

2019 UPPER MIDWEST FRUIT, VEGETABLE & FARMERS' MARKET CONFERENCE AGENDA

January 17 & 18, 2019 St. Cloud Rivers Edge Center

Thursday, January 17

Opening Session

8:00- 8:40 Breakfast in Trade Show Hall

8:45- 9:00 Welcome & Announcements

9:00-10:15 Marketing to the Millennium

10:15- 11:00 Trade Show

11:00- 12:00 **"A Rapidly Changing Climate: Threat – and Opportunity"**, Paul Douglas, Keynote Speaker

12:00- 1:00 Lunch/ Trade Show

Session	Berry in Review	Organic	High Tunnel	Tree Fruit	Farmers' Market Marketing I	Farmers' Market Marketing II
1:00- 1:30	Year in Review Kevin Edberg	New products and strategies for organic insect control	How to Increase Productivity of Bell Peppers, Annie Klodd, University of Minnesota	Brown marmorated stinkbug and Japanese beetles, Hailey Shanovich	MFMA Welcome, Grant Reports: FMAP, Blazing Trails, FIT	
1:35- 2:05	Strawberry Variety Trials Update, Brian Smith, University of Wisconsin- River Falls	New products and strategies for organic disease control	Pruning Tomatoes in High Tunnels Liz Maynard, Purdue University	Managing Biennial Bearing in Honeycrisp and Other Varieties Renae Moran, University of Maine	Starting Fresh: Checklist to Start Your Market	Trouble at the Market: Resolving Conflict
2:05- 2:35	Break/ Trade Show				Food Access at Markets: SNAP, Market Bucks, WIC	Strategies to Increase Customers to Your Market
2:35- 3:05	New Weeds in Strawberry Fields Thaddeus McCamant	Solutions for maintaining organic fertility in fruit and vegetable crops, Paulo Pagliari, University of Minnesota	Biological Controls in Tomatoes, Cucumbers & Peppers in High Tunnels Heidi Doering, Koppert Biological Systems	Newest & Latest updates in Tree Fruit Research, Brian Smith, University of Wisconsin-River Falls & Annie Klodd, University of Minnesota	MFMA Annual Meeting, Legislative Update	
3:10- 4:10	Season Long Weed Control in Strawberries, Jed Colquhoun,	Winter Greens Production in Deep Winter Greenhouses,	Irrigation schedules and Timing in High Tunnels, Liz Maynard, Purdue University	Possibilities and Pitfalls of Growing Plums for a Local Market Renae Moran	The Price Is Right: The Value of The Market	Recordkeeping for Markets: SNAP (unredeemed tokens), Taxes, ST-19s, IC vs. Employees, etc.

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	University of Wisconsin	Clair Hodge, University of Minnesota		University of Maine	(Fees, Grants, Sponsorships)	
4:10- 4:45	Trade Show				Panel: Displays That Sell Products	Panel: Experienced Market Managers Tips & Tricks
4:10- 4:45	MFVGA Annual Meeting					
4:45- 7:30	Cocktail Reception & Hors d'oeuvres					
Friday, January 18					Cottage Foods Producers	
7:30- 8:00	Breakfast in Trade Show Hall					
8:05- 8:50	Key updates on FSMA Produce Safety Rule: Water testing requirements and how to keep your produce and customers safe and healthy Annalisa Hultberg, Extension Educator Food Safety UMN Extension Val Gamble, MN Dept of Ag, Produce Safety Program Manager				Welcome: MFMA, MDA, UME, CFPs Keynote: Nicki Pomije, The Cookie Cup	
8:50- 9:35	What's new with MN Grown and Resources from MDA Paul Hugunin, MN Dept of Ag.					
9:35- 10:05	Tradeshow					
Session	SWD in Berries		Flower	Specialty Crops	Cottage Foods Producers I	Cottage Foods Producers II
10:05- 10:35	Economic impact of SWD on raspberries, Gigi DiGiacomo	Customer Research, Lessons Learned from Over 5000 Customers Paul Hugunin & Danielle Daugaard, MN Grown	Woody Perennials for Cuts (Willows, Hydrangeas, Winterberry, etc.) - Dave Dowling	Nature of Garlic Production, Jerry Ford	Understanding MN Food Tax Laws, Mark Krause, MDOR	Q & A with the MDA on the CFL
10:40- 11:10	Exclusion netting and	Apps being used		Variety Selection,		

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	insecticides for SWD- Matt Gullickson, University of Minnesota	in the field		Jerry Ford		
11:15- 12:00	Overview of Organic Options for SWD Mary Rogers	Sprayer Technology, Ken Rost, Frost Inc.	Botrytis control in peonies and others	Garlic and Soil Fertility Carl Rosen	Q & A with the MDA on the CFL	Understanding MN Food Tax Laws, Mark Krause, MDOR
12:00- 1:15	Lunch & Tradeshow					
Session	SWD in Berries & Vine Crops	Herbicide Drift	High Tunnels	Specialty Crops	Cottage Foods Producers - I	Cottage Foods Producers - II
1:15- 1:45	SWD biology and management on raspberry and grape - Dominique Ebbenga	Identifying & Responding to Herbicide Drift Damage on Your Farm, Steve Lawrence, MDA	High Tunnel Cut Flower Production, Dave Dowling	Marketing Garlic- Connie Carlson	Legislative Update - MFMA	
1:50 – 2:20	SWD in Strawberries & Blueberries, Thaddeus McCamant	Producer Panel - Navigating Pesticide Drift on Your Farm Gary Pahl of Pahl's, Amelia Neaton of Sweet Beet Farm, Butch Altmann of Central Region Co-op		Asparagus, site selection, variety planting Terry Nennich	Testing Your Foods for pH, Water Activity, % Alcohol, UME	10-minute individual consultations on licensing issues
2:25- 2:55	Pumpkins, which varieties are popular with consumers? John Thull, University of Michigan		Biological control of insect problems with flowers in high tunnels Heidi Doering, Koppert Biological Systems	Diseases affecting Asparagus and control Michelle Grabowski	General and Product Liability Insurance Policies – What Do They Really Cover?	Demo: Decorating Cookies, Karen Peterson
3:00- 3:30	Weed Control in Pumpkins & Squash, Bernie Zanstra, Michigan State University	Reducing Drift on your Own Farm with Nozzle & Adjuvant Selection, Dave Nicolai	Lisianthus and other flowers that thrive in high tunnels, Dave Dowling	Asparagus Fertility in new plantings and producing fields Carl Rosen	LLC? LLP? Sole Proprietor? Best Business Structures for Markets or Producers	Demo: Buttercream Flowers, Dawn Olson-Wallerus

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3:35 – 4:05	Pumpkin and Winter Squash Diseases and control Michelle Grabowski	Navigating Drift & Organic Certification, Celia Norgaard	Insects and disease problems in high tunnel flowers Panel & class discussion	Weed Control Strategies in Asparagus Annie Klodd, University of Minnesota	Best Practices for Cottage Foods Producers: Panel – Karen Peterson, Dawn Olson-Wallerus	Demo: Canning - Tips and Tricks, Maureen Widmer
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****Schedule is tentative and subject to change including topics, speakers and times.*