



*Growing for the Health of New York*

**JANUARY 20-23, 2014**

**Oncenter Convention Center**  
800 South State St.  
Syracuse, NY 13202-3017  
(315) 435-8000  
[www.oncenter.org](http://www.oncenter.org)  
and

**Doubletree Hotel**  
6301 State Route 298  
East Syracuse, 13057  
(315) 432-0200

*Organized cooperatively by*  
Cornell Cooperative Extension  
Empire State Potato Growers  
NYS Berry Growers Association  
NYS Flower Industries, Inc.  
NYS Horticultural Society  
NYS Farmers' Direct Marketing Committee  
NYS Vegetable Growers Association  
Cornell University



## **Welcome to the 2014 Empire State Producers Expo and Becker Forum!**

*Growing for the Health of New York*

**EDUCATIONAL SESSIONS** – All educational sessions will be held in the Oncenter Convention Center unless otherwise noted. See pages 4 and 5 for a schedule overview.

**DEC pesticide recertification credits and Certified Crop Advisor credits will be available.** Attendance throughout a session is required for DEC credits.

**BECKER FORUM** – Will be held at the Doubletree Hotel, 6301 State Route 298, East Syracuse, 13057. (315) 432-0200.

**TRADE SHOW** – Will be in the Exhibit Hall at the Oncenter Convention Center. Over 150 exhibitors will be present to visit with growers from 9:00 AM – 5:00 PM on January 21, 8:00 AM – 5:00 PM on January 22, and from 8:00 AM – 1:00 PM on January 23.

**LUNCH** – Will be available for purchase in the Oncenter Exhibit Hall, where there will be a large seating area available. Lunch is **not** included with your Expo registration.

**ON-SITE PARKING** – A garage (\$4) is attached to the Oncenter via an enclosed walkway over State Street but parking may be limited at times. Show your Expo badge when paying!

Alternatively, *overnight guests* can park for free at the Doubletree Hotel, 6301 State Route 298, East Syracuse, 13057, (315) 432-0200, and take the free shuttle bus to the Oncenter, starting at 7:00 AM from the front door of the hotel. The shuttle bus ride is about 15 minutes. The Holiday Inn, located at Exit 37/Liverpool of the NYS Thruway, will also be offering free shuttle service upon request to overnight guests.

**DOUBLETREE SHUTTLE SCHEDULE TO ONCENTER:** The shuttle bus runs continuous loops every morning and afternoon between the Doubletree Hotel and the Oncenter Convention Center.

**Tuesday, Jan. 21:** 7 AM - 11 AM and 3 PM - 6 PM

**Wednesday, Jan. 22:** 7 AM - 11 AM and 3 PM - 6 PM

**Thursday, Jan. 23:** 8 AM - 11 AM and 3 PM - 6 PM

**For maps, directions, lodging and on-site parking information, see pages 25-26.**

**For details, contact the NYS Vegetable Growers Association at (315) 986-9320 or [jmarvin@rochester.rr.com](mailto:jmarvin@rochester.rr.com)  
Check out the Expo online at [www.nysvga.org](http://www.nysvga.org)**

## **EXPO PROGRAM OVERVIEW**

### **MONDAY, JANUARY 20 DOUBLETREE HOTEL**

Becker Forum

Building the agricultural workforce of the future

9:00 AM – 4:30 PM Grand Ballroom

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### **TUESDAY, JANUARY 21 ONCENTER**

New York State Vegetable Grower's

Meeting & Lunch

12:00 PM Rooms 7-8

### **TUESDAY, JANUARY 21 ONCENTER**

Taste of Syracuse

Restaurant samples in Trade Show

2:30 PM – 3:30 PM Trade Show

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### **WEDNESDAY, JANUARY 22 ONCENTER**

Keynote Address

Michael Hoffmann,

Climate change and agriculture:

No longer business as usual

10:00 AM - 11:00 AM Ballroom West

### **WEDNESDAY, JANUARY 22 ONCENTER**

Ice Cream Social in Trade Show

2:30 PM – 3:30 PM

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### **THURSDAY, JANUARY 23 ONCENTER**

Featured Session

Spotted Wing Drosophila

9:00 AM - 11:00 AM and 1:00 PM - 3:00 PM

Ballroom West

### **THURSDAY, JANUARY 23 ONCENTER**

Featured Session

Salsa – Alternative Nightshades

1:00 PM - 2:40 PM Ballroom East

Brews, Bourbon, Bread and Farro Berries

1:00 PM - 3:00 PM Rooms 1- 2

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## EXPO SCHEDULE OVERVIEW

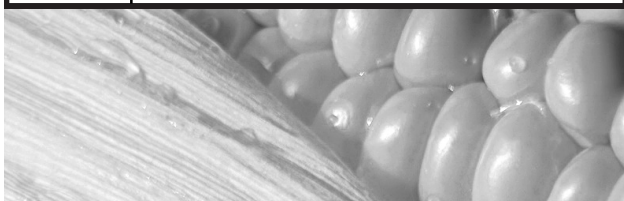


**Welcome  
to the 2014  
Empire State  
Producers Expo  
and Becker Forum!**

*Growing for the Health of New York*

### TUESDAY, JANUARY 21

Room	Morning		Mid-Day		Late Day
<b>Ballroom East</b>	Tree Fruit Page 10	Lunch - Exhibit Hall, 11:00 AM - 1:00 PM	Tree Fruit Page 10	Break - Exhibit Hall, 2:30 PM - 3:30 PM	Tree Fruit Page 11
<b>Ballroom West</b>	Processing Vegetables Page 7		Sweet Corn Page 11		Cole Crops Page 12
<b>Rooms 1-2</b>	Potato Page 9		Potato Page 9		Potato Page 9
<b>Room 3</b>	Cut Flowers Page 7		Growing Transplants Page 11		Floriculture Page 13
<b>Rooms 4-6</b>	Onions/ Alliums Page 7		Onions/ Alliums Page 8		Specialty Beans Page 12
<b>Rooms 7-8</b>					5:30 PM Meeting Page 13
<b>Exhibit Hall</b>	Trade Show open 9:00 AM to 5:00 PM				



### WEDNESDAY, JANUARY 22

Room	Morning	Keynote - Ballroom West, 10:00 AM to 11:00 AM	Lunch - Exhibit Hall, 11:00 AM - 1:00 PM	Mid-Day	Ice Cream Social - Exhibit Hall, 2:30 PM- 3:30 PM	Late
<b>Ballroom East</b>	Tree Fruit Page 15			Tree Fruit Page 15		Tree Fruit Page 15
<b>Ballroom West</b>	Berries Page 16	Berries Page 16	Berries Page 16	Berries Page 17		
<b>Rooms 1-2</b>	Farmer's Markets Page 14	Farmer's Markets Page 14	Farmer's Markets Page 14	Farmer's Markets Page 14		
<b>Room 3</b>	Transition to Organic Page 14	Seed Saving Page 18	Seed Saving Page 18	Intensive Climate Page 19		
<b>Rooms 4-6</b>	Muck Soil Health Page 17	Reduced Tillage Page 17	Reduced Tillage Page 17	Cover Crops Page 18		
<b>Rooms 7-8</b>	Pumpkins/Beehives Page 14			Apple Cider Page 16		
<b>Exhibit Hall</b>	<b>Trade Show open 8:00 AM to 5:00 PM</b>					

### THURSDAY, JANUARY 23

Room	Morning	Lunch - Exhibit Hall, 11:00 AM to 1:00 PM	Afternoon
<b>Ballroom East</b>	Vine Crops Page 21		Salsa Crops Page 22
<b>Ballroom West</b>	Berries - Drosophila Page 22		Berries - Drosophila Page 23
<b>Rooms 1-2</b>	Hops Page 20		Specialty Grains Page 24
<b>Room 3</b>	Direct Marketing Page 21		Direct Marketing Page 21
<b>Rooms 4-6</b>	Food Safety Page 20		Plasticulture Page 23
<b>Rooms 7-8</b>	GPS/GIS Page 20		
<b>Exhibit Hall</b>	Trade Show open 8:00 AM to 1:00 PM		





**MONDAY, JANUARY 20**

## **2014 BECKER FORUM**

*Building the agricultural workforce  
of the future*

### **Doubletree Hotel, East Syracuse Grand Ballroom**

*\$95 Pre-registration/\$125 at the door  
(See the form in this program for details.)*

- 8:15 AM Registration and coffee**
- 9:00 AM Welcome**
- 9:15 AM Immigration policy and politics 2014 -**  
*Craig Regelbrugge, Agriculture Coalition for Immigration Reform, Washington, DC*
- 10:10 AM The view from Western Growers -**  
*Tom Nassif, Western Growers Association, Irvine, CA*
- 11:05 AM Break**
- 11:20 AM Integrating immigrants into our communities -**  
*Rachel Steinhardt, Welcoming America, Decatur, GA*
- 12:15 PM Lunch**
- 1:20 PM The politics of overtime pay and collective bargaining in New York agriculture -**  
*Dale Stein, Stein Farms, Le Roy, NY*
- 1:50 PM Reforming agricultural immigration policies: Current developments -**  
*Monte Lake, CJ Lake, LLC, Washington, DC*
- 2:45 PM Break**
- 3:00 PM Producer panel: How will we staff farm businesses in the future? -**  
*Moderator: Marc Smith, NYSAES, Cornell University  
Sarah Noble-Moag, Noblehurst Farms, Linwood, NY  
Jeff Crist, Crist Brothers Orchard, Walden, NY  
David Zittel, Amos Zittel & Sons, Eden, NY*
- 4:00 PM Adjourn**
- 4:15 PM Leaders forum: How to impact agricultural labor policies -**  
*Facilitator: Paul Baker, Agricultural Affiliates and New York State Horticulture Society*

**TUESDAY, JANUARY 21**

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**SPECIALTY CUT FLOWER PRODUCTION  
ROOM 3**

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- 9:00 AM **Marketing of specialty cut flowers -**  
*Michael Wells, 365 Fresh, Rochester, NY*  
*Jonathan Jones, 365 Fresh, Rochester, NY*
- 10:05 AM **Specialty cut flower varieties -**  
*H. Chris Wien, Horticulture, Cornell University*
- 11:00 AM **Adjourn**
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**PROCESSING VEGETABLES  
BALLROOM WEST**

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- 9:00 AM **Announcements and DEC credit sign-up -**  
*Julie Kikkert, CCE Cornell Vegetable Program*
- 9:05 AM **Herbicide updates for processing crops with special emphasis on resistant weeds in carrot production -**  
*Robin Bellinder, Horticulture, Cornell University*  
*Julie Kikkert, CCE Cornell Vegetable Program*
- 9:30 AM **Sustainable crop production and pest management in processing snap beans and sweet corn: A multi-state project -**  
*Deana Knuteson, Horticulture, University of Wisconsin-Madison*
- 9:50 AM **What's new from industry?**
- 9:55 AM **Snap and lima bean disease problems in 2013 -**  
*Helene Dillard, Plant Pathology and Plant-Microbe Biology, Cornell University*
- 10:15 AM **Getting the most out of your lima bean crop -**  
*Gordon Johnson, Carvel Research and Education Center, University of Delaware*
- 11:00 AM **Adjourn**
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**ONIONS  
ROOMS 4 - 6**

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- 9:00 AM **Announcements and DEC credit sign-up -**  
*Christy Hoeping, CCE Cornell Vegetable Program*
- 9:10 AM **New developments for managing onion leaf diseases in New York -**  
*Christy Hoeping, CCE Cornell Vegetable Program*

## **TUESDAY, JANUARY 21, cont.**

- 9:30 AM The battle against Stemphylium leaf blight of onion in Ontario, Canada -**  
*Marion Paibomesai, Ontario Ministry of Agriculture and Food, Guelph, Ontario, Canada*
- 9:55 AM What's new from industry?**
- 10:00 AM Bacterial disease update, including use of Actigard and adjuvants, as well as detecting bacterial pathogens of onion in water and muck soil -**  
*Steven Beer, Plant Pathology and Plant-Microbe Biology, Cornell University*  
*Jo Ann Asselin, Plant Pathology and Plant-Microbe Biology, Cornell University*  
*Jean Bonasera, Plant Pathology and Plant-Microbe Biology, Cornell University*  
*Christy Hoepting, CCE Cornell Vegetable Program*
- 10:30 AM New developments in onion weed management featuring Chateau and control of problem perennial weeds -**  
*Christy Hoepting, CCE Cornell Vegetable Program*  
*Elizabeth Buck, CCE Cornell Vegetable Program*

**11:00 AM Lunch**

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### **ONIONS ROOMS 4 - 6**

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- 1:00 PM Announcements and DEC credit sign-up -**  
*Christy Hoepting, CCE Cornell Vegetable Program*
- 1:10 PM How the Cornell onion breeding program directly benefits New York onion growers -**  
*Martha Mutschler-Chu, Plant Breeding and Genetics, Cornell University*
- 1:30 PM IYSV flares up in New York in 2013: Should onion growers be concerned? -**  
*Brian Nault, Entomology, NYSAES, Cornell University*  
*Erik Smith, Entomology, NYSAES, Cornell University*
- 2:00 PM Onion thrips population genetics and implications for management -**  
*Alana Jacobson, Entomology, North Carolina State University*
- 2:30 PM Adjourn**



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## **TUESDAY, JANUARY 21, cont.**

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### **POTATO ROOMS 1 - 2**

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- 9:00 AM** **Announcements and DEC credit sign-up -**  
*Don Halseth, Horticulture, Cornell University*
- 9:05 AM** **What's new from industry?**
- 9:10 AM** **Report on the United States Potato Board -**  
*John Meyer, Grower, Cohocton, NY*
- 9:30 AM** **Report on the National Potato Council -**  
*Melanie Wickham, Empire State Potato Growers, Inc.,  
Stanley, NY*
- 9:40 AM** **Best management practices for potatoes -**  
*Don Halseth, Horticulture, Cornell University*
- 10:15 AM** **Late blight update for 2014 -**  
*Bill Fry, Plant Pathology and Plant-Microbe Biology,  
Cornell University*
- 11:00 AM** **Lunch**
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### **POTATO ROOMS 1 - 2**

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- 1:00 PM** **Colorado potato beetle control using insecticides:  
Implications for managing resistance and other  
potato pests -**  
*Anders Huseeth, Entomology, Cornell University*
- 1:45 PM** **Virus diseases in potato: The problem has come  
home to roost in New York -**  
*Stewart Gray, USDA-ARS, Plant Pathology and Plant-  
Microbe Biology, Cornell University*
- 2:30 PM** **Break**
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### **POTATO ROOMS 1 - 2**

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- 3:30 PM** **Report on NYS grower-funded potato research -**  
*Gary Mahany, Mahany Farms, Arkport, NY  
Chris Hansen, McCormick Farms, Bliss, NY*
- 3:40 PM** **Potato cyst nematodes: Biology, distribution, and  
impact on the potato industry -**  
*Xiaohong Wang, USDA-ARS, Plant Pathology and Plant-  
Microbe Biology, Cornell University*

## **TUESDAY, JANUARY 21, cont.**

- 4:10 PM Golden nematode program update -**  
*Daniel Kepich, USDA-APHIS, Golden Nematode program, Avoca, NY*  
*Joan Mahoney, NYSDAM, Amityville, NY*
- 4:40 PM Genetically modified potatoes: Where do things currently stand? -**  
*Walter De Jong, Plant Breeding and Genetics, Cornell University*
- 5:10 PM Adjourn**

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### **TREE FRUIT IPM BALLROOM EAST**

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- 9:00 AM Announcements and DEC credit sign-up -**  
*Deborah Breth, CCE Lake Ontario Fruit Program*
- 9:05 AM New fungicides and resistance in scab and mildew -**  
*Kerik Cox, Plant Pathology and Plant-Microbe Biology, Cornell University*
- 9:30 AM Managing fungicide to minimize fruit and leaf injury -**  
*David Rosenberger, Plant Pathology and Plant-Microbe Biology, Cornell University*
- 9:55 AM What's new from industry?**
- 10:10 AM Progress in precision spraying -**  
*Andrew Landers, Entomology, Cornell University*
- 10:35 AM Status of invasive insects, BMSB, and SWD -**  
*Peter Jentsch, Entomology, Cornell University*
- 11:00 AM Lunch**

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### **TREE FRUIT - PRECISION CHEMICAL THINNING PART 1 BALLROOM EAST**

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- 1:00 PM Announcements and DEC credit sign-up -**  
*Mario Miranda Sazo, CCE Lake Ontario Fruit Program*
- 1:05 PM How apples grow and why they drop -**  
*Alan Lakso, Horticulture, Cornell University*
- 1:40 PM What's new from industry? -**
- 1:45 PM Precision chemical thinning-**  
*Terence Robinson, Horticulture, Cornell University*
- 2:30 PM Break**

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## **TUESDAY, JANUARY 21, cont.**

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### **TREE FRUIT - PRECISION CHEMICAL THINNING PART 2 BALLROOM EAST**

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- 3:30 PM **Welcome -**  
*Mario Miranda Sazo, CCE Lake Ontario Fruit Program*
- 3:35 PM **Sunlight, yield, and productivity of apples -**  
*Alan Lakso, Horticulture, Cornell University*
- 4:10 PM **What's new from industry? -**
- 4:15 PM **Precise manual thinning -**  
*Stephen Hoying, Horticulture, Cornell University*
- 5:00 PM **Precision chemical thinning from a grower perspective -**  
*Mike Maloney, VanDeWalle Fruit Farm*  
*Eric Brown, Orchard Dale Fruit Co.*  
*Jeff Smith, Ledgerock Farm*  
*Rod Farrow, Lamont Fruit Farm*
- 5:30 PM **Adjourn**
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### **TRANSPLANT PRODUCTION ROOM 3**

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- 1:00 PM **Announcements and DEC credit sign-up -**  
*Teresa Rusinek, CCE ENY Commercial Horticulture Program*
- 1:05 PM **What's new from industry?**
- 1:10 PM **Monitoring and managing water quality issues in transplant production -**  
*Neil Mattson, Horticulture, Cornell University*
- 1:30 PM **Conventional and organic substrates and fertility -**  
*Neil Mattson, Horticulture, Cornell University*
- 2:00 PM **Pest management in transplants: What are the (effective) options? -**  
*Judson Reid, CCE Cornell Vegetable Program*
- 2:30 PM **Adjourn**
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### **SWEET CORN BALLROOM WEST**

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- 1:00 PM **Announcements and DEC credit sign-up -**  
*Charles Bornt, CCE ENY Commercial Horticulture Program*

## **TUESDAY, JANUARY 21, cont.**

- 1:05 PM **Results of 2013 New Jersey white super sweet corn trials and adjusting sweet corn fertility programs for a changing climate -**  
*Ray Samulis, Cooperative Extension of Burlington County, Westampton, NJ*
- 1:35 PM **Acetochlor herbicides: Product stewardship for the protection of surface and groundwater -**  
*Brian Olson, DOW AgroSciences, Geneva, NY*
- 2:05 PM **What's new from industry?**
- 2:10 PM **Perennial weeds in sweet corn: They didn't suddenly appear, and they won't suddenly go away! -**  
*Mark VanGessel, Plant and Soil Sciences, University of Delaware*
- 2:30 PM **Adjourn**

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### **COOL BEANS: EMERGING AND SPECIALTY LEGUME CROPS ROOMS 4 - 6**

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- 3:30 PM **Announcements and DEC credit sign-up-**  
*Maire Ullrich, CCE ENY Commercial Horticulture Program*
- 3:35 PM **Small-scale dry bean production at J&A Farms -**  
*Jeff & Adina Bialas, J&A Farms, Goshen, NY*
- 3:55 PM **Edamame and fava bean production: A new look at old crops -**  
*Dr. Carol Miles, Horticulture, Washington State University*
- 5:05 PM **What's new from industry?**
- 5:10 PM **Update on fava bean trial -**  
*Robert Hadad, CCE Cornell Vegetable Program*
- 5:30 PM **Adjourn**

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### **CABBAGE AND OTHER COLE CROPS BALLROOM WEST**

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- 3:30 PM **Announcements and DEC credit sign-up -**  
*Christy Hoeping, CCE Cornell Vegetable Program*
- 3:40 PM **Best management practices for downy mildew in Cole crops -**  
*Chris Smart, Plant Pathology and Plant-Microbe Biology, NYSAES, Cornell University*
- 4:00 PM **What's new from industry?**

## **TUESDAY, JANUARY 21, cont.**

- 4:05 PM Rots and spots: Stump/head rot and Alternaria leaf spot in Cole crops -**  
*Helene Dillard, Plant Pathology and Plant-Microbe Biology, NYSAES, Cornell University*
- 4:30 PM CSI black rot: What DNA-fingerprinting technology has revealed about this disease in New York -**  
*Chris Smart, Plant Pathology and Plant-Microbe Biology, NYSAES, Cornell University*
- 5:00 PM New developments for managing slugs in cabbage -**  
*Christy Hoepfing, CCE Cornell Vegetable Program*
- 5:30 PM Adjourn**
- POSTER DISPLAY IN HALLWAY: Eastern broccoli project update: Variety development, plant population, and marketing channels -**  
*Thomas Björkman, Horticulture, NYSAES, Cornell University*  
*Miguel Gómez, Applied Economics and Management, Cornell University*  
*Phil Griffiths, Horticulture, NYSAES, Cornell University*  
*Christy Hoepfing, CCE Cornell Vegetable Program*

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## **FLORICULTURE ROOM 3**

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- 3:30 PM Welcome and NYSFI updates -**  
*Reenie Sandsted, Bakers Acres, NYSFI Board Member, Groton, NY*
- 3:45 PM Great new varieties for 2014 -**  
*Bob Dickman, Dickman Farms, Auburn, NY*
- 4:30 PM Stayin' alive! Strategies to improve plant retail shelf life -**  
*Neil Mattson, Horticulture, Cornell University*
- 5:00 PM What is happening globally with greenhouse pest problems? -**  
*Ron Valentin, BioBest Biological Systems, Leamington, Ontario*
- 5:45 PM Adjourn**

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## **FUTURE FRUIT FARMS ROOMS 7 - 8**

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- 5:30 PM Meeting**

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**WEDNESDAY, JANUARY 22**

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**TRANSITIONING TO ORGANIC  
ROOM 3**

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- 9:00 AM Welcome and announcements -  
*Emily Cook, CCE Ulster County*
- 9:05 AM Transitioning to organic -  
*Jessica Terry, NOFA-NY, Rochester, NY  
Grower TBA*
- 9:45 AM Adjourn
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**SUPPLEMENTING PUMPKIN FIELDS WITH  
BEEHIVES - IS IT WORTH IT?  
ROOMS 7 - 8**

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- 9:00 AM Supplementing pumpkin fields with beehives: Is  
it worth it? -  
*Brian Nault, Entomology, NYSAES, Cornell University*
- 9:45 AM Adjourn
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**GROWING PROFITS THROUGH  
FARMERS MARKETS  
ROOMS 1 - 2**

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- 9:00 AM Meeting your farm expectations with farmers  
markets -  
*Alex Kravets, Alex's Tomato Farm, Sprakers, NY*
- 9:45 AM Adjourn
- 

**GROWING PROFITS THROUGH  
FARMERS MARKETS  
ROOMS 1 - 2**

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- 1:00 PM Brand your farm and build profits -  
*Lindsay Ott Wilcox, Clear Channel Communication,  
Syracuse, NY*
- 2:30 PM Break
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**GROWING PROFITS THROUGH  
FARMERS MARKETS  
ROOMS 1 - 2**

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- 3:30 PM Satisfying your customers -  
*Laura Biasillo, CCE Broome County*
- 4:15 PM Display presentation - Hands-on -  
*Marty Butts, Small Potatoes Marketing, Syracuse, NY*
- 6:00 PM Adjourn
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## **WEDNESDAY, JANUARY 22, cont.**

### **TREE FRUIT - HONEYBEES, COLONY COLLAPSE DISORDER, AND WILD POLLINATORS BALLROOM EAST**

- 9:00 AM **Announcements and DEC credit sign-up -**  
*Deborah Breth, CCE Lake Ontario Fruit Program*
- 9:05 AM **What causes colony collapse disorder in honeybees? -**  
*Bryan Danforth, Entomology, Cornell University*
- 9:30 AM **Native bees for orchard pollination -**  
*Bryan Danforth, Entomology, Cornell University*
- 9:45 AM **Adjourn**

### **TREE FRUIT - GETTING OFF TO A FAST START IN SNAPDRAGON AND RUBYFROST PLANTINGS / UPDATE ON HARVISTA BALLROOM EAST**

- 1:00 PM **Announcements and DEC credit sign-up -**  
*Craig Kahlke, CCE Lake Ontario Fruit Program*
- 1:05 PM **Successful horticultural and growing practices for SnapDragon and RubyFrost -**  
*Alan Buhr, New Royal Orchards, Gasport, NY*  
*Jeff Crist, Crist Brothers Orchards, Walden, NY*
- 1:50 PM **Managing fire blight in young RubyFrost plantings -**  
*Deborah Breth, CCE Lake Ontario Fruit Program*
- 2:05 PM **Harvista 2013 results and beyond -**  
*Paul Nelson, Agrofresh, Chelan, WA*
- 2:30 PM **Break**

### **TREE FRUIT - INNOVATIONS IN SWEET CHERRY PRODUCTION BALLROOM EAST**

- 3:30 PM **Announcements and DEC credit sign-up -**  
*Stephen Hoying, Horticulture, Cornell University*
- 3:35 PM **What's new from industry?**
- 3:40 PM **Advances in covered sweet cherry production -**  
*Greg Lang, Horticulture, Michigan State University*
- 4:30 PM **High density sweet cherry production techniques for New York -**  
*Stephen Hoying, Horticulture, Cornell University*
- 5:15 PM **Adjourn**

## WEDNESDAY, JANUARY 22, cont.

### APPLE CIDER ROOMS 7 - 8

- 3:30 PM **Mechanical harvest of cider apples -**  
*Carol Miles, Horticulture, Washington State University*
- 3:50 PM **Juice quality of cider apples -**  
*Carol Miles, Horticulture, Washington State University*
- 4:10 PM **Characteristics of varietal ciders -**  
*Carol Miles, Horticulture, Washington State University*
- 4:30 PM **Adjourn**

### BERRY SESSION - MORNING BALLROOM WEST

- 9:00 AM **Announcements and DEC credit sign-up -**  
*Laura McDermott, CCE ENY Commercial Horticulture Program*
- 9:05 AM **Using the berry farm business summary results to improve your bottom line -**  
*Bradley Rickard, Applied Economics and Management, Cornell University*  
*Dan Welch, NY FarmNet*
- 9:25 AM **Grower panel: Berry soil and nutrient management -**  
*Brian Reeves, Reeves Farms, Baldwinsville, NY*  
*David Stern, Rose Valley Farm, Rose, NY*  
*Mike Blair, Abbott Farms, Baldwinsville, NY*
- 9:45 AM **Adjourn**

### BERRY SESSION - MID-DAY BALLROOM WEST

- 1:00 PM **Announcements and DEC credit sign-up -**  
*James O'Connell, CCE ENY Commercial Horticulture Program*
- 1:05 PM **Currant production in the Northeastern US: Is this the beginning of the end? -**  
*Kerik Cox, Plant Pathology and Plant-Microbe Biology, Cornell University*
- 1:30 PM **Strawberry powdery mildew: An update -**  
*David Gadoury, Plant Pathology and Plant-Microbe Biology, Cornell University*
- 1:55 PM **What's new from industry?**



## **WEDNESDAY, JANUARY 22, cont.**

- 2:00 PM **My experience with machine harvest of berry crops -**  
*Sam Erwin, Indiana Berry, Plymouth, IN*
- 2:30 PM **Break**

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### **DAY NEUTRAL STRAWBERRY INTENSIVE BALLROOM WEST**

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- 3:30 PM **Announcements and DEC credit sign-up -**  
*Sandra Menasha, CCE Suffolk County*
- 3:35 PM **General principles of day neutral production -**  
*Kathy Demchak, Plant Science, Penn State University*
- 4:00 PM **What's new from industry? –**
- 4:05 PM **Strawberry weed management -**  
*Kathy Demchak, Plant Science, Penn State University*
- 4:35 PM **Effects of planting date and plant type on day neutral strawberry production -**  
*Courtney Weber, Horticulture, Cornell University*
- 5:00 PM **Strawberry nutrient management -**  
*Bielinski Santos, Horticultural Sciences, University of Florida*
- 5:30 PM **Adjourn**

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### **WHAT THE MUCK? MUCK SOIL HEALTH ROOMS 4 - 6**

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- 9:00 AM **Welcome**
- 9:05 AM **What's new from industry?**
- 9:10 AM **Nutrient management for vegetables on muck soils -**  
*Darryl Warncke, Soil Fertility and Plant Nutrition, Michigan State University*
- 9:45 AM **Adjourn**

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### **REDUCED TILLAGE ROOMS 4 - 6**

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- 1:00 PM **Announcements and DEC credit sign-up -**  
*Carol MacNeil, CCE Cornell Vegetable Program*
- 1:05 PM **Reduced tillage vegetables and cover crops in California -**  
*Jesse Sanchez, Sano Farms, Firebaugh, CA*

## **WEDNESDAY, JANUARY 22, cont.**

- 1:45 PM **What's new from industry?**
- 1:50 PM **Reduced Tillage Grower Discussion Group**  
*Introduction: Carol MacNeil, CCE Cornell Vegetable Program*
- 2:30 PM **Adjourn**

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### **COVER CROPS ROOMS 4 - 6**

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- 3:30 PM **Announcements and DEC credit sign-up -**  
*Carol MacNeil, CCE Cornell Vegetable Program*
- 3:35 PM **Can cover crops benefit vegetable fields? YES! -**  
*Dave Robison, Legacy Seeds, Inc., Winona, IN*
- 4:15 PM **How cover crops affect nutrient management -**  
*Darryl Warncke, Soil Fertility and Plant Nutrition, Michigan State University*
- 4:35 PM **What's new from industry?**
- 4:40 PM **Getting the most out of a buckwheat cover crop after early vegetables -**  
*Thomas Björkman, Horticulture, Cornell University*
- 5:05 PM **Discussion**
- 5:15 PM **Adjourn**

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### **KEYNOTE ADDRESS BALLROOM WEST**

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- 10:00 AM **Welcome -**  
*Steve Reiners, Horticulture, Cornell University*
- 10:10 AM **Climate change and agriculture: No longer business as usual -**  
*Michael Hoffmann, Director of CUAES and CALS Associate Dean, Cornell University*
- 11:00 AM **Adjourn**

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### **SEED SAVING ROOM 3**

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- 1:00 PM **Welcome -**  
*Kat Loeck, South Central Ag*
- 1:05 PM **Basics of on-farm seed production -**  
*Matthew Goldfarb, Fruition Seeds, Naples, NY*  
*Petra Page-Mann, Fruition Seeds, Naples, NY*

## **WEDNESDAY, JANUARY 22, cont.**

- 1:35 PM Increasing the amount and quality of seed produced in the Northeast -**  
*Ken Greene, Hudson Valley Seed Library, Accord, NY*  
*Erin Enouen, Hudson Valley Seed Library, Accord, NY*
- 2:05 PM Seed-borne diseases and resources for testing plants and treating seed -**  
*Emily Cook, CCE Ulster County*
- 2:20 PM Questions**
- 2:30 PM Adjourn**

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## **EXTREME WEATHER AND CLIMATE CHANGE ROOM 3**

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- 3:30 PM Welcome -**  
*Crystal Stewart, CCE ENY Commercial Horticulture*
- 3:35 PM Why adapt to climate change? A NYS perspective -**  
*Arthur DeGaetano, Earth and Atmospheric Sciences, Cornell University*
- 4:15 PM The dirt on climate change: Adaptation through resilient soils -**  
*Joshua Faulkner, Center for Sustainable Agriculture, University of Vermont*
- 4:45 PM The use of cover crops to mitigate flood damage -**  
*Lindsey Ruhl, Plant and Soil Science, University of Vermont*
- 5:30 PM Adjourn**



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## THURSDAY, JANUARY 23

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### HOPS ROOMS 1 - 2

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- 9:00 AM **Announcements and DEC credit sign-up -**  
*Steve Miller, CCE Cornell Hops Program*
- 9:05 AM **Building your hop yard -**  
*Steve Miller, CCE Cornell Hops Program*
- 9:40 AM **IPM for hops -**  
*Tim Weigle, NYS Integrated Pest Management, Cornell University*
- 10:20 AM **Grower panel -**  
*Growers TBA*
- 10:40 AM **Nutrient fertility in hops -**  
*Steve Miller, CCE Cornell Hops Program*
- 11:00 AM **Adjourn**

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### GPS TECHNOLOGY FOR THE APPLE ORCHARD ROOMS 7 - 8

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- 9:00 AM **Welcome -**  
*Mario Miranda Sazo, CCE Lake Ontario Fruit Program*
- 9:05 AM **The benefits of using GPS to accurately tile and plant an apple orchard -**  
*Christopher Flansburg, BCA Ag Technologies, Medina, NY*
- 9:45 AM **What's new from industry? -**
- 10:00 AM **Tall Spindle apple orchard planted with GPS: A grower experience -**  
*Bobby Brown III, Orchard Dale Fruit Co., Waterport, NY*  
*Andrew Niederhofer, Orchard Dale Fruit Co., Waterport, NY*
- 10:30 AM **Super Spindle apple orchard planted with GPS: A grower experience -**  
*Jason Woodworth, Lamont Fruit Farm, Albion, NY*
- 11:00 AM **Adjourn**

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### POSTHARVEST PRODUCE SAFETY ROOMS 4 - 6

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- 9:00 AM **Welcome -**  
*Gretchen Wall, Cornell University and the Produce Safety Alliance*

## **THURSDAY, JANUARY 23, cont.**

- 9:10 AM Packinghouse sanitation basics -**  
*Randy Worobo, Food Science, Cornell University*
- 9:40 AM Putting your resources where it counts: Prioritizing postharvest produce -**  
*Betsy Bihn, Cornell University and the Produce Safety Alliance*
- 10:10 AM Produce wash water sanitation: What are my options and how do they work? -**  
*Vijay Choppakatla, Biosafe Systems, East Hartford, CT*
- 10:40 AM FSMA update on the produce safety rule -**  
*Gretchen Wall, Cornell University and the Produce Safety Alliance*
- 11:00 AM Adjourn**

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### **DIRECT MARKETING ROOM 3**

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- 9:00 AM Social Media for farm use -**  
*Tom Proietti, Resident Scholar in Media at St. John Fisher College, Rochester, NY*
- 11:00 AM Adjourn**

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### **DIRECT MARKETING ROOM 3**

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- 1:00 PM Farm to table -**  
*Meg Southerland, Gardenworks Farm, Salem, NY*
- 2:00 PM Branding for sales –**  
*Lucian and Allison Sacheli, Franjo Farms, Middlesex, NY*
- 2:30 PM Adjourn**

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### **VINE CROPS BALLROOM EAST**

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- 9:00 AM Announcements and DEC credit sign-up -**  
*Charles Bornt, CCE ENY Commercial Horticulture Program*
- 9:05 AM Cucurbit downy mildew: What to look for and how to control it! -**  
*Margaret McGrath, Plant Pathology and Plant-Microbe Biology, Cornell University*
- 9:45 AM Fall splendor at Hand Melon Farm -**  
*John Hand, Hand Melon Farm, Greenwich, NY*
- 10:20 AM What's new from industry?**

## **THURSDAY, JANUARY 23, cont.**

10:25 AM **Effects of fungicide timing and tillage on powdery mildew-resistant pumpkins -**  
*Jude Boucher, University of Connecticut Extension, Vernon, CT*

11:00 AM **Adjourn**

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### **SALSA – GROWING AND MARKETING OF ALTERNATIVE NIGHTSHADES BALLROOM EAST**

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1:00 PM **Announcements and DEC credit sign-up -**  
*Teresa Rusinek, CCE ENY Commercial Horticulture Program*

1:10 PM **Grower perspective on growing and marketing of alternative Nightshades -**  
*Grower TBA*

2:05 PM **Pests of alternative Nightshades -**  
*Teresa Rusinek, CCE ENY Commercial Horticulture Program*

2:25 PM **Cultural considerations of hot peppers and tomatillos -**  
*Judson Reid, CCE Cornell Vegetable Program*

2:40 PM **Adjourn**

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### **SPOTTED WING DROSOPHILA - MORNING SESSION BALLROOM WEST**

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9:00 AM **Announcements and DEC credit sign-up -**  
*Kat Loeck, CCE South Central Ag*

9:05 AM **Assessment of lures for monitoring adult SWD -**  
*Greg Loeb, Entomology, Cornell University*

9:30 AM **SWD trap network in 2013 -**  
*Juliet Carroll, NYS Integrated Pest Management, Cornell University*

9:50 AM **Year-round spotted wing drosophila monitoring and berry fruit damage assessment -**  
*Faruque Zaman, CCE Suffolk County*

10:15 AM **What's new from industry?**

10:20 AM **Strategies for late season SWD Management -**  
*Peter Jentsch, Entomology, Cornell University*

## **THURSDAY, JANUARY 23, cont.**

**10:50 AM NYS Berry Growers Association annual meeting -**  
*Dale Ila Riggs, President, New York State Berry Growers Association*

**11:00 AM Lunch**

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### **SPOTTED WING DROSOPHILA - MID-DAY SESSION BALLROOM WEST**

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- 1:00 PM Announcements and DEC credit sign-up -**  
*Emily Klamberg Cook, CCE Ulster County*
- 1:05 PM Enhancing insecticide efficacy with phagostimulants -**  
*Greg Loeb, Entomology, Cornell University*
- 1:35 PM Evaluation of exclusion and mass trapping of SWD in organic blueberry production -**  
*Laura McDermott, CCE ENY Commercial Horticulture Program*  
*Lawrie Nickerson, Hayberry Farms, Hoosick Falls, NY*
- 1:55 PM What's new from industry?**
- 2:00 PM A fixed-spray system for SWD management in high tunnel raspberries -**  
*Art Agnello, Entomology, Cornell University*  
*Andrew Landers, Entomology, Cornell University*  
*Greg Loeb, Entomology, Cornell University*
- 2:30 PM Season long evaluation of wild hosts for Spotted Wing Drosophila -**  
*Johanna Elsensohn, Entomology, Cornell University*
- 3:00 PM Adjourn**

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### **PLASTICULTURE ROOMS 4 - 6**

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- 1:00 PM Announcements and DEC credit sign-up -**  
*Charles Bornt, CCE ENY Commercial Horticulture Program*
- 1:05 PM Using cover crops between rows of plastic mulch -**  
*Judson Reid, CCE Cornell Vegetable Program*
- 1:30 PM Experiments with new biodegradable mulches -**  
*Sandra Menasha, CCE Suffolk County*
- 1:55 PM What's new from industry?**

## **THURSDAY, JANUARY 23, cont.**

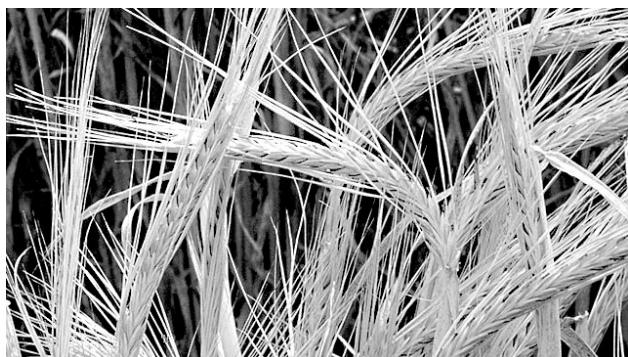
- 2:00 PM **Walk-in tunnels at Quincy Farm -**  
*Luke Deikis, Quincy Farm, Easton, NY*  
*Cara Fraver, Quincy Farm, Easton, NY*
- 2:30 PM **The nuts and bolts of a drip irrigation system -**  
*William Lamont, Plant Science, Penn State University*
- 3:00 PM **Adjourn**

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## **BREWS, BOURBON, BREAD, AND FARRO BERRIES: GROWING SMALL GRAINS FOR EMERGING MARKETS ROOMS 1 - 2**

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- 1:00 PM **Welcome -**  
*Justin O'Dea, CCE Ulster County*
- 1:05 PM **Choosing small grains for NY growers and the  
Cornell Small Grains Project -**  
*Dr. Mark Sorrells, Plant Breeding and Genetics, Cornell  
University*
- 1:40 PM **Malting barley production for New York State  
growers -**  
*Bill Verbeten, CCE NWN Y Dairy, Livestock, and Field  
Crops Team*
- 2:15 PM **Cultural practices for value-added grains and  
considerations for organic and smaller-scale  
production -**  
*Dr. Elizabeth Dyck, Organic Growers' Resource and  
Information Sharing Network, Bainbridge, NY*
- 2:50 PM **What's new from industry, further questions for  
speakers -**
- 3:00 PM **Adjourn**





## LODGING - OFFICIAL HOTELS

The official hotels for the Empire State Producers Expo are the Genesee Grande (downtown), The Crowne Plaza (downtown), The Holiday Inn Liverpool (Thruway) and the Doubletree (complimentary shuttle to Expo).

**Upscale and Affordable - The Genesee Grande**, just off I-81 and steps from the Syracuse U Carrier Dome. Rooms are available for a discounted rate of \$85 per night. Hospitality suites are also available for your company's needs. Please contact the hotel directly at 315-476-4212 to make your reservations and be sure to mention the Expo or vegetable growers for your discount. This hotel has limited outdoor parking.

**Closest to the Expo - The Crowne Plaza**, just off I-81 and closest to the Expo site. Rooms are available for \$85. The cutoff date for booking is January 14, 2014. Contact the Crowne at 315-479-7000 and tell them you're with the vegetable growers. This hotel has a free parking ramp.

**Thruway Hotel - The Holiday Inn Liverpool**, located at the 37 Electronics Parkway Exit of the Thruway. Rooms are available for \$88 per night. The cutoff date for booking is January 12, 2014. Contact the Holiday Inn at 315-457-1122 and ask for the Expo rate. Open parking lot with free parking. Hotel to provide dedicated shuttle to the Expo.

**Official Shuttle Hotel - The Doubletree**, located at Carrier Circle just off the NYS Thruway and offers free shuttle service to the Expo. Rooms are available for \$99. The cutoff date for this price is January 3, 2014. Contact the Doubletree at (315) 432-0200. The shuttle will run from the Doubletree to the Oncenter.

## DOUBLETREE SHUTTLE SCHEDULE TO ONCENTER

### Tuesday January 21, 2014 -

- 7:00 am - 11:00 am - Continuous loop between and Doubletree Hotel and the Oncenter
- 3:00 pm - 6:00 pm - Continuous loop between and Doubletree Hotel and the Oncenter

### Wednesday January 22, 2014 -

- 7:00 a m - 11:00 am - Continuous loop between and Doubletree Hotel and the Oncenter
- 3:00 pm - 6:00 pm - Continuous loop between and Doubletree Hotel and the Oncenter

### Thursday January 23, 2015 -

- 8:00 am - 11:00 am - Continuous loop between and Doubletree Hotel and the Oncenter
- 3:00 pm - 6:00 pm - Continuous loop between and Doubletree Hotel and the Oncenter

## ON-SITE PARKING

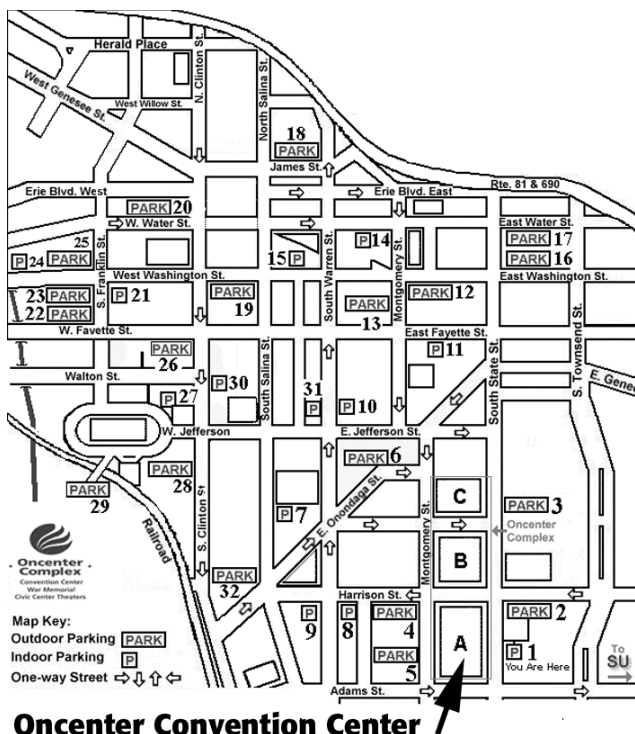
A garage (\$4 per day) is attached to the Oncenter via an enclosed walkway over State Street, but parking may be limited. **Show your Expo badge when paying!**

Alternatively, *overnight guests* can park for free at the Doubletree Hotel, 6301 State Route 298, East Syracuse, 13057, (315) 432-0200, and take the free shuttle bus to the Oncenter, starting at 8:00 AM from the front door of the hotel. Shuttle bus ride is about 15 minutes.

The Holiday Inn, located at Exit 37/Liverpool of the NYS Thruway, will also be offering free shuttle service upon request to overnight guests.

**See map for additional parking.**

## ADDITIONAL PARKING



**For additional details contact  
the NYS Vegetable Growers  
Association at  
(315) 986-9320 or  
jmarvin@rochester.rr.com**



# Empire State Producers Expo and Becker Forum

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