

## Thursday, January 7, 2010

Opening Session:

9:00 a.m. Welcome and Conference Overview. Rick Weinzierl, University of Illinois

9:20 a.m. The Expansion of MarketMaker: An Essential Tool For Local Food Producers. Dar Knipe, University of Illinois

9:40 a.m. From Market Gardening to Commercial Readiness: Keys to Effective Production and Marketing Across a Range of Market Arenas. Tim Woods, University of Kentucky.

10:45-11:45 Breakouts, see below

11:45 - 1:30 Lunch in Trade Show

1:30 - 3:30 Breakouts, see next page

3:45 -4:45 Affiliated Association Annual Meetings

6:00 - 7:30 Banquet: **"The Uncommon Specialty"** by *Chaplain K. "Doc" Patterson, Ames, Iowa*

Presentation of Cider Contest, Display Contest, and Photography Contest Awards

## Friday, January 8, 2010

8:00 - 1:30 Trade Show open

9:00 - 11:30 Breakouts, see next page

11:30 - 1:30 Lunch in trade show

11:45 - 12:15 ISGA annual meeting

1:30 - 3:30 Breakouts, see next page

**Thursday and Friday, January 7-8, 2010. Seven tracts should go in the following order:**

Fruit, Veg, Herbs, Agritourism/Marketing, Organic 1, Organic 2, and Irrigation followed by Business Management

	<b>Fruits</b>	<b>Vegetables</b>	<b>Herbs</b>
Thursday 10:45-11:45	Plant Growth Regulators for Apples and Peaches. James Schupp, Penn State University.	Producing And Marketing Asparagus. Carl Cantaloupi, North Carolina State University.	Recent Trends in Field Herb Production: Edward Van Drunen, Van Drunen Farms, Momence
Thursday 1:30-3:30	1:30: Fertility Management for Fruit Production. Eric Hansen, Michigan State University. 2:15: Observations on the 2009 Fruit Season. Moderated Audience Discussion. 2:45: A Southwest Michigan Perspective on Producing and Marketing Apples and Peaches. Ed Baushke, Benton Harbor, MI.	1:30: The How, What, and Why of Roadside Marketing. Don and Shirley Ahrens, Shawneeetown. 2:15: Essential Equipment for Market Farmers. Jeff Kindhart, University of Illinois. 2:45: Managing Diseases of Tomatoes and Peppers. Mohammad Babadoost, University of Illinois.	1:30-2:30 History of Mint Production in the US and the Changing Market: Jim Crosby, Crosby Mint Farm, St. Johns, MI  2:30-3:30 Composting Processing and Landscape Waste: Edward Van Drunen Van Drunen Farms, Momence
Friday 9:00-11:30	9:00 : Insecticide Rotations and Resistance Management in Illinois Fruit Crops. Rick Weinzierl, University of Illinois. 9:40: Current and Potential Approaches to Thinning in Apples and Peaches. James Schupp, Penn State University. 10:30: Managing Bacterial Diseases of Apples and Peaches. Mohammad Babadoost, University of Illinois.	SQUASH AND CUCUMBER PRODUCTION AND MARKETING. 9:00: Squash and Cucumber Culture. Bill Shoemaker, University of Illinois. 9:30: Disease Management in Squash and Cucumbers. Mohammad Babadoost, University of Illinois. 10:00: Insect Management in Squash and Cucumbers. Rick Weinzierl, University of Illinois. 10:30: Weed Management in Squash and Cucumbers. Elizabeth Wahle, University of Illinois Extension. 11:00: Grower Insights on Squash and Cucumber Production and Marketing. Wayne Sirles, Mike Flamm, and Harry Alten.	9:00-10:00 Medicinal Uses of Mint and Sustainable Living: Jim Crosby, Crosby Mint Farm, St. Johns, MI  10:00-11:00 Transitioning to Organic Greenhouse Growing: Sal Gilbertie, Gilberties Herbs, Easton, CT  11:00-11:30 Downy Mildew of Basil, a New Problem: Mohammad Babadoost, University of Illinois
Friday 1:30-3:30	1:30: Rootstock Evaluations for Apples and Peaches. Mosbah Kushad, University of Illinois. 2:00: Perspectives on Marketing Illinois Fruit. Grower Panel.  3:30 Adjourn	1:30: ????? 2:15: Heirloom Tomato Cultivar Evaluations. Jeff Kindhart, Bronwyn Aly, and Bill Shoemaker. 2:45: Pepper, Tomato, and Sweet Corn Cultivar Evaluations. Elizabeth Wahle, Jeff Kindhart, and Bronwyn Aly. 3:30 Adjourn	1:30-2:30 Seasonal Herbs: Sal Gilbertie, Gilberties Herbs, Easton, CT  2:30-3:30 Dill: Herb of the Year 2010: Chuck Voigt, University of Illinois  3:30 Adjourn

	<b>Agritourism/Marketing</b>	<b>Organic I</b>	<b>Organic II</b>
Thursday 10:45- 11:45	Agritourism Liability Insurance. Don Davis, Country Insurance.	10:45: Building a Healthy Food System. Pete Johnson, Pete's Greens, Craftsbury, VT 11:15: Farming and Marketing in a Homegrown Wisconsin Co-op. Steve Pincus, Tipi Produce, Evanston, WI	
Thursday 1:30-3:30	1:30: Iowa Agritourism Development. Marsh Laux, Iowa State University Extension. 2:15: "WOW" Customer Service Gives You the Edge. Donna and Natasha Lehrer, Esther's Place, Big Rock, IL	INTEGRATED ORGANIC VEGETABLE PRODUCTION SYSTEMS 1:30: Season Extension: Production and Storage. Pete Johnson, Pete's Greens, Craftsbury, VT 2:10: Nuts and Bolts: Field Operations, Fertility, and Pest Management. Steve Pincus and Beth Kazmar, Tipi Produce, Evanston, WI 2:50: Organic Greenhouse Production: Composting, Grafting, and Irrigation. Matt Kleinhenz, The Ohio State University	ORGANIC GRAIN AND LIVESTOCK SYSTEMS. 1:30: Integrated Livestock Systems. Stan Shutte, Triple S Farms, Stewardson, IL 2:10: Organic Grain and the Threat of Genetically Modified Crops. Lynn Clarkson, Clarkson Grain, Cerro Gordo, IL 2:30: Making Cover Crops Work. Joel Gruver, Western Illinois University, 3:00: Animal Well-being: Producing Livestock Without Antibiotics. David Bane, St. Joseph, IL
Friday 9:00- 11:30	9:00: Agritourism Producer Panel – Justina Boggio, Boggio's Produce and Orchard, Granville, IL, and Malinda and Darrell Geisler, Geisler Farms, Bondurant, IA 10:00: "Picture This," Increase Marketing Impact with Photography. Photography and Marketing Panel 10:45: Where Do Seasonal Operations Fit into the Big Picture of Illinois Tourism? Illinois Tourism Professionals	9:00: Is Organic Being Co-opted? Panel Discussion. 9:45: Organic Production and Food Quality. Gene Lester, USDA, Weslaco, TX 10:30: Why Agriculture Needs to Keep it Clean: Agriculture and Aquatic Indicators. Val Beasley, University of Illinois.	ORGANIC FRUIT PRODUCTION: 9:00: Organic Tree Fruit Production: Transitioning from Conventional Management. Harry Hoch, La Crescent, MN 9:50: A Novice Starts Organic Fruit Production on the Prairie. Wes Jarrell, Prairie Fruits Farm and University of Illinois 10:40: Organic Approaches to Insect Management in Fruit Crops. Rick Weinzierl, University of Illinois
Friday 1:30-3:30	1:30: Public Relations and Advertising Strategies. Lisa Rigoni, Illinois Country Living Magazine. 2:30: Marketing Roundtable. John Pike, University of Illinois Extension.  3:30 Adjourn	ORGANIC RESEARCH ROUNDUP 1:30: Overview of Organic Resources, Deborah Cavanaugh-Grant. University of Illinois Extension 1:50: Thistle Control in On-Farm Research Trails. John Masiunas and Dan Anderson, University of Illinois 2:15: WORT Systems Overview and Yields. Ed Zaborski, Illinois Natural History Survey 2:40: Disease Control in Organic Systems: Rotations and Amendments. Darin Eastburn, University of Illinois 3:05: Soil Management. Michelle Wander, University of Illinois 3:30 Adjourn	

	<b>Irrigation</b>
Thursday 10:45- 11:45	Customizing Irrigation Systems for Fruits and Vegetables. Jeff Kindhart, University of Illinois
Thursday 1:30-3:30	<b>Business Management</b>
	<p>COMMERCIAL READINESS:</p> <p>1:30: Using MarketMaker to Connect – and Shape – Supply and Demand. Dar Knipe, University of Illinois Extension.</p> <p>2:00: Is Your Operation Commercial-Ready? John Pike, University of Illinois Extension?</p> <p>2:30: Meeting Specifications of the Commercial Buyer. Tim Woods, University of Kentucky</p> <p>3:00: GAP, GHP, and Certification Programs, Mosbah Kushad, University of Illinois</p>
Friday 9:00- 11:30	<p>9:00: The Outlook for Labor in Specialty Crop Farming. Sharon Hughes, Washington, D.C.</p> <p>10:00: Insurance for Specialty Crop Producers. Roger Schnitzler, FARMCO, Wisconsin Dells, WI.</p> <p>10:45: Updates on Legal Issues for Specialty Crops Producers. Rich Schell, Law Offices of Kurt Wagner.</p>
Friday 1:30-3:30	<p>1:30: Another Look at Meeting Market Demand: The Wholesale Success Program and Chicago Markets. Jim Slama, President, FamilyFarmed.org</p> <p>2:15 Panel and Grower Discussion. Robbie Robert, SYSCO Central Illinois; Bob Bloomer, Chartwells Thompson Hospitality (Chicago Public Schools); Jose Valadez, Produce Coordinator, Whole Foods Market Midwest</p> <p>3:30: Adjourn</p>