



Monday – January 27, 2025

Pre-convention Workshops on Microgreens

\$80 – lunch included

9 am to 4:30 pm

Microgreens production is a rapidly growing sector that has captured the attention of both rural and urban producers. This indoor crop represents a promising diversification strategy due to its quick growth cycle, year-round production capabilities, space-efficient cultivation, and strong demand in premium markets. However, commercial production brings challenges: consistently producing high-quality microgreens, food safety, managing disease, budgeting, and securing reliable markets. The workshop has been designed to address the needs of both beginning and advanced microgreen growers, students, technicians, and professionals and will cover a series of aspects considered critical for the successful production and commercialization of microgreens. The workshop will provide an overview of microgreens as a high value specialty crop and will cover critical production and food safety aspects. For those considering the opportunity to start a business with microgreens or to diversify their crops by adding microgreens as a new crop, the workshop will address economic aspects and marketing strategies. Moreover, Andy Mussaw (Fresh Source Farms) a successful microgreen grower will share his experience about starting and expanding a microgreen business, and Andrew Blunk (University of the District of Columbia) will share his experience as a consultant addressing challenges faced by

microgreen producers. Finally, the workshop will cover the implementation of strategies to improve the nutritional value of microgreens through agronomic biofortification techniques and will discuss the effect of different lighting strategies on yield and quality of microgreens. The workshop will be highly interactive and will end with Q&A (question and answer) and discussion session. Lunch and coffee break will offer the opportunity to establish a contact and network with speakers, researchers, Extension educators, industry professionals, and other attendees.

9:00 am Introduction.to.the.Workshop.and.to.Microgreens.as.High\_Value.Specialty.Crop.– Francesco Di Gioia – Pennsylvania State University

9:45 am Starting.and.Growing.a.Microgreen.Business.– Andy Mussaw – Fresh Source Farms

10:30 am Opportunities.and.Challenges.of.Growing.Microgreens.– Andrew Blunk - University of the District of Columbia

11:15 am Break

11:30 am Microgreen"s.Food.Safety.– Jeffrey Stoltzfus – Penn State Extension

12:00 pm Lunch

1:00 pm Business.Planning.for.Microgreens.– Prof. Claudia Schmidt – Pennsylvania State University

1:30 pm Marketing.Microgreens.– Prof. Kathy Kelley – Pennsylvania State University

2:00 pm Microgreens.Biofortification.Employing.Agronomic.Strategies.– Pradip Poudel – Pennsylvania State University

2:45 pm Microgreens".Response.to.Light.– Aline Novaski – Pennsylvania State University

3:15 pm Microgreen"s.Production.Aspects.and.Q™ A.Session.– Francesco Di Gioia – Pennsylvania State University

4:30 pm Adjourn