30

**Adjourn to Visit
Exhibits**

Crystal Room

GREEN BEANS

Session Chair:
Art King
Harvest Vally Farms

9:00

**Green Beans-Seeds
to Table**
Art King
Harvest Valley Farms

9:45

**Snap Bean
Variety Trials**
Emmalea Ernest
University of DE

10:30

**Adjourn to Visit
Exhibits**

VISIT EXHIBITS AND NETWORK WITH FELLOW INDUSTRY MEMBERS!

PLEASE NOTE:

*By attending the Mid-Atlantic Fruit and Vegetable Convention, you voluntarily assume ALL risks related to the exposure of COVID-19.
In some cases the speaker will be making the presentation live, but virtually rather than in-person.*

* indicates topic expected to qualify for a category pesticide update training credit

** indicates topic expected to qualify for a core pesticide update training credit

*** indicates topic expected to qualify for fumigation update training credit

Empire Room AB

FOOD BANKING

Session Chair:

Rob Amsterdam

Feeding America (retired)

9:00

Bridging Grower Donations & Food Bank Limitations

Rob Amsterdam

FeedingPA (retired)

Julie Bancroft

FeedingPA

9:15

Working with Food Banks & Regional Cooperative

Erica Mower

CPFB

Beth Hamilton

MARC

10:00

Selling Produce to Pennsylvania Food Banks

Tom Mainzer

FeedingPA

Brian Campbell

Brian Campbell Farms

10:30

Adjourn to Visit Exhibits

Empire Room CD

MARKETING

Session Chair:

William Hlubik

Rutgers Coop. Ext.

9:00

Customer Focused Marketing for U Pick

Rose Robson

Robson Farms

Julianne Roba

Roba Farms

10:30

Adjourn to Visit Exhibits

Wild Rose Room

AGRO FORESTRY

Session Chair:

Tom Butzler

Penn State Ext.

9:00

Goods From the Woods: Diversifying Landowner Income

Cat Pugh

Penn State Ext.

9:45

Nut Tree Grafting Demonstration

Zach Elfers

Future Forest Plants

10:30

Adjourn to Visit Exhibits

Cocoa Terrace/Cocoa 1

DRONES & AI

Session Chair:

Leah Fronk

Penn State Ext.

9:00

Agricultural Drone Benefits, Features, Requirements

Nathan F. Graham

Hooper, Inc.

9:45

Pitfalls and Potentials of Using AI

James Ladlee

Penn State Ext.

10:30

Adjourn to Visit Exhibits

VISIT EXHIBITS AND NETWORK WITH FELLOW INDUSTRY MEMBERS!

The Mid-Atlantic Fruit and Vegetable Convention is intended to be a non-partisan educational event serving the needs of all growers. The personal opinions expressed by speakers are those of the presenters and should not be construed as representing the views of the sponsoring associations, their individual members, or the cooperating educational institutions.

2025 Mid-Atlantic Fruit and Vegetable Convention

TUESDAY AFTERNOON, JANUARY 28, 2025

Nigerian Room

TREE FRUIT

*sponsored by the American Fruit
Grower magazine*

*Session Chair:
Megan Luke
Penn State Ext.*

1:30
***Focusing on Control
of All Fire Blight
Phases: Cankers,
Blossom Blight,
and Shoot Blight**
Dr. Srdjan Acimovic
Virginia Tech

2:00
***Fighting Fire Blight
with Fire Blight-A
Potential New Fire
Blight Biopesticide**
Dr. Tim McNellis
Penn State

2:30
***IPM Benefits
of NEWA (Panel)**
Dr. Kari Peter
Penn State (Moderator)
Dr. Greg Krawczyk
Penn State
Dr. Shanthanu Kumar
Penn State

3:00
Industry Show & Tell

3:15
***An Update About the
Status of Apple Tree
Decline**
Dr. Kari Peter, Penn State

3:45
****Recording and
Assessing Weather**
Ed Crow, Penn State Ext.

4:15
Adjourn

4:30
**SHAP Annual Business
Meeting**
Cocoa Terrace &
Cocoa Suite 1

Trinidad Room

RETAIL MARKETING

*Session Chair:
Art King
Harvest Valley Farms*

1:30
Google Analytics
Miranda Harple
Penn State Ext.

2:30
**Market Assessment
Data Results 2024**
Brian Moyer
Penn State Ext.

3:00
Industry Show and Tell

3:15
**Packaging Fruit &
Vegetables for Market**
Art King
Harvest Valley Farm

4:00
**Tips from the Road:
Retail Farm Market Bus
Tour Highlights**
Miranda Harple
Penn State Ext.
Brian Moyer
Penn State Ext.

4:30
Adjourn

4:30
**MSHS Executive
Committee Meeting**
Cocoa Suites 2-3

Magnolia Room ABC

PUMPKINS

*Session Chair:
Bill Reynolds
Reynolds Farm*

1:30
***New Options for
Controlling Cucumber
Beetles and the MyIPM App**
Tom Kuhar
Virginia Tech

2:00
**Bringing the Next
Generation of
Pumpkins to Market**
Chris Hernandez
Univ. of New Hampshire

2:30
***Phytophthora Crown and
Fruit Rot of Pumpkin**
Mary Hausbeck
Michigan State Univ.

3:00
Industry Show and Tell

3:15
**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 Orchard

4:00
***Weed Management in
Cucurbits - Update on
Strategies and Tools**
Thierry Besancon
Rutgers Univ.

4:30
Adjourn

4:30
**New Jersey Board of
Directors Meeting**
Cocoa Suite 6

Crystal Room

HYDROPONIC VEGETABLES

*Session Chair:
Krystal Snyder
Penn State Ext.*

1:30
Water Quality
Krystal Snyder
Penn State Ext.

2:00
**Efficiency, Yield, and
Quality of Bok Choy
Grown in Alternative
Soilless Systems**
Aline Novaski
Penn State Univ.

2:30
**Microbial Quality of
Bok Choy Grown in
Alternative Soilless
Systems**
Auja Biwater
Penn State Univ.

3:00
Industry Show and Tell

3:15
**Hydroponic Production
of Culinary Herbs**
Jianyu Li
Univ. of Massachusetts

4:00
**Enriching Microgreens
with Iron and Zinc
Through the Nutrient
Solution**
Rishi Ravichandran
Penn State Univ.

4:30
Adjourn

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Empire Room AB

SOIL HEALTH

Session Chair:

Rita Resick

Laurel Vista

1:30
Effects of Sunn Hemp on Soil Fertility, Soil Health, and Organic Strawberry Production

Jianyu Li

Univ. of Massachusetts

2:00
No-Till Vegetable Production

Sjoerd Duiker

Penn State Univ.

2:30
Healthier Food with No-Till Practices

Sjoerd Duiker

Penn State Univ.

3:00
Industry Show and Tell

3:15
Restoring Your Soil Health with Anaerobic Soil Disinfestation

Francesco Di Gioia

Penn State Univ.

4:00
Soil Health Management Practices in a Diversified Vegetable Farm

Art King

Harvest Valley Farms

4:30
Adjourn

Empire Room CD

MARKETING

Session Chair:

Carla Snyder

Penn State Ext.

1:30
Online Sales
Lonnie Kauffman
Kauffman Orchards

2:30
Marketing with Reels
Julie Flinchbaugh-Keene
Flinchbaugh's Orchard

3:00
Industry Show and Tell

3:15
Marketing with Innovative Events
Liz Wagner
Crooked Row Farm

4:00
Adjourn

Wild Rose Room

No sessions scheduled in this room for this time block

Cocoa Terrace/Cocoa 1

GENERAL VEGETABLE

Session Chair:

Amy Metrick

Harvest View Farm & Market

1:30
****Update on Herbicide Label and EPA Herbicide Strategy Plan**
Thierry Besancon
Rutgers Univ.

2:30
***Choosing the Right Copper Formulation**
Karly Regan
Certis

3:00
Industry Show and Tell

3:15
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

Jennifer Glenister

New Morning Farm

4:00
***Asparagus Disease**
Mary Hausbeck
Michigan State Univ.

4:30
Adjourn

2025 Mid-Atlantic Fruit and Vegetable Convention

WEDNESDAY MORNING, JANUARY 29, 2025

Nigerian Room

TREE FRUIT

Session Chair:
Andrew Schwalm
Weaver's Orchard

9:00
***Endangered Species Act Compliance in Pest Management: 2025 and Beyond**
Dr. Clayton Myers
USDA

9:30
***Blossom Thinning of Honeycrisp and Gala**
Dr. Shanthanu Kumar
Penn State

10:00
Industry Show & Tell

10:15
Nitrogen Fertilization for Apple Orchards
Dr. Lailiang Cheng
Cornell Univ.

10:45
Nursery Rootstock Update (Panel)
Dr. Shanthanu Kumar
Penn State (Moderator)
Eric Haller
Adams County Nursery
Marshall Saunders
Saunders Bros. Inc.

11:15
***Developing Challenges in the Management of Internal Fruit Feeders**
Dr. Greg Krawczyk
Penn State

12:00
Lunch

Trinidad Room

TOMATOES

Session Chair:
Margaret Pickoff
Penn State Ext.

9:00
****EPA Pesticide Use Updates Affecting Vegetable Production**
Megan Luke
Penn State Ext.

9:30
Penn State Tomato Breeding Program and Research Update
Jonathan Bonfiglio
Penn State Univ.

10:00
Industry Show & Tell

10:15
Maximizing Foliar Nutrition and Update on Silicon
Steve Bogash

11:00
***Challenging Diseases on Tomatoes**
Mary Hausbeck
Michigan State Univ.

11:30
PVGA Annual Membership Meeting
Magnolia Room ABC

Magnolia Room ABC

GREENHOUSE FLORICULTURE

Session Chair:
Robin Hetherington
B&R Farms

9:00
Temp/Lighting Effects on Plant Growth
Dr. John Erwin
Univ. Maryland

10:00
Industry Show & Tell

10:15
Penn State Flower Trials – Best in Show 2023
Krystal Snyder
Penn State Ext.

11:00
****Looking at Pesticide Labels**
Glen Bupp
Penn State Ext.

11:30
PVGA Annual Membership Meeting
Magnolia Room ABC

Crystal Room

SMALL FRUIT

Session Chair:
Jon Strite
Strites Orchard, LLC

9:00
Wacky Winters: Straw Mulch and Row Cover Timing for Strawberries
Dr. Ed Durner
Rutgers Univ.

9:30
Unpredictable Springs: Frost Protection for Strawberries
Kathy Demchak
Penn State Univ.

10:00
Industry Show & Tell

10:15
Chestnut Hill Farm and Market: What We've Learned along the Way
Kevin Donnelly
Chestnut Hill Farm and Market, LLC

11:00
Pump it up! Calcium Uptake and Fertilizer Application Strategies in Caneberry
Dr. Lisa DeVetter
Washington State Univ.

11:30
How Trellising Blackberries Affects Production
Dr. Haley Sater
Univ. of Maryland

12:00
Lunch

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** indicates topic expected to qualify for a core pesticide update training credit

*** indicates topic expected to qualify for fumigation update training credit

SPANISH SESSION
Listed on page 12

Empire Room AB

MARKETING

Session Chair:
Miranda Harple
Penn State Ext.

9:00
Consumer & Food Trends
Claudia Schmidt
Penn State Univ.
Kathy Kelley
Penn State Univ.

10:00
Industry Show & Tell

10:15
POS Excellence
Caleb Torrice
Tabora Farm
Kevin Zimmerman
Plum Creek

11:00
Facebook Followers, Now What? (Panel)
Megan Coopey
Way Fruit Farm
Deb Colitas
Valley Fruit & Veg
Paul Hellerick
Hellerick's Family Farm

12:00
Lunch

Empire Room CD

LABOR/FARM MANAGEMENT

Session Chair:
Rita Resick
Laurel Vista

9:00
Workplace Culture and Onboarding Strategies
Linda Falcone
Penn State Ext.

9:30
Safety for Non-Native Speakers
Florence Becot
Penn State Ext.
Kathleen D. Sexsmith
Penn State Univ.

10:00
Industry Show & Tell

10:15
Producers Primer on Farm Labor Contractors
Brook Duer
Penn State Ext.

11:00
Tax Withholding/Filings for H-2A Employees
Brook Duer
Penn State Ext.

11:30
Apprenticeships in Agriculture
Cher Harpster
Penn State Ext.

12:00
Lunch

Magnolia Room D

ORGANIC

Session Chair:
Will Brownback
Spiral Path Farm

9:00
Understanding and Managing Blossom End Rot in Vegetable Crops
Michelle Infante-Casella
Rutgers Univ.

9:30
***Biofungicides for Brassica Alternaria Management- A New Hope?**
Teresa Rusinek
Cornell Cooperative Ext.
Ethan Grundberg
Cornell Cooperative Ext.

10:00
Industry Show & Tell

10:15
***Managing Allium Leafminer with OMRI-Listed Insecticides**
Teresa Rusinek
Cornell Cooperative Ext.
Ethan Grundberg
Cornell Cooperative Ext.

10:45
***Can OMRI-Listed Herbicides Take the Place of Flame Weeding in Carrots?**
Ethan Grundberg
Cornell Cooperative Ext.

11:30
PVGA Annual Membership Meeting
Magnolia Room ABC

Cocoa Terrace/Cocoa 1

ROOT CROPS

Session Chair:
Leah Fronk
Penn State Ext.

9:00
Red Beets, the High Profit Crop
David King

9:30
***Going Underground to Solve Root Crop Diseases**
Mary Hausbeck
Univ. of Michigan

10:00
Industry Show & Tell

10:15
***Beating Cercospora Leaf Spot of Table Beets**
Sarah Pethybridge
Cornell Univ.

11:00
Small Scale Potatoes, Big Scale Profits
Art King
Harvest Valley Farms

11:30
PVGA Annual Membership Meeting
Magnolia Room ABC

2025 Mid-Atlantic Fruit and Vegetable Convention

WEDNESDAY AFTERNOON, JANUARY 29, 2025

Nigerian Room

TREE FRUIT

Session Chair:
Andrew Schwalm
Weaver's Orchard

1:30
***How an Agricultural Technology Innovation Hub Will Benefit Our Growers**

Dr. Long He
Penn State

2:00
U.S. Apple Update
Chris Gerlach
U.S. Apple Association

2:30
Industry Show & Tell

2:45
Managing Pre-Harvest Fruit Drop and Coloration in Apples: Insights from ReTain, Harvista, and Accede Applications
Dr. Sherif Sherif
Virginia Tech

3:30
How to Handle an USCIS I-9 Audit or ICE Raid
Brook Duer
Penn State
Ag Law Center

4:15
Adjourn

Trinidad Room

STONE FRUIT

Session Chair:
Tyler Seutter
Penn State

1:30
***Peach Variety Response to Thinning with Accede**
Dr. Shanthanu Kumar
Penn State

2:00
National Peach Council Update
Kay Rentzel
National Peach Council

2:30
Industry Show & Tell

2:45
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
Economic Forces Shaping Stone Fruit
Dr. David Magana
RaboBank

4:15
Adjourn

Magnolia Room ABC

GREENHOUSE VEGETABLE

sponsored by the American Vegetable Grower magazine

Session Chair:
Boots Hetherington
B&R Farms

1:30
Can Supplementary LED Light Improve Tomato Seedling Quality?
Francesco Di Gioia
Penn State Univ.

2:00
Leafy Greens and Herb Production
Dr. John Erwin
Univ. of Maryland

3:00
Industry Show & Tell

3:15
IoT-Based Precision Monitoring System for Soilless Leafy Greens
Chenchen Kang
Penn State Univ.
Long He
Penn State Univ.

4:00
****Respirator Training for WPS Compliance**
Shane Williams
Penn State Ext.

4:30
Adjourn

4:45
Maryland State Horticultural Society Annual Meeting —
Empire CD

4:45
New Jersey State Horticultural Society Annual Meeting —
Tower Suite 2

Crystal Room

SMALL FRUIT

Session Chair:
Jon Strite
Strites Orchard, LLC

1:30
Heat Stress Effects and Management in Strawberries
Dr. Edward Durner
Rutgers Univ.
Kathy Demchak
Penn State Univ.

2:00
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
Industry Show & Tell

3:15
Trash It or Till It? Insights on Soil-biodegradable Plastic Mulches for Strawberry Production
Dr. Lisa DeVetter
Washington State Univ.

4:00
****Preparing for a Pesticide Spill**
Tim Elkner
Penn State Ext.

4:30
Adjourn

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SPANISH SESSION
Listed on page 12

Empire Room AB

PEPPERS/ EGGPLANT

Session Chair:
Leah Fronk
Penn State Ext.

1:30
****Best Practices for
Mixing Small Amounts
of Pesticides**

Leah Fronk
Penn State Ext.

2:00
***Pepper Anthracnose**

Sarah Pethybridge
Cornell Univ.
Elizabeth Buck
Cornell Univ.

3:00
Industry Show & Tell

3:15
***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
**Pepper and Eggplant
Variety Trials for Field
and Tunnel Production**

Debra Deis
Seedway
Dani Sauder
Seedway

4:45
Adjourn

Empire Room CD

LABOR/FARM MANAGEMENT

Session Chair:
Art King
Harvest Valley Farms

1:30
**Strategies for
Recruiting Talent**

Cher Harpster
Penn State Ext.

2:00
**A Grower's Guide
to the H-2A Program**

Mikel Grimm
Adams County
Nursery
Eleanor Rice
R & L Orchard Co
Sarah Zost
Bonnie Brae Fruit
Farms Inc

3:00
Industry Show & Tell

3:15
**Minors Working on
the Farm: What Ag
Employers Need to Know
About Child Labor Laws**

Audry E. Thompson
Penn State Ext.

4:45
Adjourn

Magnolia Room D

ORGANIC

Session Chair:
Will Brownback
Spiral Path Farm

1:30
**Organic Late Blight
Tomato Cultivar
Evaluation**

Tom Butzler
Penn Cooperative Ext.

2:00
**Living Mulches in
Plasticulture Systems**

Zack Hayden
Michigan State Univ.

2:30
**Can Drones Help
with Organic Nutrient
Management?**

Zack Hayden
Michigan State Univ.

3:00
Industry Show & Tell

3:15
**How Land Use
Surrounding a Farm
Influences Pest and
Beneficial Insect
Populations**

Heather Grab
Penn State Univ.

4:00
**Evaluating Integrated
Weed Management
Approaches in
Vegetables**

Dr. Dwayne Joseph
Univ. of MD

4:30
Adjourn

Cocoa Terrace/Cocoa 1

AGRITOURISM

Session Chair:
Claudia Schmidt
Penn State Univ.

1:30
**Navigating the
Maze of Agritourism
Regulations
and Community
Relationships**

Claudia Schmidt
Penn State Univ.

2:00
**Hayride Regulations
and Options for
Liability Protection**

Jacqueline Schweichler
Penn State Center
for Agricultural and
Shale Law

2:30
**Amusement Rides
in Pennsylvania
(Hayride Attractions)**

Walter Remmert, PDA

3:00
Industry Show & Tell

3:15
**Agritourism
Regulations
and Community
Relationships
(Producer Panel)**

Julianne Roba
Lakeland Orchard
and Cidery and Roba
Family Farms
Julie Friend
Wildom Farm
Brad Gritt
Gritt's Farm

4:00
Adjourn

WEDNESDAY JANUARY 29, 2025

Wild Rose Room

SPANISH

Session Chair:
Maria Gorgo-Simcox
Penn State Ext.

9:00
Bienvenida y actividad de apertura (Welcome and Ice Breaker)

Maria Gorgo-Simcox
Elsa Sánchez
Maria Alejandra Gil Polo
Deivis Garay Salas
Penn State Univ.

9:30
****Equipo de Protección Personal (Personal Protective Equipment)**

Beth Sastre
Virginia Cooperative Ext.
Maria Gorgo-Simcox
Penn State Univ.

10:00
Consideraciones de Túneles Altos (High Tunnel Considerations)

Elsa Sánchez
Penn State Univ.

10:45
Break

11:00
Mercadeo y Turismo Agrícola (Marketing and Agritourism)
Claudia Gil Arroyo
Rutgers Cooperative Ext.

11:45
Agricultura de Presición (Precision Agriculture)
Paul Esker and
Adriana Murillo
Penn State Univ.

Wild Rose Room

SPANISH

Session Chair:
Maria Gorgo-Simcox
Penn State Ext.

12:15
Almuerzo y Visita a la feria comercial (Lunch and Visit Trade Show)

Sponsored by Penn State Extension and West Virginia University

1:30
Prácticas de conservación en su finca (Conservation Practices on Your Farm)
Dayanna Barnes, USDA
Abigail Appleman, USDA

2:15
Producción y poda de moras (Blackberry Production and Pruning)
Dr. Rafie Reza
Crossroad Farm

2:45
***Plagas comunes de insectos del manzano (Common Apple Tree Insect Pests)**
Carlos Quesada
West Virginia Univ.

3:15
Proyecto Apicultura de PA (Beekeeping PA Project)
Robyn Underwood
Maria Gorgo-Simcox
Elsa Sánchez
Lina Tami Barrera
Penn State Ext.

3:45
Evaluación, foto de grupo y despedida (Evaluation, group picture, and Adjourn)

TUESDAY EVENING JANUARY 28, 2025

SOCIAL

6:00
Fruit and Vegetable Growers Reception
Chocolate Lobby – Hosted by Horizon Farm Credit (ticket required)

7:00
Fruit and Vegetable Growers Banquet
Nigerian Room – awards, recognitions, door prizes (ticket required)

WEDNESDAY EVENING JANUARY 29, 2025

Please join us for the
**APPLE GROWERS
RECEPTION**

Wednesday, January 29th
5–6:30 PM
Cocoa Suites 2-3-4-5

Sponsored by:
Packaging Corporation of America,
Durand-Wayland, Inc., and Growmark FS LLC

ICE CREAM SOCIAL

Join us
Wednesday, January 29, 2025

7 to 8 PM in the Great Lobby

Ice Cream and Toppings

*Roundtable discussions OR
you can just visit with fellow
growers.*

*Sponsored by the PA Vegetable
Growers Association*



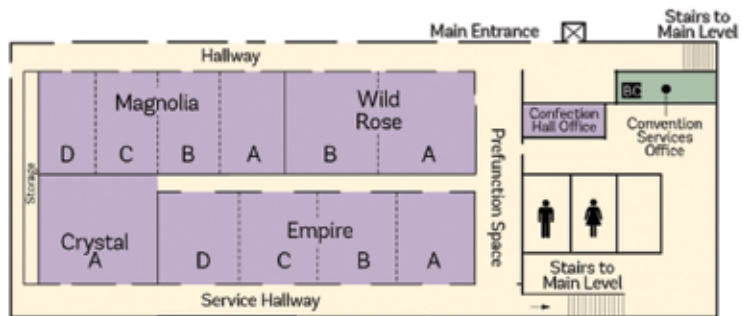
Tower Level

Main Level

KEY	
BC	Business Center
♂ ♀	Restrooms
☎	Telephone
🏧	ATM



Confection Hall Level



2025 Mid-Atlantic Fruit and Vegetable Convention

THURSDAY MORNING, JANUARY 30, 2025

Nigerian Room

TREE FRUIT

sponsored by the American Fruit Grower magazine

Session Chair:
Megan Luke
Penn State Ext.

9:00
***An Update for the Latest Management Strategies for Powdery Mildew in Tree Fruit**
Dr. Kari Peter
Penn State

9:30
***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 Tech

10:00
Industry Show & Tell

10:15
***Codling Moth Control Programs in Apple and Impacts on Secondary Pests**
Dr. David Biddinger
Penn State

11:00
***Effect of Climate Change on Insect Pest Biology and Management**
Dr. Kevin Rice
Virginia Tech

11:30
USDA Pome Fruit Breeding Programs: Apple Pre-Breeding and Pear Scion Improvement
Dr. Christopher Gottschalk, USDA-ARS

12:00 Lunch

Trinidad Room

STONE FRUIT

Session Chair:
Michael Evans
Penn State Univ.

9:00
***Season Long Multi-Pest Management in Peaches**
Dr. Anne Nielsen
Rutgers Univ.

9:30
***Black Knot Resistance in Plums – 15-year Odyssey in the Black Hole of a Disease**
Dr. Jay Subramanian
Univ. of Guelph

10:00
Industry Show & Tell

10:15
Super Sweet Nectarines: Prospects for New Cultivars with Consumer-Focused Traits
Dr. Chris Dardick
USDA-ARS

11:00
****Worker Protection Standard Compliance - Not Once and Done**
Joni Davis
Penn State

11:30
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 Orchards

12:00 Lunch

Magnolia Room ABC

HIGH TUNNEL

sponsored by the American Vegetable Grower magazine

Session Chair:
Tom Butzler
Penn State Ext.

9:00
How Crop Complexity Impacts Insect Dynamics in High Tunnel Systems
Allison Zablah
Purdue Univ.

9:30
****Pesticide Storage: Basic Practices and Emergency Response**
Kara Pittman
Penn State Ext.

10:00
Industry Show & Tell

10:15
High Tunnel Cucumber Variety Selection and Performance
Francesco Di Gioia
Penn State Univ.

11:00
The Art of Growing Top Quality High Tunnel Tomatoes Season After Season
James Reiff
Reiff Farm
Anthony Reiff
Reiff Farm

12:00
Lunch

Crystal Room

SMALL FRUIT

Session Chair:
Patricia Prade
Penn State Ext.

9:00
Growing Elderberries Successfully
Henriette den Ouden
Univ. of Maryland Eastern Shore

9:30
Buzzworthy Insights: Best Practices for Blueberry Pollination
Dr. Lisa DeVetter
Washington State Univ.

10:00
Industry Show & Tell

10:15
***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
***Top Strawberry Insect Pests of 2024**
Dr. Kelly Hamby
Univ. of Maryland

11:30
Determining Why Blueberry Pollination Lacks Adaptability
Dr. Beth Ferguson
Rutgers Univ.

12:00
Lunch

* indicates topic expected to qualify for a category pesticide update training credit

** indicates topic expected to qualify for a core pesticide update training credit

*** indicates topic expected to qualify for fumigation update training credit

VA State Horticultural Society
Annual Membership Breakfast
7:30 am – Cocoa Suites 3, 4, 5
(tickets required)

Empire Room AB

MARKETING TECHNOLOGY & TOOLS

Session Chair:
Miranda Harple
Penn State Ext.

9:00
**Powerful Visuals:
Creating Marketing
Materials using Canva**
Miranda Harple
Penn State Ext.

9:30
**Leveraging Artificial
Intelligence to Enhance
Farm Direct Marketing**
Sarah Cornelisse
Penn State Univ.

10:00
Industry Show & Tell

10:15
**Harvesting Attention:
Mixed Reality to Boost
Engagement**
James Ladlee
Penn State Ext.

11:00
**Marketing Technology
& Tools**
Kelly Jackson
Emily's Produce
Robert Mowery
Forever Heart Farm

12:00
Lunch

Empire Room CD

CUT FLOWERS

Session Chair:
Maria Gorgo-Simcox
Penn State Ext.

9:00
***Utilizing Natural
Pest Predators
and OMRI Chemicals
for Pest Control**
Glen Bupp
Penn State Ext.

10:00
Industry Show & Tell

10:15
**Soil Fertility and
Plant Nutrition for
Cut Flowers**
Margaret Pickoff
Penn State Ext.

11:00
**Getting Scrappy
with Marketing and
Season Extension**
Margie Dagnal
Goose Creek Gardens
Kate Dagnal
Goose Creek Gardens

12:00
Lunch

Wild Rose Room

SWEET CORN

Session Chair:
Art King
Harvest Valley Farms

9:00
***Mapping Corn
Earworm**
Heather Grab
Penn State Univ.

9:30
***Corn Earworm
Management Strategies**
Kelly Hamby
Univ. of MD

10:00
Industry Show & Tell

10:15
**Sweet Corn
Grower Panel**
Mike Groszkiewicz
Mason Farms
Art King
Harvest Valley Farm
Jon Strite
Strite's Orchard

11:00
****Impact of Water
Quality on Pesticide
Performance in
Spray Mixes**
Tim Elkner
Penn State Ext.

11:30
***Sweet Corn Weed
Control Updates**
Lynn Sosnoski
Cornell Univ.

12:00
Lunch

Cocoa Terrace/Cocoa 1

POTATOES

Session Chair:
Amy Metrick
Harvest View Farm & Market

9:00
**Potatoes USA Update
and Marketing**
Blair Richardson, CEO
PotatoesUSA

9:30
**Tips for Growing
Potatoes in Hot
Weather**
Bob Leiby, Agronomist
Pennsylvania
Co-Operative
Potato Growers

10:00
Industry Show & Tell

10:15
**Organic Potatoes
- Five Years In**
Nolan Masser
Red Hill Farm

11:00
**New Potato Varieties
Coming Out of the NY/
Cornell Pipeline**
Walter DeJong, Botanist
Cornell Univ.

11:30
**2024 Potato Variety
Trials in Pennsylvania**
Xinshun Qu
Penn State
Potato Specialist

12:00
Lunch

2025 Mid-Atlantic Fruit and Vegetable Convention

THURSDAY AFTERNOON, JANUARY 30, 2025

Nigerian Room

TREE FRUIT

Session Chair:
Cameron Mehalek
Penn State

1:30
***Optimizing Herbicide Application Timing and Modes of Action**
Dr. Caio Brunharo
Penn State

2:00
Lightning Talks
Michael Evans
Penn State
Chenchen Kang
Penn State
Lawrence Arthur
Penn State
Tyler Seutter
Penn State
Cameron Mehalek
Penn State

2:30
PA Apple Maturity Program
Dr. Shanthanu Kumar
Penn State
Dr. Daniel Weber
Penn State
Don Seifrit
Penn State Ext.

3:00
Rootstock Influence on Frost Tolerance and Bud Mortality in Apple: Key Genes for Germplasm Innovation
Amolpreet Saini
Virginia Tech

3:30
Adjourn

Magnolia Room D

PA PREFERRED

Session Chair:
Pete Flynn
Pete's Produce

1:30
PA Preferred Program Updates for Vegetable Producers
Michael Keefe
PA Dept. of Agriculture
Gwyn Rowland
PA Dept. of Agriculture

Magnolia Room ABC

HIGH TUNNEL

Session Chair:
Francesco Di Gioia
Penn State Univ.

1:30
The Art of Using Cover Crops in High Tunnels
Judson Reid
Cornell Cooperative Ext.

2:15
Vegetable Grafting: A Toolbox for Securing Yield Stability and Profitability
Francesco Di Gioia
Penn State Univ.

3:00
Natural Enemy Food Webs in High Tunnel Systems
Laura Ingwell
Purdue Univ.

4:00
Can Beneficial Insects Pay Their Way? A Cost-Benefit Analysis for High Tunnel Spinach
Ariana Torres, PhD.
Purdue Univ.
Jean-Pierre Zavala, MS
Purdue Univ.

4:00
Adjourn

Crystal Room

SMALL FRUIT

Session Chair:
Morgan Bond
Bond Family Farms

1:30
***New Blueberry Crop Protection Tools - What's Registered and in Development**
Dr. Janine Spies
Rutgers Univ.

2:15
***Blueberry Pests: Identification and Management**
Dr. Patricia Prade
Penn State Ext.

3:00
Top Takeaways about Berries from the Last 30 Years
Kathy Demchak
Penn State Univ.

3:30
Open Discussion Time
Kathy Demchak
Penn State Univ.

4:00
Adjourn

* indicates topic expected to qualify for a category pesticide update training credit

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*** indicates topic expected to qualify for fumigation update training credit

Empire Room AB

DIGITAL & SOCIAL MEDIA MARKETING

Session Chair:

Tina Forry

Forry's Roadside Market

1:30

Selling Safely Online: Avoiding Legal Pitfalls and Risks

Nicole Cook

Univ. of Maryland

2:15

Short Form Video Trends + Social Media Algorithms: Beyond the Basics

Maureen Ballatori

Agency 29

3:00

Facilitated Audience Discussion

Veronia Yurchak

Univ. of Maryland

3:30

Adjourn

Empire Room CD

LABOR/FARM MANAGEMENT

Session Chair:

Andy Faust

Penn State Ext.

1:30

AgrAbility: Resources for Farmers with Disabilities

Suzanna Windon

Penn State Ext.

2:15

Dealing with Stress

Suzanna Windon

Penn State Ext.

3:00

Tips for Retaining Talent

Linda Falcone

Penn State Ext.

4:00

Giving Employee Feedback

Linda Falcone

Penn State Ext.

4:30

Adjourn

Wild Rose Room

GENERAL VEGETABLE

Session Chair:

Jeff Stoltzfus

Penn State Ext.

1:30

The Impacts of Invasive Species on Honey Bees

Robyn Underwood

Penn State Univ.

2:15

Things I Wish Someone Would Have Told Me (Grower Panel)

Mike Brownback

Spiral Path Farm

Peter Flynn

Pete's Produce

3:00

What's New in Vegetable Grating

Mike and Kaitlyn Horst

Re-Divined

3:30

Adjourn

Cocoa Terrace/Cocoa 1

POTATOES

Session Chair:

Mark Troyer

Troyer Growers

1:30

Developing New Potato Varieties Past, Present, and Future

Walter DeJong

Cornell Univ.

2:15

***Update on Some New Insecticide Options for Wireworms and Colorado Potato Beetle**

Tom Kuhar

Virginia Tech

Entomologist

Kemper Sutton

Eastern Shore AREC

3:00

Identifying Potato Problems in the Field

Jonathan Price

Sterman Masser Potatoes

3:30

****Impact of Water Quality on Pesticide Performance in Spray Mixes**

Kara Pittman

Penn State Ext.

4:00

PA Cooperative Potato Growers; Plan for the Future

Nathan Tallman

CEO, PA Co-Operative

Potato Growers

4:30

PA Co-Operative Potato Growers Annual Business Meeting Update

Thank you for attending the

2025

MID-ATLANTIC

fruit & vegetable convention

Your Attendance Supports the Many Fine Exhibitors and Contributes to the Fruit and Vegetable Industries

GREAT AMERICAN HALL

Mid-Atlantic Fruit and Vegetable Convention

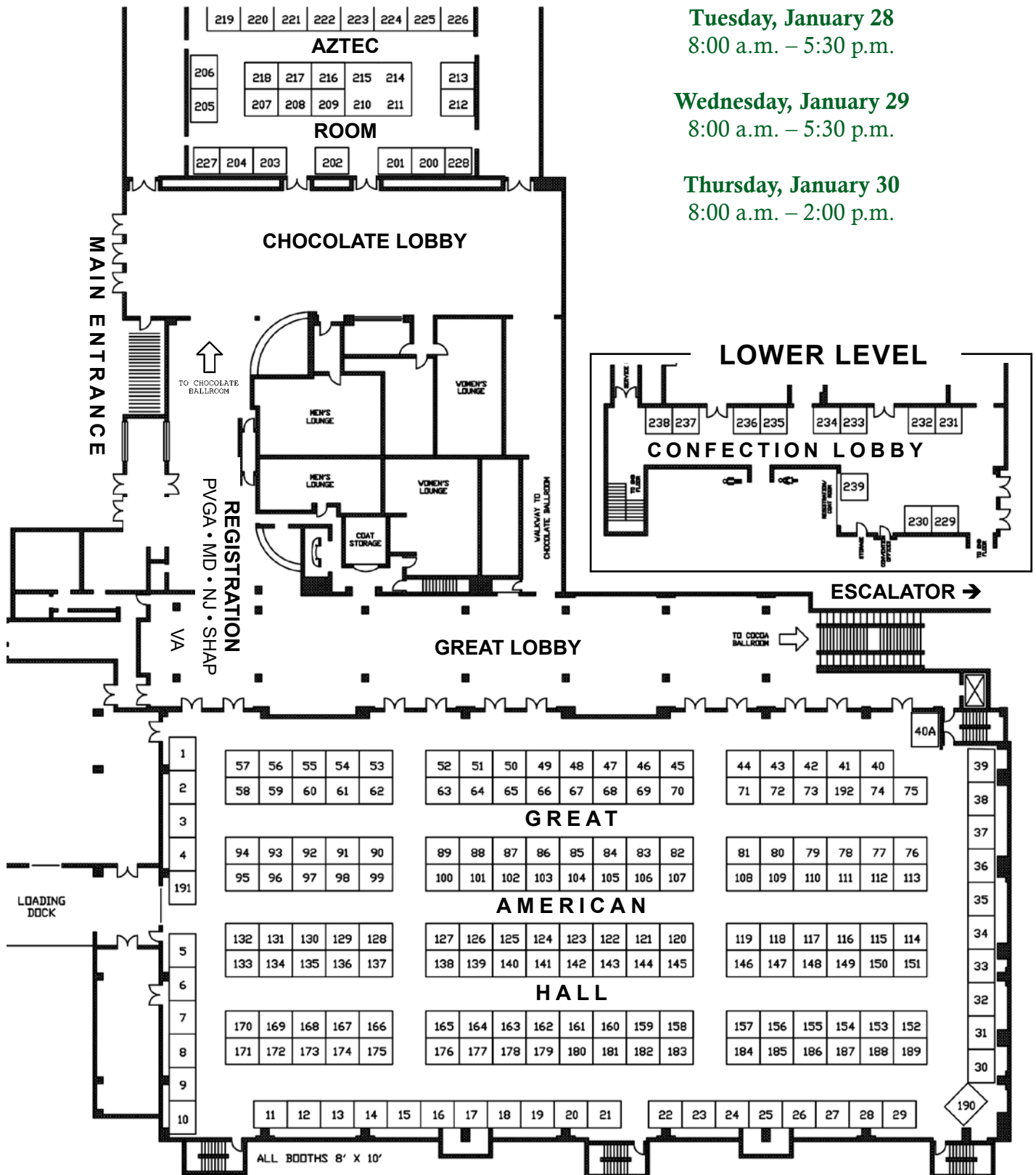
JANUARY 28 – 30, 2025

EXHIBITS WILL BE OPEN:

Tuesday, January 28
8:00 a.m. – 5:30 p.m.

Wednesday, January 29
8:00 a.m. – 5:30 p.m.

Thursday, January 30
8:00 a.m. – 2:00 p.m.



2025 EXHIBITORS

<u>COMPANY</u>	<u>BOOTH #</u>	<u>COMPANY</u>	<u>BOOTH #</u>
Acadian Plant Health	173	Full Circle Mushroom Compost, LLC	224
Accurate Ag Drones, LLC	35/36	Fulton Bank, N.A.	95
Adams County Nursery, Inc.	93/94	Gardner Pie Company	176
Advancing Alternatives	31	Gowan Seed Company	157
Advanced Benching Solutions	125	Gowan USA	81
Agri-Dynamics	232	Green Star Cooperative	149
Agriteer	2/3	Growers Equipment Center Inc.	97/98/99
Alleghany Farm Services, LLC	223	Growers Mineral Corp.	151
Allonardo Enterprises LLC	116	Growmark FS	222
Arctic Refrigeration Co.	78	H.M. Clause, Inc.	106
Arendtsville Garage	63	Haifa North America Inc.	96
Atticus LLC	226	Harris Seeds	1
Autrusa Sales	162/163	Harvest Pro	171/172
Avian Enterprises, LLC	105	Helena Agri Enterprises LLC	128/129
Barnett Agronomy LLC	57	Hillside Cultivator Co. LLC	141/142
BASF	7/8	Hillside Orchard Farms	132
BCS/Wes Stauffer Equipment LLC	58/59/60	Hooper Inc.	205
BDI Machinery Sales Inc.	166/167/174/175	Horizon Farm Credit	110
Bekaert Corporation	41	Hybrid Seed Company	161
Bowsmith Inc.	154	Inter-County Bakers Inc.	48/49
Brandt	191	International Paper	43/44
Budget Branders	236	IPL Macro Plastics	33/34
Burpee	103	IPM Laboratories, Inc.	18
CBC America LLC	84	Irritec USA	21
Catalytic Generators, LLC	170	ISP Technologies, Inc.	200/228
Center for Schools & Communities	153	Iva Manufacturing	13/14
Certis Biologicals	79/80	JD Associates	19
Cheap Carls, LLC	155/156	J-L Rep Group	233/234
Chester Irwin Foods, LLC/ Choice Wholesale Distributors, LLC	201	Johnny's Selected Seeds	117
Clifton Seed Company	169	Keystone Bio-Ag LLC	187
Cooper's Mill	108	KOBA Corp.	124
Country Folks Grower	40A	Kreher Enterprises	131
CPW Equipment LLC	184/185	KULT-Kress/A+ Organics	72
CropCare	138/139/140	LaGasse Machine & Fabrication	152
Dillman Farm	135	Lambert Peat Moss, Inc.	120
DuBois Agrinovation	73	Lee Rain Inc.	65/66
Durand-Wayland, Inc.	51/52/64	Martin's Produce Supplies	11/12
Ehst Systems and Controls	192	McCutcheon's Apple Products	87/88
Ephrata National Bank	231	Mechanical Transplanter Co.	109
Esh Foods	238	Meister Media Worldwide	107
Farmer's Choice Foods	101	Messick Farm Equipment, Inc.	27/28/29 & 188/189
Fedco Seeds, Inc.	104	Miller Chemical and Fertilizer	136/137
Ferris Farm Inc.	17	Monte Package Company	9
The Fertrell Company	42	Morrissey Insurance	86
Film Organic	100	NACHURS	32
Fit To Farm	182/183	National Association of Farmers Market Nutrition Programs (NAFMNP)	237
FMC	119	New England Seed Co.	123

2025 EXHIBITORS

<u>COMPANY</u>	<u>BOOTH #</u>	<u>COMPANY</u>	<u>BOOTH #</u>
Nichino	122	Tew Mfg. Corp.	5/6
Noble Software Solutions	235	Texpak, Inc.	143
Nolt's Produce Supplies, LLC	179	Thunderbird Plastics Ltd.	150
Nourse Farms	76	Tilmor	144/145
Nutrien Ag Solutions	45	Timac Agro USA	180/181
OESCO, Inc.	38/39 & 158/159	Toro Ag Irrigation	89
Old Farmer Tea Company LLC	225	TRICKL-EEZ Irrigation Inc.	114
Olde Tradition Spice	202	UPL NA	82
OMEX Agrifluids Inc.	77	USDA-NRCS	229
Otis S. Twilley Seed	83	USDA-NASS	230
PA Dept. of Agriculture	56	Valent USA	67/68
PA Dept. of Agriculture/Bureau of Food Safety	46	Valente Inc.	20
PA Preferred/PA Dept. of Agriculture	55	Van Well Nursery	165
PA Office of Rural Health – Penn State Univ.	133/134	Verdesian Life Sciences	160
Packaging Corporation of America	85	Vestaron Crop Protection	239
PDM Insurance Agency, Inc.	47	Victory Packaging	190
Peach Ridge Orchard Supply, Inc.	227	Wafler Nursery	186
Penns Creek Welding	22	Walker Brothers Seeds and Plants LLC	126
Pennsylvania Farm Bureau	178	Warner Packaging	111
Pennsylvania Service & Supply Inc.	168	Weller Insurance	16
Phil Brown Welding Corp.	53/54/61/62	Willow Drive Nursery	118
Phoenix Labor Consultants	177	Willsie Equipment	24/25/26
ProducePackaging.com	23	Winterland Inc.	130
Pro Farm	112/113	Yara North America	115
ProFence LLC	203		
Provide Agro Corporation	210/211/212/213/214/215		
Re-Divined	71		
Redox Bio-Nutrients	102		
Ridge Quest Inc.	40		
Rockford Package Supply	50		
Rovensa Next	147/148		
Rupp Seeds Inc.	74/75		
Sakata Seed America	204		
Saunders Brothers Inc.	30		
Saylor's Farm and Crate LLC	146		
Seedway, LLC	37		
Shawnee Canning Company Inc.	207/208/209/216/217/218		
Signs of the Seasons	219/220/221		
DS Smith	121		
Stauffer Huling Farms	164		
Stokes Blueberry Farms and Nursery, Inc.	206		
Stokes Seeds Inc.	10		
Summit Tree Sales, Inc.	69/70		
Superior Wind Machine Service/Orchard-Rite	4		
Superb Horticulture	90/91/92		
Syngenta	127		
Tallman Family Farms LLC	15		

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Pennsylvania Vegetable Growers Association

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The Core Group

Virginia State Horticultural Society

BRONZE LEVEL

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