



Growing for the Health of New York

JANUARY 19-22, 2015

**Oncenter Convention Center
800 South State St.
Syracuse, NY 13202-3017
(315) 435-8000
www.oncenter.org**

**and
Holiday Inn
441 Electronics Parkway
Liverpool, 13057
(315) 457-1122**

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 2015 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 Holiday Inn, 441 Electronics Parkway, Liverpool, 13057, (315) 457-1122.

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 20, 8:00 AM - 5:00 PM on January 21, and from 8:00 AM – 1:00 PM on January 22.

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 (\$5) 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 Holiday Inn 441 Electronics Parkway Liverpool, 13057 (315) 457-1122, 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 Double Tree, located at 6301 State Route 298 East Syracuse, will also be offering free shuttle service upon request to overnight guests.

HOLIDAY INN SHUTTLE SCHEDULE TO ONCENTER:
The shuttle bus runs continuous loops every morning and afternoon between the Holiday Inn and the Oncenter Convention Center.

Tuesday, Jan. 20: 7 AM - 11 AM and 3 PM - 6 PM

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

Thursday, Jan. 22: 8 AM - 11 AM and 3 PM - 6 PM

For maps, directions, lodging and on-site parking information, see pages 26-27.

For details, contact the NYS Vegetable Growers Association at (585) 993-3951

or jessicahanleyjohnson@gmail.com.

Check out the Expo online at www.nysvga.org



2015 EXPO PROGRAM OVERVIEW

MONDAY, JANUARY 19 HOLIDAY INN

Becker Forum
From NY Farms to NY Plates: Institutional
Purchasing Across NYS
8:15 AM - 4:30 PM Convention Center

TUESDAY, JANUARY 20 ONCENTER

New York State Vegetable Growers Association
Meeting and Lunch
12:00 PM Rooms 7-8

TUESDAY, JANUARY 20 ONCENTER

Taste of Syracuse
Restaurant Samples in Trade Show
2:30 PM – 3:30 PM Trade Show

WEDNESDAY, JANUARY 21 ONCENTER

Keynote Address
Margaret Smith
GMOs: Distinguishing Fact from Fiction
10:00 AM - 11:00 AM Ballroom West

WEDNESDAY, JANUARY 21 ONCENTER

Ice Cream Social in Trade Show
2:30 PM – 3:30 PM

THURSDAY, JANUARY 22 ONCENTER

Featured Session
Berries
9:00 AM - 11:00 AM and 1:00 PM - 4:00 PM
Ballroom East

THURSDAY, JANUARY 22 ONCENTER

Featured Session
Brewing Success – NYS Malt Barley:
From the Furrow to What Ales You
1:00 PM - 3:30 PM Rooms 4 - 6

EXPO SCHEDULE OVERVIEW

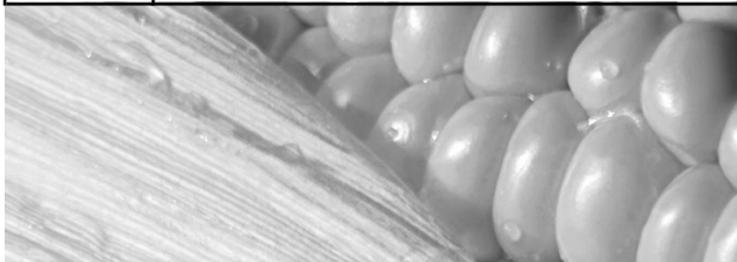


**Welcome
to the 2015
Empire State
Producers Expo
and Becker Forum!**

Growing for the Health of New York

TUESDAY, JANUARY 20, 2015

Room	Morning		Mid-Day		Late Day
Ballroom East	Tree Fruit Page 11	Lunch - Exhibit Hall, 11:00 AM - 1:00 PM	Tree Fruit Page 11	Break - Exhibit Hall, 2:30 PM - 3:30 PM	Tree Fruit Page 12
Ballroom West	Processing Vegetables Page 8		Cabbage & Cole Crops Page 13		Tunnels Page 14
Rooms 1-2	Potato Page 9		Potato Page 10		Late Blight Mgmt Page 10
Room 3	Floriculture Page 8		Cut Flowers Page 12		Resistance Mgmt Page 14
Rooms 4-6	Ethnic Vegetables Page 9		Tomatoes Page 12		Root Crops Page 15
Rooms 7-8					
Exhibit Hall	Trade Show open 9:00 AM to 5:00 PM				



WEDNESDAY, JANUARY 21, 2015						
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
Ballroom East	Tree Fruit Page 17					
Ballroom West				Vine Crops Page 18		Sweet Corn Page 19
Rooms 1-2	Farmers Markets Page 16			Farmers Markets Page 16		Farmers Markets Page 16
Room 3	IPM - Migrant Housing Page 16					Food Safety Page 20
Rooms 4-6				Soil Health Page 18		Soil Health Page 18
Rooms 7-8						
Exhibit Hall	Trade Show open 8:00 AM to 5:00 PM					

THURSDAY, JANUARY 22, 2015				
Room	Morning	Lunch - Exhibit Hall, 11:00 AM to 1:00 PM	Afternoon	
Ballroom East	Berries Page 22			Berries Page 23
Ballroom West	Onions Page 24			Onions Page 25
Rooms 1-2	Tech Skills for Farmers Page 25			Tech Skills for Farmers Page 25
Room 3	Hard Cider Page 22			
Rooms 4-6	Hops Page 21			Malted Barley Page 21
Rooms 7-8				
Exhibit Hall	Trade Show open 8:00 AM to 1:00 PM			





MONDAY, JANUARY 19

2015 BECKER FORUM

*From NY farms to NY plates:
Institutional purchasing across NYS*

Holiday Inn, Liverpool Convention Center

\$95 pre-registration before January 9, 2015

\$125 after January 9, 2015 or at the door

(See the form in this program for details.)

-
- 8:15 AM Registration and coffee**
-
- 9:00 AM Welcome & recent developments –**
*Richard Ball, Commissioner, NYS Department of
Agriculture and Markets, Albany, NY*
*RoAnn Destito, Commissioner, NYS Office of General
Services*
Gale A. Brewer, Manhattan Borough President
-
- 9:40 AM Is your product ready? Learning the lingo and
surviving a produce safety audit –**
Betsy Bihn, Food Science, NYSAES, Cornell University
-
- 10:10 AM Examples in consistency: The Eastern Broccoli
Project –**
*Thomas Björkman, Horticulture, NYSAES, Cornell
University*
-
- 10:30 AM Break**
-
- 11:00 AM Are you prepared for bidding and billing? –**
*Robert Weybright, CCE Eastern NY Commercial
Horticulture Program*
-
- 12:00 PM Lunch & Networking**
-
- 1:30 PM The end of the rainbow: Examples of farm-to-
hospital initiatives that demonstrate how to
leverage the power of GPOs (group purchasing
organizations) to advance local food procurement
efforts –**
*John Turenne, President and Founder, Sustainable
Food Systems LLC*
-

2:15 PM Breakout sessions: What size fits your business? A group of experts in public and private purchasing, as well as other decision-makers, will be involved in each breakout session.

Session A: BIG customers – NYS & NYC

This session will introduce attendees to examples and current situations from the largest government buyers and “broadline” distributors in the state who have now turned considerable attention toward NY food products.

Session B: Farm to college

Hear how growers are working with distributors, aggregators, and processors to take advantage of the increasing demand by college buyers for local fruits, vegetables, and meats, with examples and lessons learned from American Farmland Trust’s Farm to SUNY project.

Session C: One to one: One nursing home to one county

Exposure to smaller, unique buyers who vary in size but generally purchase a larger percentage of products off-bid. Can be buying boxes to pallets for individual schools, county jails, or multi-county BOCES. Learn about “piggy-backing” with larger entity bids to fulfill needs.

3:30 PM Adjourn breakouts for additional networking time



TUESDAY, JANUARY 20

PROCESSING VEGETABLES BALLROOM WEST

- 9:00 AM **Announcements and DEC credit sign-up –**
Julie Kikkert, CCE Cornell Vegetable Program
- 9:10 AM **Weed management in processing sweet corn and lima beans –**
Mark VanGessel, Plant and Soil Sciences, University of Delaware, Georgetown, DE
- 9:40 AM **Towards a durable management strategy for white mold in New York vegetable production –**
Sarah Pethybridge, Plant Pathology and Plant-Microbe Biology, NYSAES, Cornell University
- 10:10 AM **What's new from industry?**
- 10:15 AM **European corn borer management in snap bean: Advancements in insecticide use and influence of landscape –**
Brian Nault, Entomology, NYSAES, Cornell University
Anders Huseth, Entomology, NYSAES, Cornell University
- 10:45 AM **Unraveling the spectrum of diseases affecting lima beans in New York –**
Sarah Pethybridge, Plant Pathology and Plant-Microbe Biology, NYSAES, Cornell University
- 11:00 AM **Adjourn**
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FLORICULTURE ROOM 3

- 9:00 AM **Announcements and DEC credit sign-up –**
Teresa Rusinek, CCE Eastern NY Commercial Horticulture Program
- 9:05 AM **What's new from industry?**
NY Flower Industries
- 9:10 AM **Keep it clean: Key sanitation steps to a healthy crop –**
Elizabeth Lamb, NYS IPM Program
- 9:40 AM **Maximizing profits through management –**
Pat Ponto, Ponto's Greenhouses, Baldwinsville, NY
- 10:10 AM **The buzz on neonicotinoids –**
Elizabeth Lamb, NYS IPM Program

TUESDAY, JANUARY 20, cont.

10:30 AM Disease crossover in greenhouse ornamental and vegetable crops –
Teresa Rusinek, CCE Eastern NY Commercial Horticulture Program

11:00 AM Adjourn

ANOTHER LOOK AT ETHNIC VEGETABLES ROOMS 4 - 6

9:00 AM Welcome –
Robert Hadad, CCE Cornell Vegetable Program

9:05 AM Research and development aspects of ethnic vegetables in NJ with a focus on Hispanic, Chinese, and Indian flavors –
Bill Sciarappa, Monmouth County Agricultural Agent, Rutgers University, Freehold, NJ

9:50 AM Ethnic vegetable trial update in WNY –
Robert Hadad, CCE Cornell Vegetable Program

10:25 AM WNY experiences with ethnic vegetable production and marketing –
Bree and Rich McCollum, McCollum Orchard, Lockport, NY
Megan Burley, Farm Business Management Educator, CCE Erie County

11:00 AM Adjourn

POTATO ROOMS 1 - 2

9:00 AM Announcements and DEC credit sign-up –
Sandy Menasha, CCE Suffolk County

9:05 AM What's new from industry?

9:10 AM Report on NYS grower-funded potato research –
Gary Mahany, Mahany Farms, Arkport, NY
Chris Hansen, McCormick Farms, Bliss, NY

9:15 AM Review: The potential for bindweed control with Matrix, and Reflex newly registered in potatoes –
Robin Bellinder, Horticulture, Cornell University
Andy Senesac, CCE Long Island Horticultural Research & Extension Center

9:40 AM Potato variety development for the eastern seaboard –
Craig Yencho, Horticulture, North Carolina State University, Raleigh, NC

TUESDAY, JANUARY 20, cont.

- 10:10 AM** **Potato storage management in a wet year –**
Steve Johnson, University of Maine Cooperative Extension, Presque Isle, ME
- 10:55 AM** **Report on the National Potato Council –**
Ralph Child, Childstock Farms, Malone, NY
- 11:00 AM** **Lunch**
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POTATO & SWEET POTATO ROOMS 1 - 2

- 1:00 PM** **Announcements and DEC credit sign-up –**
Carol MacNeil, CCE Cornell Vegetable Program
- 1:05 PM** **Report from the U.S. Potato Board –**
John Meyer, Meyer Farms, Cohocton, NY
Blair Richardson, President and CEO, US Potato Board, Denver, CO
- 1:25 PM** **Late blight update - 2014 –**
Bill Fry, Plant Pathology and Plant Microbe Biology, Cornell University
- 1:55 PM** **What's new from industry?**
- 2:00 PM** **Stories from the sweet potato field –**
Craig Yencho, Horticulture, North Carolina State University, Raleigh, NC
- 2:30 PM** **Adjourn**
-

LATE BLIGHT MANAGEMENT ROOMS 1 - 2

- 3:30 PM** **Welcome –**
Zach Hansen, Plant Pathology and Plant-Microbe Biology, Cornell University
- 3:35 PM** **Late blight in Pennsylvania –**
Beth Gugino, Plant Pathology and Environmental Microbiology, Penn State University
- 4:05 PM** **Potato late blight management –**
Gary Mahany, Mahany Farms, Arkport, NY
- 4:35 PM** **Tomato late blight management –**
Tony Emmi, Emmi & Sons Inc., Baldwinsville, NY

TUESDAY, JANUARY 20, cont.

5:05 PM **Late blight management using the Cornell Decision Support System –**
Ian Small, Plant Pathology and Plant-Microbe Biology, Cornell University

5:30 PM **Adjourn**

TREE FRUIT – GETTING THE MOST OF HONEYCRISP ORCHARDS IN NY STATE BALLROOM EAST

9:00 AM **Welcome –**
Mario Miranda Sazo, CCE Lake Ontario Fruit Program

9:05 AM **What works and what doesn't for successful production of Honeycrisp? –**
Terence Robinson, Horticulture, Cornell University

9:50 AM **What's new from industry?**

10:00 AM **DA meter: Science and practical use –**
Stefano Musacchi, Horticulture, Washington State University, Wenatchee, WA

10:20 AM **Toward optimizing harvest timing, prestorage conditioning, and post-harvest handling of Honeycrisp –**
Chris Watkins, Horticulture, Cornell University

11:00 AM **Lunch**

TREE FRUIT – APPLE ROOTSTOCKS & VARIETIES: JUST MADE FOR EACH OTHER! BALLROOM EAST

1:00 PM **Welcome –**
Dan Donahue, CCE Eastern NY Commercial Horticulture Program

1:05 PM **Apple varieties and new uses: Cider, slices and more –**
Susan Brown, Horticulture, Cornell University

1:30 PM **The strengths and weaknesses of Geneva rootstocks –**
Terence Robinson, Horticulture, Cornell University

2:00 PM **Understanding the physiological and biochemical mechanisms of graft incompatibility –**
Stefano Musacchi, Horticulture, Washington State University, Wenatchee, WA

2:30 PM **Break**

TUESDAY, JANUARY 20, cont.

TREE FRUIT – NEW PESTS BALLROOM EAST

- 3:30 PM** **Announcements and DEC credit sign-up –**
Deborah Breth, CCE Lake Ontario Fruit Program
- 3:35 PM** **Experience with black stem borer in ornamental
nurseries, –**
*Christopher Ranger, Entomology, USDA-ARS,
Wooster, OH*
- 4:15 PM** **Black stem borer: A new pest for NY apple
growers –**
Deborah Breth, CCE Lake Ontario Fruit Program
- 4:25 PM** **What's new from industry?**
- 4:30 PM** **Managing fire blight and late season tree decline –**
*Kerik Cox, Plant Pathology and Plant-Microbe
Biology, Cornell University*
- 4:50 PM** **Progress in precision fruit spraying –**
Tomas Palleja Cabre, Entomology, Cornell University
- 5:15 PM** **Adjourn**
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CUT FLOWER PRODUCTION ROOM 3

- 1:00 PM** **Fall sunflower production –**
Chris Wein, Horticulture, Cornell University
- 1:40 PM** **Top insects and diseases of cut flower production –**
Brian Eshenaur, Ornamentals, Cornell University
- 2:30 PM** **Adjourn**
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TOMATO ROOMS 4 - 6

- 1:00 PM** **Announcements and DEC credit sign-up –**
*Teresa Rusinek, CCE Eastern NY Commercial
Horticulture Program*
- 1:05 PM** **Bacterial diseases of 2014 –**
*Christine Smart, Plant Pathology and Plant-Microbe
Biology, NYSAES, Cornell University*
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TUESDAY, JANUARY 20, cont.

- 1:35 PM **The ABC's of NPK: Refining your fertility program –**
Stephen Reiners, Horticulture, Cornell University
- 1:55 PM **What's new from industry?**
- 2:00 PM **Re-emerging viruses: What can we do? –**
Marc Fuchs, Plant Pathology and Plant Microbe Biology, Cornell University
- 2:30 PM **Adjourn**

CABBAGE AND OTHER COLE CROPS BALLROOM WEST

- 1:00 PM **Announcements and DEC credit sign-up –**
Christy Hoepting, CCE Cornell Vegetable Program
- 1:05 PM **Insect update in Cole crops: What's bugging your crops? Thrips, swede midge and leps –**
Dan Olmstead, Entomology, NYSAES, Cornell University
Tony Shelton, Entomology, NYSAES, Cornell University
- 1:25 PM **Herbicide update: Crop safety of adjuvants and insecticides preceding Goaltender and pipeline products –**
Robin Bellinder, Horticulture, Cornell University
Christy Hoepting, CCE Cornell Vegetable Program
- 1:45 PM **What's new from industry?**
- 1:50 PM **NAP disaster protection: What's new that cabbage growers need to know? –**
Sarah Johnson, New York State Department of Agriculture & Markets, Albany, NY
- 1:55 PM **Cole crop disease management, featuring the latest research finds for downy mildew, black rot, and Alternaria leaf spot –**
Christine Smart, Plant Pathology and Plant-Microbe Biology, NYSAES, Cornell University
- 2:15 PM **A peek at nitrogen dynamics in cabbage: First year results –**
Christy Hoepting, CCE Cornell Vegetable Program
- 2:30 PM **Adjourn**

TUESDAY, JANUARY 20, cont.

POSTER DISPLAY IN HALLWAY

Eastern Broccoli Project update: Gearing up to ramp up production in New York –

Thomas Björkman, Horticulture, NYSAES, Cornell University

Miguel Gomez, Charles H Dyson School of Applied Economics, Cornell University

Phil Griffiths, Horticulture, NYSAES, Cornell University

Christy Hoepting, CCE Cornell Vegetable Program

HIGH TUNNELS BALLROOM WEST

- 3:30 PM** **Announcements and DEC credit sign-up –**
Judson Reid, CCE Cornell Vegetable Program
- 3:35 PM** **Crop rotations in high tunnels: An economic comparison of alternatives to tomatoes –**
Judson Reid, CCE Cornell Vegetable Program
- 3:50 PM** **What's new from industry?**
- 4:00 PM** **Tomato best management practices: Proper pruning and training –**
Amy Ivy, CCE Eastern NY Commercial Horticulture Program
- 4:15 PM** **Long term high tunnel production: Grafting tomatoes –**
Steve Groff, Cedar Meadow Farm, Holtwood, PA
- 4:55 PM** **Sap analysis for precision fertilization in high tunnels –**
Michael A. Rutzke, CALS Nutrient Analysis Lab, Cornell University
- 5:10 PM** **Adjourn**
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HERBICIDE RESISTANCE: CURRENT STATUS AND FUTURE WEED MANAGEMENT OPTIONS ROOM 3

- 3:30 PM** **Announcements and DEC credit sign-up –**
Darcy Telenko, CCE Cornell Vegetable Program
- 3:35 PM** **Herbicide-resistant weed management and status in Iowa –**
Mike Owen, Agronomy, Iowa State University, Ames, IA

TUESDAY, JANUARY 20, cont.

- 4:20 PM** **Herbicide-resistant weed management for vegetables in Delaware –**
Mark VanGessel, Plant and Soil Sciences, University of Delaware, Georgetown, DE
- 5:05 PM** **Current status and management options for herbicide resistance in New York –**
Russell Hahn, Crop and Soil Sciences, Cornell University
- 5:30 PM** **Adjourn**

ROOT CROPS ROOMS 4 - 6

- 3:30 PM** **Announcements and DEC credit sign-up –**
Crystal Stewart, CCE Eastern NY Commercial Horticulture Program
- 3:35 PM** **Bugs, crud, and mysteries of root crops –**
Crystal Stewart, CCE Eastern NY Commercial Horticulture Program
- 3:55 PM** **What's new from industry?**
- 4:00 PM** **Root crop disease update from down under –**
Sarah Pethybridge, Plant Pathology and Plant-Microbe Biology, NYSAES, Cornell University
- 4:30 PM** **Root crop storage: What works and what doesn't –**
Steve Johnson, University of Maine Cooperative Extension, Presque Isle, ME
- 5:00 PM** **Growing root crops on ridges –**
Jean-Paul Courtens, Roxbury Farm, Kinderhook, NY
- 5:30 PM** **Adjourn**



WEDNESDAY, JANUARY 21

KEYNOTE ADDRESS
GMOS: DISTINGUISHING FACT FROM FICTION
ONCENTER BALLROOM WEST
10:00 AM - 11:00 AM
Margaret Smith

**IPM FOR MIGRANT FARMWORKER HOUSING
ROOM 3**

- 9:00 AM **Announcements and DEC credit sign-up –**
Abby Seaman, NYS IPM Program
- 9:05 AM **IPM challenges and solutions in migrant worker
housing –**
Matthew Frye, NYS IPM Program
Mary Jo Dudley, Cornell Farmworker Program
- 9:45 AM **Adjourn**

**BUILDING YOUR CUSTOMER BASE AT
FARMERS MARKETS
ROOMS 1 - 2**

- 9:00 AM **A virtual walk through a small farm with an eye
for food safety –**
*Betsy Bihn, Food Science, NYSAES, Cornell
University*
- 9:45 AM **Break**

**BUILDING YOUR CUSTOMER BASE AT
FARMERS MARKETS
ROOMS 1 - 2**

- 1:00 PM **CSAs and farmers markets: Competition or
compatibility –**
*Laura Biasillo, Agriculture Economic Development,
Cornell Cooperative Extension*
- 2:30 PM **Break**

**BUILDING YOUR CUSTOMER BASE AT
FARMERS MARKETS
ROOMS 1 - 2**

- 3:30 PM **Making the chef connection –**
Eamon Lee, Corporate Chef, Maines
- 5:30 PM **Adjourn**

WEDNESDAY, JANUARY 21, cont.

TREE FRUIT – HOW NY APPLE GROWERS ARE ADDRESSING LABOR CHALLENGES BALLROOM EAST

- 9:00 AM **Welcome –**
Craig Kahlke, CCE Lake Ontario Fruit Program
- 9:05 AM **How New York apple growers are addressing labor challenges –**
Thomas Maloney, Dyson School of Applied Economics and Management, Cornell University
Paul Baker, Executive Director, New York State Horticultural Society and Executive Director, NYSBGA
- 9:45 AM **Break**

TREE FRUIT – OPTIMIZING HIGH DENSITY ORCHARD SYSTEMS BALLROOM EAST

- 1:00 PM **Welcome –**
Anna Wallis, CCE Eastern NY Commercial Horticulture Program
- 1:05 PM **How to optimize apple training systems to improve orchard mechanization –**
Stefano Musacchi, Horticulture, Washington State University, Wenatchee, WA
- 1:45 PM **How pruning severity impacts thinning success to optimize grower income –**
Terence Robinson, Horticulture, Cornell University
- 2:30 PM **Break**

TREE FRUIT – WEED MANAGEMENT IN PERENNIAL FRUITS BALLROOM EAST

- 3:30 PM **Announcements and DEC credit sign-up –**
Deborah Breth, CCE Lake Ontario Fruit Program
- 3:35 PM **Managing invasive and resistant weeds –**
Darcy Telenko, CCE Cornell Vegetable Program
- 4:05 PM **What's new from industry?**
- 4:10 PM **Replacing herbicides with under-vine cover crops in vineyards –**
Justine Vanden Heuvel, Horticulture, Cornell University

WEDNESDAY, JANUARY 21, cont.

- 4:40 PM **Research update for apple weed management –**
Deborah Breth, CCE Lake Ontario Fruit Program
- 5:10 PM **Adjourn**

VINE CROPS BALLROOM WEST

- 1:00 PM **Announcements and DEC credit sign-up –**
Chuck Bornt, CCE Eastern NY Commercial Horticulture Program
- 1:05 PM **A look back at 2014 vine crop diseases and management updates –**
Margaret McGrath, Plant Pathology and Plant-Microbe Biology, Cornell University
- 1:35 PM **Two years of slicing cucumber variety trials –**
Steve Bogash, Penn State University, Carlisle, PA
- 2:00 PM **What's new from industry?**
- 2:05 PM **Squash bug and other insect control in vine crops –**
Thomas Kuhar, Entomology, Virginia Tech, Blacksburg, VA
- 2:30 PM **Adjourn**

SOIL HEALTH ROOMS 4 - 6

- 1:00 PM **Announcements and DEC credit sign-up –**
Carol MacNeil, CCE Cornell Vegetable Program
- 1:05 PM **What's new from industry?**
- 1:10 PM **Strategic cover crop and reduced tillage options for vegetables –**
Steve Groff, Owner, Cedar Meadow Farm and Founding Partner, Cover Crop Solutions, Holtwood, PA
- 2:10 PM **Questions, answers, and discussion –**
- 2:30 PM **Break**

SOIL HEALTH ROOMS 4 - 6

- 3:30 PM **Announcements and DEC credit sign-up –**
Chuck Bornt, CCE Eastern NY Commercial Horticulture Program

WEDNESDAY, JANUARY 21 , cont.

- 3:35 PM **What's new from industry?**
- 3:40 PM **The updated Cornell Soil Health Test and the Soil Renaissance –**
Bob Schindelbeck, Crop and Soil Science, Cornell University
- 4:10 PM **Demo: The effects of soil health management on soil and water relations –**
Paul Salon, USDA-NRCS, Big Flats, NY
- 4:40 PM **New state and federal program opportunities to assist vegetable growers in improving soil health –**
Greg Albrecht, NYS Soil and Water Conservation Committee, NYSDAM, Ithaca, NY
Dale Gates, USDA-NRCS, Marcy, NY
- 5:30 PM **Adjourn**

SWEET CORN BALLROOM WEST

- 3:30 PM **Announcements and DEC credit sign-up –**
Marion Zuefle, NYS IPM Program
- 3:35 PM **Sing along: Where have all the corn borers gone? –**
Dan Olmstead, Entomology, NYSAES, Cornell University
Tony Shelton, Entomology, NYSAES, Cornell University
- 3:50 PM **A timely tango: The secrets of corn earworm and learning the stink bug stomp –**
Dan Olmstead, Entomology, NYSAES, Cornell University
Tony Shelton, Entomology, NYSAES, Cornell University
- 4:05 PM **Dealing with wildlife pests: Bird and mammal damage to sweet corn –**
Paul Curtis, Natural Resources, Cornell University
- 4:35 PM **What's new from industry?**
- 4:40 PM **Controlling insect pests that attack the ear: Insecticide efficacy trials from further south –**
Thomas Kuhar, Entomology, Virginia Tech, Blacksburg, VA
- 5:10 PM **Adjourn**

WEDNESDAY, JANUARY 21, cont.

**FOOD SAFETY –
GAPS CAN OPEN NEW MARKETS FOR YOU
ROOM 3**

- 3:30 PM** **FSMA produce rule update –**
Gretchen L. Wall, Food Science, Cornell University
- 3:50 PM** **GAPs can open new markets for you –**
*Richard Ball, Commissioner, NYS Department of
Agriculture and Markets, Albany, NY*
- 4:10 PM** **Buyer perspective on the importance of GAPs**
*Annemarie Garceau, Office of General Services,
Albany, NY*
*Margaret Dutton, NYS Department of Corrections
and Community Supervision, Albany, NY*
TBA
- 4:40 PM** **Panel discussion: GAPs and market
development –**
**Moderator: Betsy Bihn, Food Science, NYSAES,
Cornell University**
*Richard Ball, Commissioner, NYS Department of
Agriculture and Markets, Albany, NY*
*Annemarie Garceau, Office of General Services,
Albany, NY*
*Margaret Dutton, Department of Corrections and
Community Supervision, Albany, NY*
- 5:10 PM** **Produce safety resources for New York farmers –**
*Betsy Bihn, Food Science, NYSAES, Cornell
University*
- 5:30 PM** **Adjourn**



THURSDAY, JANUARY 22

HOPS ROOMS 4 - 6

- 9:00 AM **Announcements and DEC credit sign-up –**
David Combs, Plant Pathology, NYSAES, Geneva, NY
- 9:05 AM **Weed management and herbicide updates for hops –**
Tim Weigle, Grape IPM Specialist, CLEREL, Portland, NY
- 9:40 AM **Hops scouting: Procedures and findings in 2014 –**
Jason Townsend, CCE Madison County
- 10:05 AM **What's new from industry?**
- 10:10 AM **Fertility practices for optimum hop production –**
Rick Pedersen, Pedersen Farms, Seneca Castle, NY
- 10:30 AM **What's new with Powdery Mildew on hops? –**
David Gadoury, Plant Pathology, NYSAES, Geneva, NY
- 10:45 AM **Hops research at the Geneva Experiment Station –**
David Combs, Plant Pathology, NYSAES, Geneva, NY
- 11:00 AM **Adjourn**
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BREWING SUCCESS – NYS MALT BARLEY: FROM THE FURROW TO WHAT ALES YOU ROOMS 4 - 6

- 1:00 PM **Announcements and DEC credit sign-up –**
Justin O'Dea, CCE Ulster County
- 1:05 PM **Surf's up: Considerations for catching the amber wave and avoiding a wipe-out –**
Justin O'Dea, CCE Ulster County
- 1:40 PM **A little TLC: The art and science of growing NYS malt barley for NYS markets –**
Bill Verbeten, CCE NWNYS Dairy, Livestock, and Field Crops Team
- 2:15 PM **Rounding 3rd base: Post-harvest considerations for malt barley –**
Kenneth Hellevang, Agricultural and Biosystems Engineering, North Dakota State University, Fargo, ND
- 2:50 PM **What's new from industry?**

THURSDAY, JANUARY 22, cont.

3:00 PM Discussion panel on the great beer triad: The farmer, the maltster, and the brewer –
TBA

3:30 PM Adjourn

HARD CIDER ROOM 3

9:00 AM Welcome –
Craig Kahlke, CCE Lake Ontario Fruit Program
Derek Simmonds, CCE Seneca County

9:05 AM Apple varieties for craft cidemakers in NY –
Ian Merwin, Black Diamond Farm, LLC, Trumansburg, NY

9:45 AM Fifteen years of cider survival –
Bill Barton, Bellwether Hard Cider, Trumansburg, NY

10:15 AM Establishing a New York State farm cidery –
Scott Donovan, BlackBird Cider Works, Barker, NY

10:45 AM Resources for hard cider production –
Derek Simmonds, CCE Seneca County

11:00 AM Adjourn

BERRY CROPS BALLROOM EAST

9:00 AM Welcome and announcements –
Laura McDermott, CCE Eastern NY Commercial Horticulture Program

9:10 AM Juneberry basics –
Erwin Elsner, Small Fruit Educator, Michigan State University Extension, Grand Traverse County, MI

9:45 AM Organic blueberry production and promise –
Bill Sciarappa, Monmouth County Agricultural Agent, Rutgers University, Freehold, NJ

10:20 AM What's new from industry?

10:25 AM NYS Berry Growers Association annual meeting –
Dale Ila Riggs, President, NYSBGA and Owner, The Berry Patch, Stephentown, NY

10:40 AM Berry business farm summaries: Final results –
Daniel Welch, Dyson School of Applied Economics and Management, Cornell University

11:00 AM Lunch

THURSDAY, JANUARY 22, cont.

**BERRY CROPS
BALLROOM EAST**

- 1:00 PM** Welcome, announcements, and DEC credit sign-up –
James O’Connell, CCE Eastern NY Commercial Horticulture Program
- 1:10 PM** Small fruit opportunities in the metro-NY area –
Robert Weybright, CCE Eastern NY Commercial Horticulture Program
- 1:30 PM** Going bigger with berries: Grower perspectives on scaling up –
Moderator: Paul Baker, Executive Director, New York State Horticultural Society and Executive Director, NYSBGA
Shirley Kline, Happy Valley Berry Farm, Bridgeton, NJ
Steve Polter, Polter’s Berry Farm, Fremont, OH
Nate Nourse, Nourse Farms, Whately, MA
- 2:30 PM** Bird deterrent testing: Preliminary results –
Heidi Henrichs, Natural Resources, Cornell University
- 2:50 PM** Biological control of strawberry root insects –
Elson Shields, Entomology, Cornell University
- 3:15 PM** Use of wildflower plantings to enhance pollination in strawberry –
Heather Connelly, Entomology, Cornell University
- 3:35 PM** Spotted Wing Drosophila research update –
Greg Loeb, Entomology, Cornell University
Dale Ila Riggs, President, NYSBGA and Owner, The Berry Patch, Stephentown, NY
- 4:00 PM** Adjourn



THURSDAY, JANUARY 22, cont.

**ONIONS – BACTERIAL DISEASE SYMPOSIUM
BALLROOM WEST**

- 9:00 AM** **Announcements and DEC credit sign-up –**
Christy Hoepting, CCE Cornell Vegetable Program
- 9:10 AM** **New York update: Critical factors for development of bacterial rots of onion, OxiDate, and future plans –**
Jean Bonasera, Plant Pathology and Plant-Microbe Biology, Cornell University
Jo Ann Asselin, Plant Pathology and Plant-Microbe Biology, Cornell University
Steve Beer, Plant Pathology and Plant-Microbe Biology, Cornell University
- 9:35 AM** **What's new from industry?**
- 9:40 AM** **Identification of the most important factors driving bacterial bulb rot of onion in New York and Pennsylvania and implications for management –**
Emily Pfeufer, Plant Pathology and Environmental Microbiology, Penn State University, University Park, PA
- 10:05 AM** **Major breakthroughs in understanding and managing bacterial diseases of onion in Georgia, including sour skin –**
Bhabesh Dutta, Plant Pathology, University of Georgia, Tifton, GA
Ron Gitaitis, Plant Pathology, University of Georgia, Tifton, GA
- 10:45 AM** **Panel discussion on managing bacterial disease of onion –**
Steve Beer, Plant Pathology and Plant-Microbe Biology, Cornell University
Emily Pfeufer, Plant Pathology and Environmental Microbiology, Penn State University, University Park, PA
Bhabesh Dutta, Plant Pathology, University of Georgia, Tifton, GA
- 11:00 AM** **Lunch**



THURSDAY, JANUARY 22, cont.

ONIONS BALLROOM WEST

- 1:00 PM **Announcements and DEC credit sign-up –**
Christy Hoepting, CCE Cornell Vegetable Program
- 1:05 PM **New and improved sweet onions bred for New York –**
Martha Mutschler-Chu, Plant Breeding and Genetics, Cornell University
- 1:25 PM **Onion thrips management: Crisis averted? What's next? –**
Brian Nault, Entomology, NYSAES, Cornell University
- 1:55 PM **New developments for managing downy mildew and Stemphylium leaf blight in onion –**
Christy Hoepting, CCE Cornell Vegetable Program
- 2:25 PM **It's only a matter of time: Leek moth management recommendations for conventional onion growers –**
Masa Seto, Entomology, NYSAES, Cornell University
- 2:40 PM **Adjourn**
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TECHNICAL SKILLS FOR FARMERS ROOMS 1 - 2

- 9:00 AM **Websites: Making a website work for your business –**
Galena Ojiem, Farmers Market Federation of NY, Fayetteville, NY
- 11:00 AM **Break**
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TECHNICAL SKILLS FOR FARMERS ROOMS 1 - 2

- 1:00 PM **Tracking your finances with Quickbooks –**
Bonnie Collins, Cornell Cooperative Extension
Steve Hadcock, Cornell Cooperative Extension
- 4:00 PM **Adjourn**



LODGING - OFFICIAL HOTELS

The official hotels for the Empire State Producers Expo are the Genesee Grande (downtown), The Crowne Plaza (downtown), the Doubletree, and The Holiday Inn Liverpool (Thruway) (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, 2015. Contact the Crowne at 315-479-7000 and tell them you're with the vegetable growers. This hotel has a free parking ramp.

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, 2015. Contact the Doubletree at (315) 432-0200. The shuttle will run from the Doubletree to the Oncenter.

Official Shuttle Hotel - Thruway Hotel - The Holiday Inn Liverpool, located at the 37 Electronics Parkway Exit of the Thruway. Rooms are available for \$90 per night. The cutoff date for booking is January 12, 2015. 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.

HOLIDAY INN SHUTTLE SCHEDULE TO ONCENTER

Tuesday, January 20, 2015 -

- 7:00 am - 11:00 am - Continuous loop between the Holiday Inn and the Oncenter
- 3:00 pm - 6:00 pm - Continuous loop between the Holiday Inn and the Oncenter

Wednesday, January 21, 2015 -

- 7:00 am - 11:00 am - Continuous loop between the Holiday Inn and the Oncenter
- 3:00 pm - 6:00 pm - Continuous loop between the Holiday Inn and the Oncenter

Thursday, January 22, 2015 -

- 8:00 am - 11:00 am - Continuous loop between the Holiday Inn and the Oncenter
- 3:00 pm - 6:00 pm - Continuous loop between the Holiday Inn and the Oncenter

ON-SITE PARKING

A garage (\$5 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 Holiday Inn, located at Exit 37/Liverpool of the NYS Thruway, and take the free shuttle bus to the Oncenter, starting at 7:00 AM from the front door of the hotel. Shuttle bus ride is about 15 minutes.

The Doubletree Hotel, 6301 State Route 298, East Syracuse, 13057, (315) 432-0200, will also be offering free shuttle service upon request to overnight guests.

See map for additional parking.

ADDITIONAL PARKING



Oncenter Convention Center



For additional details contact
the NYS Vegetable Growers
Association at
(585)-993-3951 or
jessicanhanleyjohnson@gmail.com

Empire State Producers Expo and Becker Forum

**Gemma Osborne
NYSAES - Cornell University
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