



Upper Midwest Fruit, Vegetable & Farmers' Market Conference January 17 & 18, 2019



Sponsored by

The Minnesota Fruit & Vegetable Growers Association & Minnesota Farmers' Market Association
In cooperation with University of Minnesota Extension & Minnesota Department of Agriculture

Thursday morning, January 18, 2019

OPENING SESSION

- 8:00 – 8:40 Continental Breakfast in Trade Show Hall
8:45 – 9:00 Welcome & Announcements (*Herberger Suite*)
9:00 – 10:15 Kickoff: “Creating Your Market in Social Media,” *Shannon Berns, Du Nord Consulting (Herberger Suite)*
10:15 – 11:00 Trade Show
11:00 – 12:00 “A Rapidly Changing Climate: Threat – and Opportunity”, *Paul Douglas, Weather Nation (Herberger Suite)*
12:00-1:00 Lunch/ Trade Show

Thursday afternoon, January 18, 2019

SESSION I: BERRY PRODUCTION (*Metzroth*)

- 1:00 – 1:30 Year in Review – Audience Participation - *Kevin Edberg*
1:35 – 2:05 Newer World Strawberry Cultivars, Midwest Performance, Older Cultivar Decline & Nursery Availability Issues, *Brian Smith University of Wisconsin River Falls*
2:10– 2:30 **Break to the Trade Show**
2:35 – 3:05 New Weeds in Strawberry Fields, *Thaddeus McCamant*
3:10 – 4:10 Season Long Weed Control in Strawberries, *Jed Colquhoun*

SESSION II: ORGANIC (*First American*)

- 1:00 – 1:30 New products and strategies for organic insect control, *Paul Nelson*
1:35 – 2:05 New products and strategies for organic disease control, *Paul Nelson*
2:10 – 2:30 **Break to the Trade Show**
2:35 – 3:05 Solutions for maintaining organic fertility in fruit and vegetable crops, *Paulo Pagliari*
3:10 – 4:10 Winter Greens Production in Deep Winter Greenhouses, *Claire Hodge, Greg Schweser, Ryan Pesch, University of Minnesota*

SESSION III: HIGH TUNNEL (*Coburn*)

- 1:00 – 1:30 Increasing Productivity of Bell Peppers in High Tunnels, *Annie Klodd University of Minnesota Extension*
1:35 – 2:05 Pruning Tomatoes in High Tunnels, *Liz Maynard Purdue University*
2:10 – 2:30 **Break to the Trade Show**
2:35 – 3:05 Biological Controls in Tomatoes, Cucumbers & Peppers in High Tunnels, *Heidi Doering Koppert Biological Systems*
3:10 – 4:10 Irrigation schedules and Timing in High Tunnels, *Liz Maynard Purdue University*

SESSION IV: TREE FRUIT (*Fandel*)

- 1:00 – 1:30 Brown marmorated stinkbug and Japanese beetles, *Hailey Shanovich*
1:35 – 2:05 Managing Biennial Bearing in Honeycrisp and Other Varieties *Renae Moran, University of Maine*
2:10– 2:30 **Break to the Trade Show**
2:35 – 3:05 Newest & Latest updates in Tree Fruit Research, *Brian Smith University of Wisconsin River Falls*
3:10 – 4:10 Possibilities and Pitfalls of Growing Plums for a Local Market, *Renae Moran, University of Maine*

SESSION V: FARMERS' MARKET MARKETING I (*Mitchell*)

- 1:00 – 1:30 MFMA Welcome & Grant Reports: *Bill Boutang, Kathy Zeman, MFMA*
1:35 – 2:05 Starting Fresh: Checklist to Start Your Market, *David Kotsonas, St. Paul Growers Association; Tiffany Tripp, Faribault Winter Farmers' Market; Jennifer Kath, Medford Farmers' Market*
2:10– 2:30 Food Access at Markets: SNAP EBT, Market Bucks *Rachel Holmes, Hunger Solutions MN; David Nicholson, North Node Consulting*
2:35 – 3:05 MFMA Annual Meeting, Legislative Update *Board, Staff*
3:10 – 4:10 Farmers' Market Metrics Project
4:10 – 4:45 Displays That Sell Products, *Margo Hanson-Pierre, Clover Bee Farm*

SESSION VI: FARMERS' MARKET MARKETING II (*Swishhelm*)



Upper Midwest Fruit, Vegetable & Farmers' Market Conference

January 17 & 18, 2019



1:00 – 1:30	MFMA Welcome & Grant Reports: <i>Bill Boutang, Kathy Zeman, MFMA</i>
1:35 – 2:05	Trouble at the Market: Resolving Conflict, <i>Karen Wingard, Elk River Farmers' Market; Diane Dunham, Mankato Farmers' Market</i>
2:10 – 2:30	Strategies to Increase Customers at Your Market, <i>Corrine Bonnema, Luverne Farmers' Market; Kirsten Bansen, Weigle, Maple Grove Farmers' Market</i>
2:35 – 3:05	MFMA Annual Meeting, Legislative Update <i>Board, Staff</i>
3:10 – 4:10	Blazing Trails through the Jungle of Food Regulations, <i>Jane Jewett, Minnesota Institute for Sustainable Agriculture; Brett Olson, Renewing the Countryside</i>
4:10 – 4:45	Experienced Market Managers Tips & Tricks <i>David Kotsonas, St. Paul Growers Association; Susan Draves, Lake City Market on the Lake</i>

Thursday evening, January 18, 2018

4:10- 4:45	Trade Show
4:10 – 4:45	MFVGA Business Meeting
4:20 – 7:30	Cocktail Reception & Hors d'oeuvres

Friday morning, January 19, 2018

GENERAL SESSION

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 <i>Annalisa Hultberg & Val Gamble (Herberger Suite)</i>
8:50- 9:30	What's new with MN Grown and Resources from MDA, <i>Paul Hugunin, MN Dept of Ag. (Herberger Suite)</i>
9:30- 10:00	Tradeshow

COTTAGE FOOD PRODUCERS (Swisshelm)

7:30- 8:00	Breakfast in Trade Show Hall
8:05- 9:30	Welcome: MFMA, MDA, UME, CFPs Keynote: "From Home to Wholesale" <i>Kim Olson, Grandma's Gourmets, Albert Lea</i>
9:30- 10:00	Tradeshow

SESSION I: SWD IN BERRIES (Fandel)

10:05 – 10:35	Economic impact of SWD on raspberries, <i>Mary Rogers & Gigi DiGiacomo University of Minnesota</i>
10:40 – 11:10	Investigating chemical and exclusion management strategies for SWD <i>Matt Gullickson, University of Minnesota</i>
11:15– 12:00	Overview of Organic Options for SWD, <i>Mary Rogers University of Minnesota</i>
12:00 – 1:15	Lunch served in the Trade Show Hall

SESSION II: MARKETING (Thielman)

10:05 – 10:35	Customer Research, Lessons Learned from Over 5000 Customers <i>Paul Hugunin & Karen Lanthier MN Grown</i>
10:40 – 11:10	How to respond to negative reviews, <i>Danielle Daugaard MN Grown</i>
11:15– 12:00	Sprayer Technology, <i>Ken Rost, Frost Inc.</i>
12:00 – 1:15	Lunch served in the Trade Show Hall

SESSION III: FLOWERS (Metzroth)

10:05 – 11:10	Woody Perennials for Cuts (Willows, Hydrangeas, Winterberry, etc.) - <i>Dave Dowling</i>
11:15– 12:00	Botrytis control in peonies and others <i>Andrea Garfinkel Oregon State</i>
12:00 – 1:15	Lunch served in the Trade Show Hall

SESSION IV: SPECIALTY CROPS (First American)

10:05 – 10:35	Nature of Garlic Production, <i>Jerry Ford</i>
10:40 – 11:10	Variety Selection, <i>Jerry Ford</i>
11:15– 12:00	Garlic and soil fertility <i>Carl Rosen University of Minnesota</i>
12:00 – 1:15	Lunch served in the Trade Show Hall

SESSION V: OTHER (Coburn)



Upper Midwest Fruit, Vegetable & Farmers' Market Conference January 17 & 18, 2019



10:05 – 10:35	Nat Concerns and Control of Swede Midge in Vegetable production, <i>Jonathan Osthus</i>
10:40 – 11:10	Hemp, <i>John Anderes Sustain</i>
11:15– 12:00	Low Tunnel Day Neutral Strawberry Production, <i>Steve Poppe</i>
12:00 – 1:15	Lunch served in the Trade Show Hall
SESSION VI:	COTTAGE FOODS PRODUCER I (Mitchell)
10:05 – 11:10	Understanding Minnesota Tax Laws Relating to Niche Markets <i>Mark Krause, MN Dept. of Revenue; Chad Hardy, MN Dept. of Revenue</i>
11:15– 12:00	Q & A with the MDA on the CFL <i>Carrie Rigdon, MDA</i>
12:00 – 1:15	Lunch served in the Trade Show Hall
SESSION VII:	COTTAGE FOODS PRODUCER II (Swishhelm)
10:05 – 11:10	Social Media 101 <i>Emily Lund, Neighborhood Roots; Jenna Yeakle, Midtown Farmers' Market</i>
11:15– 12:00	Social Media Advanced <i>Emily Lund, Neighborhood Roots; Jenna Yeakle, Midtown Farmers' Market</i>
12:00 – 1:15	Lunch served in the Trade Show Hall

Friday afternoon, January 19, 2018

SESSION I:	SWD/ VINES (Metzroth)
1:15 – 1:45	SWD biology and management on raspberry and grape, <i>Dominique Ebbenga</i>
1:50 – 2:20	Research with Essential oils to Control SWD in Blueberries, <i>Thaddeus McCamant and Beverly O'Connor</i>
2:25– 2:55	Pumpkins, which varieties are popular with consumers? <i>John & Jenny Thull, University of Minnesota</i>
3:00– 3:30	Weed Control in Pumpkins & Squash, <i>Bernie Zanstra</i>
3:35 – 4:05	Pumpkin and Winter Squash Diseases and control, <i>Michelle Grabowski</i>
SESSION II:	HERBICIDE DRIFT (Fandel)
1:15 – 1:45	Identifying & Responding to Herbicide Drift Damage on Your Farm
1:50 – 2:55	Producer Panel - Navigating Pesticide Drift on Your Farm
3:00 – 3:30	Reducing Drift on your Own Farm with Nozzle & Adjuvant Selection, <i>Dave Nicolai</i>
3:35 – 4:05	Navigating Drift & Organic Certification, <i>Celia Norgaard</i>
SESSION III:	FLOWER (Coburn)
1:15 – 2:20	High Tunnel Cut Flower Production, <i>Dave Dowling</i>
2:25 – 2:55	Biological control of insect problems with flowers in high tunnels, <i>Heidi Doering Koppert Biological Systems</i>
3:00 – 3:30	Lisianthus and other flowers that thrive in high tunnels
3:35 – 4:05	Insects and disease problems in high tunnel flowers
SESSION IV:	SPECIALTY CROPS (First American)
1:15 – 1:45	Marketing Garlic- <i>Connie Carlson, Sustainable Ag and Food Systems</i>
1:50 – 2:20	Asparagus, site selection, variety planting <i>Terry Nennich</i>
2:25 – 2:55	Diseases affecting Asparagus and control <i>Michelle Grabowski</i>
3:00 – 3:30	Asparagus Fertility in new plantings and producing fields, <i>Carl Rosen University of Minnesota</i>
3:35 – 4:05	Weed Control Strategies in Asparagus, <i>Annie Klodd University of Minnesota Extension</i>
SESSION V:	COTTAGE FOODS PRODUCER I (Mitchell)
1:15 – 1:45	Legislative Update, <i>Kathy Zeman, MFMA</i>
1:50 – 2:20	Testing Your Foods for pH, water activity, sugar solids for jam and jelly. <i>Suzanne Driessen, Kathy Brandt, University of Minnesota Extension</i>
2:25 – 2:55	General and Product Liability Insurance Policies – What Do They Really Cover? <i>Stephen Carpenter, Farmers' Legal Action Group</i>
3:00 – 3:30	LLC? LLP? Sole Proprietor? 317A? Best Business Structures for Markets or Producers <i>Rachel Armstrong, Farm Commons</i>
3:35 – 4:05	Best Practices for Cottage Foods Producers: <i>Karen Peterson, Dawn Olson-Wallerus</i>
SESSION VI:	COTTAGE FOODS PRODUCER II (Swishhelm)



Upper Midwest Fruit, Vegetable & Farmers' Market Conference January 17 & 18, 2019



1:15 – 1:45

Legislative Update – *Kathy Zeman, MFMA*

1:50 – 2:20

Individual consultations on licensing issues

Sign up for 1-on-1 consultation with licensing experts to get your questions answered.

2:25 – 2:55

Demo: Decorating Cookies, *Karen Peterson*

3:00 – 3:30

Demo: Buttercream Flowers, *Dawn Olson-Wallerus*

3:35 – 4:05

Demo: Canning - Tips and Tricks *Maureen Widmer*