

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 Paul Nelson	Increasing Productivity of Bell Peppers in High Tunnels, Annie Klodd, University of Minnesota	Brown marmorated stinkbug and Japanese beetles, Hailey Shanovich	MFMA Welcome and Grant Reports	
1:35- 2:05	Newer World Strawberry Cultivars, Midwest Performance, Older Cultivar Decline and Nursery Availability Issues -, Brian Smith, University of Wisconsin- River Falls	New products and strategies for organic disease control Paul Nelson	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	Solutions for maintaining organic	Biological Controls in Tomatoes, Cucumbers	Newest & Latest updates in Tree Fruit Research,	MFMA Annual Meeting, Legislative Update	

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	Thaddeus McCamant	fertility in fruit and vegetable crops, Paulo Pagliari, University of Minnesota	& Peppers in High Tunnels Heidi Doering, Koppert Biological Systems	Brian Smith, University of Wisconsin-River Falls & Annie Klodd, University of Minnesota		
3:10- 4:10	Season Long Weed Control in Strawberries, Jed Colquhoun, University of Wisconsin	Winter Greens Production in Deep Winter Greenhouses, Clair Hodge, University of Minnesota	Irrigation schedules and Timing in High Tunnels, Liz Maynard, Purdue University	Possibilities and Pitfalls of Growing Plums for a Local Market Renae Moran University of Maine	Q & A with MDA on the CFL	The Price Is Right: The Value of The Market
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: Kimberly Olson, Grandma's Gourmets	
8:55- 9:35	What's new with MN Grown and Resources from MDA Paul Hugunin, MN Dept of Ag.					
9:35- 10:00	Tradeshow					

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Session	SWD in Berries	Marketing	Flower	Specialty Crops	Other	Cottage Foods Producers I	Cottage Foods Producers II
10:05- 10:35	Economic impact of SWD on raspberries, Gigi DiGiacomo, University of MN	Customer Research, Lessons Learned from Over 5000 Customers Paul Hugunin & Karen Lanthier, MN Grown	Woody Perennials for Cuts (Willows, Hydrangeas, Winterberry, etc.) - Dave Dowling	Nature of Garlic Production, Jerry Ford	Concerns and Control of Swede Midge in Vegetable production Jonathan Osthus MDA	Understanding MN Food Tax Laws, Mark Krause, MDOR	Social Media 101
10:40- 11:10	Exclusion netting and insecticides for SWD- Matt Gullickson, University of Minnesota	How to respond to negative reviews, Karen Lanthier, MN Grown		Variety Selection, Jerry Ford	Hemp John Anderes, Sustane		
11:15- 12:00	Overview of Organic Options for SWD Mary Rogers	Sprayer Technology, Ken Frost, Frost Inc.	Botrytis control in peonies and others	Garlic and Soil Fertility Carl Rosen	Low Tunnel Day Neutral Strawberry Production Steve Poppe	Q & A with the MDA on the CFL	Social media Advanced
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	

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1:50 – 2:20	Research with Essential oils to Control SWD in 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 & Jenny Thull, University of Minnesota		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
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

***Schedule is tentative and subject to change including topics, speakers and times.