

TUESDAY, JANUARY 15

ROOT CROPS

ALLYN HALL GYM

Session Organized by: Chuck Bornt, CCE Eastern NY
Commercial Horticulture Program

9:00 AM Announcements and DEC credit Sign-up -*Chuck Bornt, CCE Eastern NY Commercial Horticulture Program*

9:05 AM Screening Table Beet Cultivars for Susceptibility to Phoma Leaf Spot and Horticultural Characteristics under New York Growing Conditions -

Lori Koenick, Cornell

9:30 AM Growing Root Crops at Juniper Hill Farm -
Adam Hainer, Juniper Hill Farm, Wadhams, NY

10:00 AM Fresh Market Potato Variety Round-up – 2018 Results -

Chuck Bornt, CCE Eastern NY Commercial Horticulture Program

10:15 AM Adjourn

COLE CROPS HEAT STRESS

ALLYN HALL GYM

Session Organized by: Christy Hoepting, CCE Cornell
Vegetable Program

10:45 AM Announcements and DEC credit sign-up -*Christy Hoepting, CCE Cornell Vegetable Program*

10:50 AM Understanding heat stress in broccoli, cauliflower and Brussels sprouts and implications for improved management -

Jason Plate and Jan vander Heide, Bejo Seeds, Geneva, NY

11:35 AM **What's new from industry?**

11:40 AM Control of Alternaria head rot in broccoli featuring exciting results from 2018 on-farm fungicide trial -

Christy Hoepting, CCE Cornell Vegetable Program

12:00 PM Adjourn

TUESDAY, JANUARY 15

VINE CROPS

ALLYN HALL GYM

Session Organized by: Chuck Bornt, CCE Eastern NY
Commercial Horticulture Program

2:00 PM Announcements and DEC credit Sign-up -*Chuck Bornt, CCE Eastern NY Commercial Horticulture Program*

2:05 PM Cucurbit Fungicide Update – What's Working?
Margaret McGrath, Cornell

2:35 PM Adding Biocontrol Products to Your Vine Crops Disease Program: Where Do They Fit In?

Steve Bogash, Marrone BioInnovations, Inc., Harrisburg, PA

3:05 PM Pumpkin Variety Highlights

Chuck Bornt, CCE Eastern NY Commercial Horticulture Program

3:15 PM Adjourn

WEED MANAGEMENT – FARMER TO FARMER

ALLYN HALL GYM

Session Organized by Bryan Brown, NYS IPM, Cornell
University

3:45 Announcements and DEC credit sign-up, Bryon Brown, NYS IPM, Cornell University

3:50 Farmer Experiences with Various Weed Management Tactics in Vegetables

Brian Reeves, Reeves Farm, Baldwinsville, NY

John Altobelli, Altobelli Farms, Valatie, NY

Gary Mahaney, Mahaney Potato Farms, Dansville, NY

TBD, Kreher Family Farms, Clarence, NY

4:25 Participant Discussion

4:55 What's New from Industry

5:00 Adjourn

TUESDAY, JANUARY 15

PRODUCE SAFETY ALLIANCE GROWER TRAINING

MP ROOM 9

Session Organized by: Betsy Bihn, Cornell

In order to receive an AFDO/PSA certificate of attendance, participants must be in attendance for all modules. Please do not arrive late and plan to stay for the entire workshop

8:30 AM Welcome and Introductions

9:00 AM Module 1: Introduction to Produce Safety

Betsy Bihn, Cornell

10:00 AM Break

10:15 AM Module 2: Worker Health, Hygiene, and Training

Laura Acuna-Maldonado, Cornell

11:15 AM Module 3: Soil Amendments

TBD

12:00 PM Lunch Break

12:45 PM Module 4: Wildlife, Domestic Animals, and Land Use

Laura Pineda-Bermudez, Cornell

1:30 PM Module 5: Agricultural Water – Part I: Production Water

Betsy Bihn, Cornell

2:30 PM Module 5: Agricultural Water – Part 2: Postharvest Water

Robert Hadad, CCE

3:15 PM Break

3:30 PM Module 6: Postharvest Handling and Sanitation

Laura Acuna-Maldonado, Cornell

4:30 PM Module 7: How to Develop a Farm Food Safety Plan

Betsy Bihn, Cornell

5:15 PM Final Questions and Evaluations

5:30 PM Adjourn

TUESDAY, JANUARY 15

SOIL HEALTH I – COVER CROPS

OTIS SUITE

Session Organized by: Ryan Maher, Cornell SFP

9:00 AM Cover cropping and strip till at Milk Pail Farm

Jenn Halsey Dupree and John Halsey, Milk Pail Farm, Water Mill, NY

9:45 AM Digging deeper to uncover hidden relationships between roots and soil health

Joseph Amsili, Soil Health Program Coordinator, Cornell

10:15 Adjourn

SOIL HEALTH II – REDUCED TILLAGE

OTIS SUITE

Session Organized by: Ryan Maher, Cornell SFP

10:45 AM What's New from Industry?

10:50 AM Finding success with reduced tillage in organic vegetables on small farms

Ryan Maher, Cornell SFP, and Haley Rylander, Cornell

10:40 AM State-wide survey of costs, constraints and benefits of soil health practices in NY

Cedric Mason, NY State Soil Health Initiative, Cornell

12:00 PM Adjourn

HARD CIDER I

OTIS SUITE

Session Organized by: Craig Kahlke, CCE

2:00 PM Welcome & Announcements – Craig Kahlke, CCE

2:05 PM Cider Apple Diversity in the USDA *Malus* Germplasm Collection

Greg Peck and Shanthanu Krishna Kumar, Cornell University

2:25 PM What's New from Industry

2:30 PM Managing Apple Maturity & Post-Harvest Storage to Increase Polyphenols in Cider

Bri Ewing, Washington State University, Mount Vernon, WA

2:55 PM 2019 Hard Cider Supply Chain Survey

Lindsey Pashow, Cornell Cooperative Extension, Harvest NY

3:15 PM Adjourn

TUESDAY, JANUARY 15

3:15 – 3:45 HARD CIDER PROGRAM WORK TEAM

OTIS SUITE

HARD CIDER II

OTIS SUITE

Session Organized by: Craig Kahlke, CCE

3:45 PM Updates from the Vinification & Brewing Laboratory

Chris Gerling, Cornell AgriTech

4:00 PM Dropping Knowledge: Using Ground-Harvested Fruit for Cider Production in Compliance with the FSMA Produce Safety Rule Cider

Bri Ewing, Washington State University, Mount Vernon, WA

4:25 PM Grower Experiences with Mechanical Harvesters

Liz and Warner Heppner, StoneyRidge Orchard & Winery, Erin, NY

4:45 PM Cider Tasting for Apple Growers: Bittersharps and Bittersweets

NY Cider Association

5:00 PM Come taste the fantastic award-winning hard ciders that NY producers are creating!

6:00 PM Adjourn

SOLONACEOUS CROPS I – ADVANCES IN BREEDING

A 182

Session Organized by: Jud Reid, Teresa Rusinek, and Crystal Stewart, CCE

9:00 AM Announcements: Teresa Rusinek, CCE

9:05 AM What's new from Industry

9:10 AM What does it take to develop a new variety? How difficult is breeding for disease resistance? Is there a way to speed along variety development?

Michael Mazourek and Martha Mutschler labs, Cornell

This panel will give the insiders perspective on plant breeding. Recent advances in tomato, pepper, and eggplant breeding techniques and genetics will be covered in an accessible, interactive format.

10:15 AM Adjourn

TUESDAY, JANUARY 15

SOLONACEOUS CROPS II – PLANT DISEASE UPDATES

A 182

Session Organized by: Jud Reid, Teresa Rusinek, and Crystal Stewart, CCE

10:45 AM Announcements and DEC credit sign-up, Crystal Stewart, CCE

10:50: AM What's new from Industry

10:55 AM Plant disease update for solanaceous crops

Christine Smart, Cornell

The new strain of late blight discovered in New York this year, update us on bacterial control product and oomycete control product trials, and discuss diseases common this year

12:00 PM Adjourn

SOLONACEOUS CROPS III – PROACTIVE WEED CONTROL

A 182

Session Organized by: Jud Reid, Teresa Rusinek, and Crystal Stewart, CCE

2:00 PM Announcements and DEC credit sign-up, Jud Reid, CCE

2:05 PM What's new from Industry

2:10 PM Managing warm season broadleaf weeds in tomato, pepper and eggplant

Elizabeth Buck, CCE

This session will focus on the proactive weed control techniques available, including weed smart rotations, cultural tactics for weed suppression, and PRE-emergence herbicide use.

3:15 PM Adjourn

TUESDAY, JANUARY 15

HEMP I

A 292

Session Organized by: Maire Ullrich, CCE

9:00 AM Announcements and DEC credit Sign-up, Maire Ullrich, CCE

9:05 AM Hemp Foliar Nutrition Analysis Sampling
Judson Reid & Linsey Pashow, CCE

9:15AM Hemp Agronomy 101
Jeff Kostuik, Hemp Genetics International (virtual presence)

9:55 AM What's New from Industry

10:00 AM Cornell's CBD Trial Update – Disease, insect and cultural practices impact on pests
Christine Smart, Cornell

10:30 Adjourn

HEMP II

A 292

Session Organized by: Maire Ullrich, CCE

10:45 AM Announcements and DEC credit Sign-up, Maire Ullrich, CCE

10:50 AM Bees and Hemp: Ecosystem Findings
Heather Grab, Cornell

11:10 AM Economics of Growing Industrial Hemp in New York State: Cost of Production Estimates
John Hanchar, Cornell University/NWNY Dairy, Livestock, and Field Crops Program

11:30 AM Regulations/Permitting Update
NYS Department of Agriculture & Markets

12:00 PM Adjourn

TUESDAY, JANUARY 15

ONBOARDING NEW EMPLOYEES

A 296

Session Organized by; Richard Stup, Cornell Agricultural Workforce Development

10:45 AM Announcements
Richard Stup, Cornell Agricultural Workforce Development

10:50 AM Employee onboarding program
Richard Stup, Cornell Agricultural Workforce Development
The vision is safe, productive, and engaged farm employees, from day one. An employee onboarding program with clearly assigned responsibilities, designed training experiences, full regulatory compliance, and basic evaluation brings that vision closer to reality. Learn about the onboarding program being developed by a team of ag industry professionals and how your farm can participate.

12:00 PM Adjourn

MIGRANT LABOR AND TRANSITIONING TO H2A IN TREE FRUIT

A 296

Session Organized by: Mary Jo Dudley, Director of the Cornell Farmworker Program

3:45 PM Tips and tools for promoting a successful intercultural workplace
Mary Jo Dudley, Director of the Cornell Farmworker Program

4:15 PM The H2A process and guidance: What employers need to know
Caylin Gwise, Dept. of Labor

4:45 PM Q and A

5:00 PM Adjourn

WEDNESDAY, JANUARY 16

ONBOARDING NEW EMPLOYEES

ALLYN HALL GYM

Session Organized by; Richard Stup, Cornell Agricultural Workforce Development

9:00 AM Announcements

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10:15 AM Adjourn

TREE FRUIT – BITTER PIT MANAGEMENT IN ‘HONEYCRISP’ APPLES

ALLYN HALL GYM

Session Organized by: Craig Kahlke, CCE

10:45 AM Welcome & Announcements – Craig Kahlke, CCE

10:50 AM Moving beyond Calcium Sprays: Integrated Bitter Pit Management in Honeycrisp –

Lee Kalcsits, Washington State University, Wenatchee, WA

11:25 AM What’s New from Industry

11:30 AM Prediction Model for Bitter Pit in Honeycrisp Apples and Implications for Storage Management

Josef Al Shoffe, Cornell

12:00 PM Adjourn

TREE FRUIT – IS IPM DEAD? FRESH PERSPECTIVES ON IPM IN TREE FRUIT PRODUCTION

ALLYN HALL GYM

Session Organized by: Tess Grasswitz, CCE

2:00 PM Announcements and DEC credit sign-up, Tess Grasswitz, CCE

2:05 PM Perspectives on current orchard pest management in New York State

Mike Biltonen, Know Your Roots, Trumansburg, NY

2:25 PM Regenerating orchard IPM: Managing key apple pests with ecologically-based IPM approaches

Jaime Pinero, University of Massachusetts, Amherst, MA

3:05 PM What’s New from Industry

3:15 PM Adjourn

WEDNESDAY, JANUARY 16

TREE FRUIT /VEGETABLE– POLLINATOR HEALTH IN NEW YORK AGRICULTURAL SYSTEMS

GORDON GREAT ROOM

Session organized by Abby Seaman, NYS IPM Program

3:45 PM Announcements and DEC credit Sign-up, Abby Seaman, NYS IPM Program

3:50 PM Introduction to the Cornell Pollinator Program and new pollinator protection resources

Scott McArt and Maria Van Dyke, Cornell

4:05 PM Pesticides, pathogens and pollinator declines in New York: What do we know?

Scott McArt, Cornell

4:50 PM Questions and discussion

5:00 PM Adjourn

ONIONS – PEST MANAGEMENT

MP ROOM 9

Session Organized by: Christy Hoepfing, CCE Cornell Vegetable Program

9:00 AM Announcements and DEC credit sign-up
Christy Hoepfing, CCE Cornell Vegetable Program

9:05 AM My big fat onion variety nitrogen rot project
Christy Hoepfing, CCE Cornell Vegetable Program

9:30 AM 30 years of integrated pest management against onion leaf diseases: from field to landscape

Hervé Van der Heyden, Cie de recherch  Phytodata, Inc., Sherrington, Quebec, Canada and McGill University, Plant Science Departement, Ste-Anne de Bellevue, Canada

10:15 AM Adjourn

ONIONS – ADJUVANTS 101

MP ROOM 9

Session Organized by: Christy Hoepfing, CCE Cornell Vegetable Program

10:45 AM Announcements and DEC credit sign-up
Christy Hoepfing, CCE Cornell Vegetable Program

10:50 AM Adjuvant science 101: What every grower should know about adjuvants

Daniel Bergman, Crop Protection Services, Ankeny, Iowa

11:20 AM What’s new from industry?

11:25 AM Intricacies of adjuvant use in onion production
Daniel Bergman, Crop Protection Services, Ankeny, Iowa

12:00 PM Adjourn

WEDNESDAY, JANUARY 16

SWEET CORN

MP ROOM 9

Session Organized by: Marion Zuefle, NYS IPM and Julie Kikkert, CCE Cornell Vegetable Program

2:00 PM Announcements and DEC credit Sign-up, Marion Zuefle, NYS IPM

2:05 PM Sweet Corn Insect Pests: Adapting to Changing Conditions

Shelby Fleischer, Pennsylvania State University, State College, PA

2:35 PM What's New from Industry

2:45 PM Predicting Western Bean Cutworm Flights in New York with a New Online Tool

Dan Olmstead, NYS IPM

3:05 PM Adjourn

GREENHOUSE

OTIS SUITE

Session Organized by: New York State Flower Industries

9:00 AM Announcements and DEC credit Sign-up, Neil Mattson, Cornell

9:05 AM Plant growth regulators (PGRs) for bedding plants and spring bulbs

Bill Miller, Cornell

9:40 AM What's New from Industry

9:45 AM Developing a fertilizer program for bedding plants

Neil Mattson, Cornell

10:15 AM Adjourn

FARM TO SCHOOL: SELLING FRUITS AND VEGETABLES TO SCHOOLS

A296

Session Organized by: Megan Burley, CCE

9:00 AM Announcements, Megan Burley, CCE

9:05AM Buffalo Farm to School Project

Becky O'Connor, CCE Erie

9:45 AM How to sell to schools

Becky O'Connor, CCE Erie

10:15 AM Adjourn

WEDNESDAY, JANUARY 16

BIOPESTICIDES I

OTIS SUITE

Session Organized by: Amara Dunn, NYS IPM

10:45 AM Announcements & DEC credit sign-ups, Amara Dunn, NYS IPM

10:50 AM Evaluating the performance of bioinsecticides for pest management in selected vegetable crops

Brian Nault, Cornell and Abby Seaman, NYS IPM

11:10 AM What's New from Industry

11:15 AM What do biopesticides add to your cucurbit powdery mildew program?

Amara Dunn, NYS IPM

11:35 AM Managing an entire season of tomato diseases using only biocontrols (plus some copper)

Steve Bogash, Marrone Bio Innovations, Newville, PA

12:00 PM Adjourn

BIOPESTICIDES II

MP ROOM 9

Session Organized by: Amara Dunn, NYS IPM

3:45 PM Announcements & DEC credit sign-ups, Amara Dunn, NYS IPM

3:50 PM Potential of biopesticides for integrated control of white mold in snap and dry bean

Sarah Pethybridge, Cornell

4:10 PM What's New from Industry

4:15 PM Biointensive grapes: Transitioning to biopesticides in a perennial crop

Paul Brock, Silver Thread Vineyard/Finger Lakes Community College, Geneva, NY

4:40 PM Understanding induced resistance – What it is and how to best use it for disease control

Greg Rogers, Certis USA, Etkon, MD

5:00 PM Adjourn

WEDNESDAY, JANUARY 16

DIGITAL AGRICULTURE I

OTIS SUITE

Session Organized by: Ali M Nafchi, CCE

2:00 PM Announcements and credit sign-up – Ali M. Nafchi, CCE

2:05 PM UAV's and sensors in Precision Farming

Jan van Aardt, RIT, Rochester NY

2:25 PM Precision Farming and Plant Health –

Michael Allen Gore, Cornell University

2:45 PM Software Defined Farm

Hakim Weatherspoon, Cornell University

3:10 PM What's New from Industry

3:15 PM Adjourn

DIGITAL AGRICULTURE II

OTIS SUITE

Session Organized by: Mario Miranda Sazo, CCE-LOF

3:45 PM Welcome and Announcements, Mario Miranda Sazo, CCE LOF

3:50 PM Cornell Initiative on Digital Agriculture

Abraham Stroock, Cornell

4:15 PM Agricultural Innovation: Orchestrating Capabilities, Needs, and Creativity

Jim Meyers, Cornell

4:40 PM What's New from Industry

4:45 PM Unmanned Aircraft Systems: Applications and Limitations in Integrated Pest Management

Nathan Moses-Gonzalez, M3 Consulting Group

5:00 PM Adjourn

CUT FLOWERS – WOODY SHRUBS

A296

Session Organized by: Megan Burley, CCE

10:45 AM Announcements, Megan Burley, CCE

10:50 AM Growing Woody Shrubs for Cut Flower Production

David Sanford, Plant Science Professor, Penn State University

11:30 AM Using Woody Shrubs on my Flower Farm

Flower Farmer, TBD

12:00 PM Adjourn

WEDNESDAY, JANUARY 16

CUT FLOWERS – FORCING BULBS FOR CUT FLOWER PRODUCTION

A296

Session Organized by: Megan Burley, CCE

2:00 PM Announcements, Megan Burley, CCE

2:05PM How to Force Bulbs for production

Bill Miller, Cornell

2:30 PM Growing Bulbs; a Farmers perspective

Flower Farmer, TBD

3:15 PM Adjourn

HIGH TUNNELS

A292

Session Organized by: Judson Reid, CCE

2:00 PM Announcements and DEC credit Sign-up, Judson Reid, CCE

2:05 PM Brown Leaf Mold management; high tunnel tomato varietal resistance plus 2 years of fungicide trials

Holly Lange, Plant Pathology and Plant Microbe-Biology, Smart Lab, Cornell University

2:35PM What's New from Industry?

2:40 PM Insect Management in High Tunnel Vegetables- What is legal and effective?

Judson Reid, CCE

3:10 PM Cold Season soil/nutrient research updates

Judson Reid, CCE

3:15 PM Adjourn

TRAINING NEW EMPLOYEES AND SOP's

A296

Session Organized by; Elizabeth Higgins and Ethan Grunberg, CCE

3:45 PM Announcements

Elizabeth Higgins and Ethan Grunberg, CCE

3:50 PM Getting Your New Employees off to a Good Start

Elizabeth Higgins and Ethan Grunberg, CCE
Get your new employees off to a good start. Well established training programs and standard work processes can help to make employees more effective more quickly and can also lead to greater job satisfaction as employees are less confused and frustrated and more confident about their work. Learn tips for effective training of new employees on fruit and vegetable farms and resources for developing standard operating procedures for your farm.

5:00 PM

Adjourn

THURSDAY, JANUARY 17

TREE FRUIT – CROP LOAD MANAGEMENT

GORDON GREAT ROOM

Session Organized by: Mario Miranda Sazo, CCE-LOF

9:00 AM Welcome and Announcements, Mario Miranda Sazo, CCE LOF

9:05 AM Understanding flower formation in apples – a microscopic view of your crop

Poliana Francescato, Cornell

9:20 AM How to Use Precision Pruning and Thinning to Maximize Crop Value of Gala

Terence Robinson, Cornell

9:40 AM What's New from Industry

9:45 AM Crop load and irrigation management for achieving high yields and quality for Honeycrisp

Lee Kalcsits, Washington State University

10:15 AM Adjourn

TREE FRUIT – FARM BUSINESS STRATEGY: NEW TECHNOLOGY AND FAMILY BUSINESS SUCCESSION PLANNING

GORDON GREAT ROOM

Session Organized by: Mark Wiltberger, Lake Ontario Fruit Program, CCE

10:45 AM Announcements, Mark Wiltberger, CCE

10:50 AM Strategies and challenges for using protective netting in apple orchards

Lee A. Kalcsits, Washington State University

11:10 AM What's New from Industry

11:15 AM Overview of Family Farm Business Succession Planning and Introduction to Brian Nicholson

Daniel G. Van Der Vliet, Smith Family Business Initiative, Cornell University

11:25 AM How our Family Farm Made the Succession Transition

Brian Nicholson, Red Jacket Orchards

11:45 AM Dialogue on Family Farm Succession with Audience

Daniel G. Van Der Vliet, Brian Nicholson. Moderator: Mark Wiltberger

12:25 PM Adjourn

THURSDAY, JANUARY 17

BERRY SESSION I – HOW TO BE SUCCESSFUL GROWING

BERRIES: THE TOP THREE THINGS TO CONSIDER

MP ROOM 9

Session organized by Laura McDermott, CCE ENYCHP and Esther Kibbe, CCE Harvest NY, with support from the NYS Berry Growers Assoc.

9:00 AM Welcome and DEC Credit Sign-up

9:05 AM Site Selection and Preparing your Site – Doing it right is priceless

Laura McDermott, CCE ENYCHP and Esther Kibbe, CCE Harvest NY, with support from the NYS Berry Growers Assoc.

9:40 AM Berry Profitability Tool – Short term savings vs. long term profits!

Miguel Gomez and Kalob Williams, Cornell

10:15 AM Adjourn

BERRY SESSION II – OVER WINTERING STRAWBERRIES SUCCESSFULLY FOR A PROFITABLE CROP THE FOLLOWING YEAR

MP ROOM 9

Session organized by Laura McDermott, CCE ENYCHP and Esther Kibbe, CCE Harvest NY (with support from the NYS Berry Growers Assoc.

10:45 AM Welcome and DEC Credit Sign-up

10:50 AM Grower to Grower Roundtable

Guided discussion of options and techniques for successful overwintering. This session will involve audience participation - be prepared to share!

11:15 AM NYSBGA Annual Meeting

11:30 AM Understanding strawberry leaf spot management in a covered/uncovered production

Kerik Cox, Cornell

12:00 PM Adjourn

BERRY SESSION III – ENVISION YOUR FUTURE GROWING BERRIES

MP ROOM 9

Session organized by Laura McDermott, CCE ENYCHP and Esther Kibbe, CCE Harvest NY (with support from the NYS Berry Growers Assoc.

2:00 PM Welcome and DEC Credit Sign-up

2:05 PM Choose the right strawberry for your production system

Courtney Weber, Cornell

2:50 PM Industry Trends – New paths to profitability

Esther Kibbe, CCE Harvest NY (with support from the NYS Berry Growers Assoc.)

3:15 PM Adjourn

THURSDAY, JANUARY 17

**WEATHER AND CLIMATE IN AGRICULTURE I: CLIMATE
SMART FARMING**

OTIS SUITE

Session Organized by: Dan Olmstead, NYS IPM Program

*Bring your smart phone or laptop for this interactive workshop.

9:00 AM Announcements and introductions

9:05 AM Climate Smart Farming: Hands-on workshop and discussion.

*Allison Chatrchyan, Danielle Eiseman, and Brian Belcher,
Cornell Institute for Climate Smart Solutions*

10:15 AM Adjourn

**WEATHER AND CLIMATE IN AGRICULTURE II: THE
NETWORK FOR ENVIRONMENT AND WEATHER
APPLICATIONS**

OTIS SUITE

Session Organized by: Dan Olmstead, NYS IPM Program

*Bring your smart phone or laptop for this interactive workshop.

10:45 AM Announcements and introductions

10:55 AM The Network for Environment and Weather Applications: Hands-on workshop and discussion.

Dan Olmstead, NYS IPM Program, Geneva, NY

12:00 PM Adjourn

CHRISTMAS TREES I

A292

Session Organized by: Warren Halladay, Christmas Tree Farmers Association of New York

9:00 AM Announcements and DEC credit sign-up, Warren Halladay, CTFANY

9:05 AM Ready, Set, Plant!

Duane Burkey

Discussion of seedlings, seedling acquisition, ways to organize tree fields for planting, fertilization, planning Spring plantings in advance of hot dry weather in the Spring and Summer, and more. A good primer for the new grower or some helpful reminders for more seasoned growers.

10:15 AM Adjourn

THURSDAY, JANUARY 17

CHRISTMAS TREES II

A292

Session Organized by: Warren Halladay, Christmas Tree Farmers Association of New York

10:45 AM Announcements, Warren Halladay, CTFANY

10:50 AM Introduction to commercial Christmas tree farming and the associated opportunities for enhancing annual farm revenues

Travis Drexler, Springside Farm, Fabius, NY and Kendra Franke, Franke Farms LLC, Walworth NY

11:55 AM What's New from Industry

12:00 PM Adjourn

CHRISTMAS TREES III

A292

Session Organized by: Warren Halladay, Christmas Tree Farmers Association of New York

2:00 PM Announcements and DEC credit sign-up, Warren Halladay, CTFANY

2:05 PM Christmas tree pest management: IPM through the growing season - Improving Insecticide application timing, a hands-on workshop

Elizabeth Lamb and Brian Eshenaur, Cornell IPM

3:15 PM Adjourn

**DEVICE READY; HOW DO CUSTOMERS VIEW YOUR
BUSINESS ONLINE**

A296

Session Organized by: Megan Burley, CCE

10:45 AM Announcements, Megan Burley, CCE

10:50 AM Device Ready Workshop

Eric Barrett, Ohio State Extension, Mahoning County, Canfield, OH

Direct farm marketers, including value-added agriculture entrepreneurs and agritourism operators, must learn to communicate with customers in new ways. Consumers' use of smartphones, tablets and computers to interact with businesses has changed the game. To help farmers analyze and improve their online presence, Ohio State University has created a program and workbook to help marketers connect the dots for their online presence and marketing plan. This session will help participants understand how customers view their businesses online using different devices and media, including GPS to navigate to the business, social media to connect with businesses and the business' access to and use of the latest apps and gadgets. Participants will work through exercises in the Device Ready workbook and take home a plan to improve their online presence.

12:00 PM Adjourn