



Vegetable Expo January 16, 2026  
Jordan Hall in Geneva NY

8:15-9:00 am	Registration and Coffee
9:00-9:10 am	Introduction and Announcements
9:10-9:40 am	Dr. Lynn Sosnoski: Novel Weed Control Technology: Spraying, Cutting, and Zapping Weeds – 30 minutes Dr Sosnoskie will discuss cutting edge weed control methods which show promise in reducing pesticide use.
9:40-10:10am	Three grower panel: “Smart” Weed Control on our Farm – 30 minutes Max Torrey, Torrey Farms, Elba NY Jason Gaylord, My-T-Acres, Batavia NY Andrew Kludt, Kludt Brothers Farm, Kendall NY
10:10-10:40am	Dr. Lynn Sosnoski: New Herbicide Evaluation in Vegetables: The Role of the IR-4 Project and Cornell Research Results – 30 minutes Dr. Sosnoskie will highlight ongoing efforts to expand herbicide options for specialty crop growers.
10:40-11:00am	Break
11:00-11:30am	Dr. Elizabeth Bihn and Dr. Don Stoeckel: Assessing Risks in Pre-harvest Agricultural Water: A Demonstration – 30 minutes Participants will see a demonstration of how hazards on the landscape (e.g., poop) may result in risks to preharvest agricultural water and fresh produce crops. This is an important concept for assessing risks to comply with FSMA PSR.



11:30-12:00	Dr. Elizabeth Bihn and Dr. Don Stoeckel: FSMA Agricultural Water Rule Record Keeping Workshop –30 minutes Participants will be guided by the presenters in two actions required by FSMA, an Agricultural Water System Inspection and an Agricultural Water Assessment.
12:00-1:00 pm	Lunch
1:00-1:25pm	What's New from Industry
1:30-2:00pm	Dr. Sarah Pethybridge: Advances in Table Beet Disease Management-30 minutes Table beet diseases will be discussed as to pathogen biology, disease cycle and spread and effective control measures.
2:05-2:35pm	Ross Gansz: Disinfection with UV-C LEDs to Fight Powdery Mildew in Squash – 30 minutes A tractor drawn machine was built using UV-C LED lights and Demonstrated to fight the pathogen that causes powdery mildew in squash.
2:40-3:10pm	Dr. Mark Rea: Disinfection with Titanium Dioxide and Sunshine to Fight Pathogens in Beets, Onions, and Grapes – 30 minutes In 2025 titanium dioxide was combined with water and sunshine to fight pathogens in beets, onions, and grapes. Researchers from the Mount Sinai Light and Health Research Center and Cornell Agri Tech will present results.
3:10-3:20pm	Break



3:25-3:55pm Dr. Christine Smart: Update on Vegetable Diseases from the 2025 Season – 30 minutes  
Dr. Smart will discuss current research on Phytophthora in eggplant and cucurbits and bacterial diseases in tomatoes and various methods to control these diseases.

4:00-4:30pm Dr. Miguel Gomez: The Economics of Selling through Wholesalers- 30 minutes  
This session will discuss the importance of maintaining and using enterprise budgets to accurately price your produce, emphasizing the importance of measuring fixed (overhead) costs to truly measure profitability.

4:30-5:00 Three Grower Panel: Our Experience with Marketing Wholesale Produce – 30 minutes  
Dan Henry, W.D. Henry & Sons, Eden NY  
Jason Turek, Turek Farms, King Ferry NY  
Chris Cashen, The Farm at Miller's Crossing, Hudson NY

5:00pm Adjourn