

Thursday, January 18

- 9:00 AM **Technologies to Reduce Production Risks Associated with Weather**
Soil Health
Root Crops
Beginning Farmer Track
Social Media Marketing – Being Proactive Instead of Reactive
- 10:15 AM **Break and Visit Trade Show**
- 10:45 AM **Tree Fruit IPM II: Chemical Control**
Wildlife Management
Vine Crops
Beginning Farmer Track
Unique Marketing Opportunities
- 12:00 PM **Lunch and Visit Trade Show**
- 2:00 PM **Hard Cider – Session I**
Beginning Farmer Track
- 3:15 PM **Hard Cider – Intersession (PWT Working Group)**
- 3:45 PM **Hard Cider – Session 2 Tasting**

Thursday, January 18, 2018					
Time	Allyn Hall Gym	MP Room 9	Otis Suite 10	A292	A296
9:00 AM	TREE FRUIT	SOIL HEALTH	ROOT CROPS	BEGINNING FARMER	SOCIAL MEDIA MARKETING
10:15 AM BREAK AND VISIT TRADE SHOW					
10:45 AM	TREE FRUIT	WILDLIFE	VINE CROPS	BEGINNING FARMER (TRADE SHOW FLOOR)	UNIQUE MARKETING OPPORTUNITIES
12:00 PM LUNCH AND VISIT TRADE SHOW					
2:00 PM		HARD CIDER		BEGINNING FARMER	
3:15 PM HARD CIDER PWT MEETING					
3:45 PM		HARD CIDER		BEGINNING FARMER	

THURSDAY, JANUARY 18

TECHNOLOGIES TO REDUCE PRODUCTION RISKS ASSOCIATED WITH WEATHER

ALLYN HALL GYM

Session organized by Mario Miranda Sazo, CCE

9:00 AM **Discussion: Potential Use of Hail Netting in the Northeast and Other Technologies to Reduce Production Risks Associated with Weather**

Tom Auvil, North American Plants, OR

Mario Miranda Sazo, CCE

Helios Group, Italy

Drape Net, Australia

10:15 AM **Adjourn**

SOIL HEALTH

MP ROOM 9

Session organized by Ryan Maher, Cornell Small Farms Program

9:00 AM **Cover Cropping in a Cold Climate - Practices at the Food Farm**

Janaki Fisher-Merritt, Food Farm, Wrenshall, MN

9:45 AM **Adapting Strip Tillage for Organic Vegetable Systems**

Ryan Maher, Cornell Small Farms Program

Research supported by USDA NIFA Organic Research and Extension Initiative

10:15 AM **Adjourn**

DEC credits applied

THURSDAY, JANUARY 18

ROOT CROPS

OTIS SUITE 10

Session organized by Charles Bornt, CCE

- 9:00 AM** **Announcements and DEC Credit Sign-up**
Charles Bornt, CCE
- 9:05 AM** **Root Crop Diseases: From Top to Bottom**
Sarah Pethybridge, Cornell
- 9:25 AM** **Cultivating Small Seeded Crops**
Bryan Brown, NYS IPM Program
- 9:55 AM** **Handling and Storing Root Crops**
Jason Plate, Bejo Seeds, Inc., Geneva, NY
- 10:15 AM** **Adjourn**
DEC credits applied
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BEGINNING FARMER TRACK

A292

Session organized by Anu Rangarajan, Cornell, and Kat McCarthy, Cornell Small Farm Program

- 9:00 AM** **Welcome**
Kat McCarthy, Cornell Small Farm Program
- 9:05 AM** **Buying Equipment for Your Current and Future Scale of Operations Part A**
Shane LaBrake, Independent Consultant, Accokeek, MD
Research supported by NYFVI
- 10:15 AM** **Adjourn**

THURSDAY, JANUARY 18

SOCIAL MEDIA MARKETING - BEING PROACTIVE INSTEAD OF REACTIVE

A296

Session organized by Megan Burley, CCE

- 9:00 AM** **Welcome**
Megan Burley, CCE
- 9:05 AM** **Dealing with Social Media Criticisms**
Sarah Cornelisse, Penn State University, State College, PA
- 10:15 AM** **Adjourn**
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TREE FRUIT IPM II: CHEMICAL CONTROL

ALLYN HALL GYM

Session organized by Tessa Grasswitz, CCE

- 10:45 AM** **Welcome and announcements**
Tessa Grasswitz, CCE
- 10:47 AM** **Rainfastness of Insecticides and Other Weather-related Effects on Pesticide Efficacy**
John Wise, Michigan State University, Fennville, MI
- 11:27 AM** **New Chemical Control Products for Tree Fruit Pests**
Art Agnello, Cornell
Research supported, in part, by Agro-chemical industry
- 11:58 AM** **What's New from Industry?**
- 12:00 PM** **Adjourn**
DEC credits applied

THURSDAY, JANUARY 18

WILDLIFE MANAGEMENT

MP ROOM 9

Session organized by Darcy Telenko, CCE

- 10:45 AM** **Announcements and DEC Credit Sign-up**
Darcy Telenko, CCE
- 10:50 AM** **Minimizing Wildlife Impacts in Vegetables by Utilizing Repellency Tactics**
Darcy Telenko, CCE
Research supported by NYFVI
- 11:05 AM** **Update on Avipel Research in Corn**
Ken Wise, NYS IPM Program
- 11:30 AM** **Grower Panel: What Is and Isn't Working in Managing Wildlife on Our Farm**
Mark Zittel, W.D. Henry & Sons, Eden, NY
Bruce Reed, Reed's Farm, Geneva, NY
- 11:55 AM** **What's New from Industry?**
- 12:00 PM** **Adjourn**
DEC credits applied
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VINE CROPS

OTIS SUITE 10

Session organized by Charles Bornt, CCE

- 10:45 AM** **Announcements and DEC Credit Sign-up**
Charles Bornt, CCE
- 10:50 AM** **Fungus or Bacteria: Which is Which in My Vine Crops**
Christine Smart, Cornell
- 11:15 AM** **Tips for Handling and Storing Various Vine Crops**
Steve Reiners, Cornell
- 11:35 AM** **Managing Mildews with Resistant Varieties and Fungicides**
Margaret McGrath, Cornell
- 12:00 PM** **Adjourn**
DEC credits applied

THURSDAY, JANUARY 18

BEGINNING FARMER TRACK

TRADE SHOW FLOOR

Session organized by Anu Rangarajan, Cornell, and Kat McCarthy, Cornell Small Farm Program

- 10:45 AM** **Welcome**
Kat McCarthy, Cornell Small Farm Program
- 10:50 AM** **Buying and Scaling a Tractor and Appropriate Equipment Part B**
Shane LeBrake, Independent Consultant, Accokeek, MD
- 12:00 PM** **Adjourn**
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UNIQUE MARKETING OPPORTUNITIES

A296

Session organized by Megan Burley, CCE

- 10:45 AM** **Welcome**
Megan Burley, CCE
- 11:00 AM** **Utilizing Corporate Business as a Marketing Outlet**
Allison Dehonney, Urban Fruits and Vegetables, Buffalo, NY
- 11:30 AM** **The Good Food Farmers Network - CSA Model**
Hilary Corsun, Dog Wood Farm, Old Chatham, NY
- 12:00 PM** **Adjourn**

THURSDAY, JANUARY 18

HARD CIDER - SESSION 1

MP ROOM 9

Session organized by Craig Kahlke, CCE

- 2:00 PM** **Welcome**
Gregory Peck, Cornell
- 2:05 PM** **The New York State Cider Supply Chain**
Lindsey Pashow, CCE
- 2:20 PM** **Breeding Apples for the Cider Industry**
Susan Brown, Cornell
- 2:35 PM** **Panel Discussion: Reflecting on England's Cider Orchards and How We Grow Cider Apples in NY**
Gregory Peck, Cornell
- 3:15 PM** **Adjourn**
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HARD CIDER - INTERSESSION

MP ROOM 9

- 3:15 PM** **Hard Cider PWT Working Group Meeting**
- 3:45 PM** **Adjourn**
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HARD CIDER - SESSION 2 TASTING

MP ROOM 9

Session organized by Craig Kahlke, CCE, and Gregory Peck, Cornell

- 3:45 PM** **Welcome and Tasting**
Gregory Peck, Cornell
- 5:00 PM** **Adjourn**

THURSDAY, JANUARY 18

BEGINNING FARMER TRACK

A292

Session organized by Kat McCarthy, Cornell Small Farm Program, and Anu Rangarajan, Cornell

- 2:00 PM** **Welcome**
Kat McCarthy, Cornell Small Farm Program
- 2:05 PM** **What is My Job? Writing Effective Job Descriptions**
Elizabeth Higgins, CCE
Research supported by Risk Management Education and USDA Beginning Farmer and Rancher Development Program
- 2:45 PM** **Marketing Your Farm Through Your Employee Handbook**
Kat McCarthy, Cornell Small Farm Program
Research supported by Risk Management Education and USDA Beginning Farmer and Rancher Development Program
- 3:15 PM** **Establishing Effective Training Plans**
Elizabeth Higgins, CCE
Research supported by Risk Management Education and USDA Beginning Farmer and Rancher Development Program
- 4:00 PM** **Adjourn**
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POSTER SESSION

2ND FLOOR ABOVE TRADESHOW

Eastern Broccoli Project
Christy Hoepting,

New Soil Health Innovations and Initiatives
David Wolfe, Cornell

iPiPE – A New Source for Local and National Pest Information
David Ludwig, Intern CCE
Darcy Telenko, CCE