ALABAMA FRUIT & VEGETABLE GROWERS CONFERENCE & TRADESHOW

AUBURN UNIVERSITY • FEBRUARY 6 & 7, 2015

extension

ALABAMA A&M & AUBURN UNIVERSITIES
Welcome to the Alabama Fruit and Vegetable Growers Annual Conference & Tradeshow. We thank you for being a part of our event and hope that you gain a great source of contacts, friends, and most of all knowledge. We hope that you enjoy Auburn, Alabama and visit our downtown for great food and shopping. Auburn is home to more than 25,000 students and more than 1,200 faculty members. In Opelika, you will find a revitalized downtown full of colorful shops and dining as well. It is called the “City of Character” and you will soon see why.

AFVGA is a nonprofit grassroots producer organization with the purpose of serving the specialty crops industries in Alabama. The purpose of AFVGA is to promote, advance, and protect the growing, harvesting, and marketing of fruits and vegetables. We know that families across Alabama work hard to make a living through their farms, and we are here to connect these farmers with resources that will help them thrive.

Our annual conference and tradeshow will demonstrate our passion for wanting to improve this industry through our detailed agenda. Members of the Alabama Cooperative Extension System’s Commercial Horticulture Program Team and the AFVGA board have worked hard to develop this conference and manage the event logistics. We are offering the resources and contacts that will make a difference in any farm’s livelihood by bringing together producers, crop advisers, researchers, educators, local business entrepreneurs and industry representatives. As you look through the agenda, you will see that we are holding several detailed workshops, hands-on demonstrations, and also providing training on different topics from experts across the southern region. There will also be a time for producers to come together for commodity-based networking on Friday evening. Ten (10) pesticide points are available for participants.

Visit the exhibitors and take advantage of the products on sale. We are thankful to our generous sponsors and funding agencies, especially to the Alabama Department of Agriculture and Industries and USDA for providing grant funding to expand the conference to its current form. We hope you enjoy everything we have brought together.

Thank you for your support.

Jackie Cooper, AFVGA Executive Secretary
Jimmy Witt, AFVGA President
Ann Chambliss, Event Coordinator
Ayanava Majumdar, Alabama Extension Commercial Horticulture Team Leader
# 2015 Alabama Fruit and Vegetable Growers Conference

**www.afvga.aces.edu**

**Friday, February 6**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 a.m.</td>
<td>Registration at Marriott Hotel</td>
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<tr>
<td>8:00 a.m.-4:00 p.m.</td>
<td>Silent auction in Ballroom. Tradeshow open.</td>
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<tr>
<td>8:30-8:45 a.m.</td>
<td>General session in Ballroom. Welcome to participants.</td>
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<tr>
<td>8:45-9:00 a.m.</td>
<td>Keynote Speaker: John McMillan, Agriculture Commissioner</td>
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<td>9:00-9:15 a.m.</td>
<td>Keynote Speaker: Jimmy Parnell, President, Alabama Farmers Federation</td>
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<tr>
<td>9:15-9:45 a.m.</td>
<td>Keynote Speaker: Stewart McGill, Hospitality Specialist, Tate Farms</td>
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<td>10:00-11:30 a.m.</td>
<td><strong>Hands-on Workshops</strong>&lt;br&gt;1. Vegetable Grafting and Transplant Production (Meeting Room 1)&lt;br&gt;2. Fruit Tree Grafting and Propagation (Meeting Room 2)&lt;br&gt;3. Marketing Your Farm (Meeting Room 3)&lt;br&gt;4. Pollination and Honey Production (Lobby Lounge)&lt;br&gt;5. High Tunnel Crop Production (Amphitheater)</td>
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<tr>
<td>11:30 a.m.-12:00 p.m.</td>
<td>Break</td>
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<td>12:00-1:30 p.m.</td>
<td>Sponsored lunch (Alabama Farmers Cooperative)</td>
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<td>1:30-4:00 p.m.</td>
<td><strong>Concurrent educational sessions</strong> (Breaks at 2:30 and 4:00 p.m.)&lt;br&gt;1. Vegetable Production (Amphitheater)&lt;br&gt;2. Fruit Production (Meeting Room 1)&lt;br&gt;3. Cover Crops (Meeting Room 2)&lt;br&gt;4. Commercial Greenhouse Crops (Meeting Room 3)&lt;br&gt;5. Organic Farming 101 (Lobby Lounge)</td>
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<tr>
<td>4:30-5:00 p.m.</td>
<td>Equipment and supply swap in Meeting Room 1</td>
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<td>5:00-6:00 p.m.</td>
<td>Grower networking/commodity sessions&lt;br&gt;1. Tomato and Related Crops (Meeting Room 1)&lt;br&gt;2. Watermelon, Squash, and Other Curcurbit Crops (Meeting Room 2)&lt;br&gt;3. High Tunnel and Greenhouse Crops (Meeting Room 3)&lt;br&gt;4. Fruit Production Including Pecans, Peaches, Strawberries and Citrus (Lobby Lounge)</td>
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<tr>
<td>6:00 p.m.</td>
<td>Dinner on your own</td>
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**Saturday, February 7**

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<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00 a.m.</td>
<td>AFVGA board meeting (board members and advisers only)</td>
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<td>7:30 a.m.</td>
<td>Registration and silent auction open</td>
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<td>8:00 a.m.</td>
<td>Tradeshow open</td>
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<td>8:00-8:45 a.m.</td>
<td>General membership meeting in Ballroom</td>
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<td>9:00-11:00 a.m.</td>
<td><strong>Concurrent educational sessions</strong> (break at 9:30 a.m.)&lt;br&gt;1. Insect Pest Management in Specialty Crops (Meeting Room 1)&lt;br&gt;2. Weed Control 101 (Amphitheater)&lt;br&gt;3. Irrigation and Water Management (Meeting Room 2)&lt;br&gt;4. GAP/Food Safety (Meeting Room 3)&lt;br&gt;5. Specialty Minor Crops (Lobby Lounge)</td>
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<td>11:00-11:15 a.m.</td>
<td>Closing session. Silent auction results and door prizes.</td>
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<tr>
<td>11:15 a.m.-1:00 p.m.</td>
<td>Closing keynote speaker in Ballroom</td>
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<tr>
<td>11:30 a.m.-1:00 p.m.</td>
<td>Tradeshow take down</td>
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FRIDAY, FEBRUARY 6
AUBURN MARRIOTT OPELIKA HOTEL & CONFERENCE CENTER

MORNING
7:30 a.m. Registration begins (name tags mandatory for entering meeting rooms and exhibition area)
8:00 a.m. Silent auction open in the ballroom until 4 p.m.
8:00 a.m. Tradeshow opens
8:30-8:45 a.m. General Session (Grand National Ballroom)
Welcome to Participants
Jimmy Witt, AFVGA President
Program Overview and Changes
Ayanava Majumdar, Alabama Extension Commercial Horticulture Team Leader
8:45-9:00 a.m. Keynote Speaker
John McMillan, Commissioner, Alabama Agriculture and Industries
9:00-9:15 a.m. Keynote Speaker
Jimmy Parnell, President, Alabama Farmers Federation
9:15-9:45 a.m. Keynote Speaker, Agritourism for Your Farm
Stewart McGill, Hospitality Specialist, Tate Farms
10:00–11:30 a.m. CONFERENCE WORKSHOPS
BREAK AT 11:30-12 p.m.
Vegetable Grafting and Transplant Production
Organizers Chip East and Kassie Conner
Meeting Room 1
Trainer: Chip East, Alabama Extension
Some vegetable varieties may be hard to find or nurseries may not have the necessary quantities. Vegetable grafting is a way to manage soilborne diseases and aggressive root stock. Learn how to grow transplants from seeds and do your own vegetable grafting. Participants will receive grafting supplies and publications.

Fruit Tree Grafting and Propagation
Organizers: Lloyd Chapman and James Miles
Meeting Room 2
Trainer: Doug Chapman, Alabama Extension
Grafting fruit trees can be a rewarding and profitable skill for growers. Topics will include grafting and budding fruits and pecans. Learn the whip-graft method for apples. Participants will receive a training DVD and publications.

Marketing Your Farm
Organizers: Taylor Hatchett and Bobby Boozer
Meeting Room 3
Trainer: Stewart McGill, Tate Farms
A key component to a successful farming operation is a strong marketing strategy. Learn tips and ideas for marketing farm products and tools for gaining and retaining customers.

Pollination and Honey Production
Organizers: Gary Gray and Sallie Lee
Lobby Lounge
Trainer: Phillip Carter, Alabama Extension
Gain a better understanding of the benefits of and opportunities for pollination services for fruit and vegetable growers as well as production of honey, pollen, beeswax, and other products. Best management practices for hive health will be demonstrated.

AFTERNOON
12:00-1:30 p.m. AFC Sponsored Lunch in the Ballroom
• Recognize sponsors
Jimmy Witt, AFVGA President
• Introductory words
Jim Allen, Alabama Farmers Cooperative
• Welcome
William Batchelor and Dave Williams, Auburn University, and Alabama Extension Administration
• NRCS updates about the Farm Bill
Steve Musser, NRCS
• Exhibitor/vendor presentations
Nei Kelly, Coordinator
1:30–4:00 p.m. CONCURRENT EDUCATIONAL SESSIONS
BREAK AT 2:30 and 4:00 p.m. for tradeshow
Educational Session 1 Vegetable Production (Amphitheater)
Joe Kemble and James Miles
• 1:30-2:30 p.m. Top 10 Tomato Diseases in the Southeast, Ed Sikora, Alabama Extension
• 3:00-4:00 p.m. Top 10 Musts for Successful Tomato Production, Joe Kemble, Alabama Extension
Educational Session 2 Fruit Production (Meeting Room 1)
Elina Coreva and Doug Chapman
• 1:30-2:30 p.m. Fundamentals of Orchard Management, Dave Lockwood, UT Extension
• 3:00-4:00 p.m. New Tools and Directions in Peach Breeding, Ksenija Gasic, Clemson University
Educational Session 3 Cover Crops (Meeting Room 2)
Neil Kelly and John Aplin
• 1:30-2:30 p.m. Utilization of Cover Crops in Vegetable Production, Jeremy Calvert, Producer
• 3:00-4:00 p.m. Maximizing the Use of Cover Crops on Your Farm, Arnold Cayton, Auburn University
Educational Session 4 Commercial Greenhouse Crops (Meeting Room 3)
Jeremy Pickens and Gary Gray
• 1:30-2:30 p.m. Economic Considerations of Greenhouse Vegetable Production, Jeremy Pickens, Alabama Extension
• 3:00-4:00 p.m. Experiences and Challenges of Greenhouse Vegetable Production: A Grower’s Perspective, Will Mastin, Producer
Educational Session 5 Organic Farming (Lobby Lounge)
Chip East and Chris Becker
• 1:30-2:30 p.m. How to Do Site Selection and Choice of Crops, Chip East, Alabama Extension
• 3:00-4:00 p.m. How to Manage Mulching and Irrigation on Small Farms, Chris Becker, Alabama Extension

High Tunnel Crop Production
Organizers: Mike Reeves and Joe Kemble
Amphitheater
Trainer: Tim Coolong, University of Georgia—Tifton
High tunnel crop production methods will be introduced for beginning and advanced level producers. Participants will receive a handbook and publications.
4:30–5:00 p.m.  Equipment and supply swap for growers in Meeting Room 1 (Organizers: Jimmy Witt and John Penney)

5:00–6:00 p.m.  GROWER NETWORKING/COMMODITY SESSIONS

• Tomatoes and Related Crops (Meeting Room 1)
  Session leader: Jeremy Sessions
• Watermelons, Squash, and Other Cucurbit Crops (Meeting Room 2)
  Session leader: Scott Penton
• High Tunnel and Greenhouse Crops (Meeting Room 3)
  Session leader: Joe Lambrecht
• Fruit Production, Including Pecans, Peaches, Strawberries, and Citrus (Lobby Lounge)
  Session leader: Bobby Boozer

6:00 p.m.  Dinner on your own

Remember to thank our sponsors and exhibitors during the breaks.

SATURDAY, FEBRUARY 7
MARRIOTT HOTEL & CONFERENCE CENTER

7:00 a.m.  AFVGA Board Meeting (board members and advisers only) Meeting Room 1

7:30 a.m.  Registration and silent auction open (name tags mandatory)

8:00 a.m.  Tradeshow open

8:00–8:45 a.m.  General Membership Meeting in the Ballroom
  Jimmy Witt, AFVGA President
  • Program Overview & Changes (Ayanava Majumdar)
  • Commodity Networking Session Reports

9:00–11:00 a.m.  CONCURRENT EDUCATIONAL SESSIONS

BREAK AT 9:30 a.m.

Educational Session 1 Insect Pest Management in Specialty Crops (Meeting Room 1)
  Rammohan Balusu, Bobby Boozer, and Ayanava Majumdar
  • 9:00–9:30 a.m. Cowpea Curculio Biology and Management, David Riley, University of Georgia
  • 10:00–10:30 a.m. Spotted Wing Drosophila Management in Berry Crops, Hannah Burrack, North Carolina State
  • 10:30–11:00 a.m. Management of Key Strawberry Insect Pests, Hannah Burrack, North Carolina State

Educational Session 2 Weed Control 101 (Amphitheater) Ayanava Majumdar and Chip East
  • 9:00–9:30 a.m. Weed Identification Workshop, Andrew Price and Allen Straw
  • 10:00–10:30 a.m. Weed Control in Conventional Systems, Allen Straw, Virginia Tech
  • 10:30–11:00 a.m. Weed Control in Conservation Systems, Andrew Price, USDA—ARS

Educational Session 3 Irrigation and Water Management (Meeting Room 2)
  Wes Porter and James Miles
  • 9:00–10:30 a.m. Hidden Half of the Plant and Drip Irrigation Management, Gilbert Miller, Clemson University
  • 10:30–11:00 a.m. Irrigation Overview for Alabama, Wesley Porter, University of Georgia

Educational Session 4 GAP/Food Safety (Meeting Room 3) Neil Kelly and John Aplin
  • 9:00–9:30 a.m. Food Safety from a Grower’s Perspective, Clark Haynes, Producer
  • 10:00–11:00 a.m. Overview of Food Safety, Erin Holliman, CVFGA

Educational Session 5 Specialty Minor Crops (Lobby Lounge)
  Mike Reeves and Taylor Hatchett
  • 9:00–9:30 a.m. Oriental Persimmon Production, Gary Gray, Alabama Extension
  • 10:00–11:00 a.m. Potential Ethnic Vegetables for Organic Production, S. Rao Mentreddy, Alabama A&M

11:00–11:15 a.m.
  Closing session in the Ballroom
  • Silent auction results
  • Evaluation and door prizes

11:15 a.m.–1:00 p.m. Closing keynote in the Ballroom: Strawberry and Pumpkin Production Updates, Allen Straw, Virginia Tech

1:00 p.m.
  Tradeshow takedown

Please return your evaluation forms to the boxes in the lobby and Ballroom. Evaluation forms will be used for drawing door prizes and free registration for the 2015 Fall Conference.

Volunteers (in orange vests) are available to guide you on Friday and Saturday. Please ask them for help any time.
CONFERENCE LOCATION

Auburn Marriott Opelika Hotel and Conference Center at Grand National
3700 Robert Trent Jones Golf Trail
Opelika, AL 36801

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## 2015 EXHIBITORS

<table>
<thead>
<tr>
<th>Category</th>
<th>Contact Information</th>
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<tbody>
<tr>
<td><strong>2015 AFVGA OFFICERS &amp; ADVISERS (CONTINUED)</strong></td>
<td></td>
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<tr>
<td>NW REA ADVISER</td>
<td>Doug Chapman&lt;br&gt;PO Box 159, Belle Mina, AL 36115&lt;br&gt;256-353-8702 (office)/256-262-2703 (cell) <a href="mailto:chapmld@auburn.edu">chapmld@auburn.edu</a></td>
</tr>
<tr>
<td>NE REA ADVISER</td>
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</tr>
<tr>
<td>EC REA ADVISER</td>
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<tr>
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<tr>
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2015 SPONSORS

PLATINUM LEVEL
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Alabama Department of Agriculture and Industries
First South Farm Credit
Jefferson County Truck Growers Association
Triple J Strawberry Nursery

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Alabama Farmers Federation
Blount County Farmers Federation
Cullman County Farmers Federation
Geneva County Farmers Federation
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BRONZE LEVEL
Elmore County Farmers Federation
Etowah County Farmers Federation
Houston County Farmers Federation
Lee County Farmers Federation
Montgomery County Farmers Federation

LUNCH SPONSOR
Alabama Farmers Cooperative

SPECIAL GUESTS

Jim Allen, Alabama Farmers Cooperative
William Batchelor, Dean, College of Agriculture, Auburn University
Stewart McGill, Hospitality Specialist, Tate Farms
John McMillan, Alabama Agriculture Commissioner
Steve Musser, NRCS
Jimmy Parnell, President, Alabama Farmers Federation
Dave Williams, Chair, Department of Horticulture, Auburn University

PROGRAM SPEAKERS

Doug Chapman, Regional Extension Agent, Commercial Horticulture Extension Team, Athens, AL (chapmld@auburn.edu)
Mike Reeves, Regional Extension Agent, Commercial Horticulture Extension Team, Hartselle, AL (reeveml@auburn.edu)
Joe Kemble, Professor & Extension Specialist, Alabama Extension, Auburn, AL (kembljm@auburn.edu)
Edward Sikora, Professor & Extension Specialist, Alabama Extension, Auburn, AL (sikorej@auburn.edu)
Elina Coneva, Associate Professor & Extension Specialist, Alabama Extension, Auburn, AL (edc0001@auburn.edu)
Jeremy Calvert, J Calvert Farms & AFVGA Board Member (calvertjulie@att.net)
Allen Straw, Horticultrist, SW Virginia Research and Extension Center (astraw@vt.edu)
Chip East, Regional Extension Agent, Commercial Horticulture Extension Team, Ashland, AL (eastwil@aces.edu)
Jimmy Witt, AFVGA President, Triple J Nursery (jwitttriplej@yahoo.com)
Taylor Hatchet, Boozer Farms, Chilton County (boozerfarms@gmail.com)
Hannah Burrack, Extension Specialist, NCSU (Hannah_Burrack@ncsu.edu)
PROGRAM SPEAKERS (CONT.)

Gary Gray, Regional Extension Agent, Commercial Horticulture Extension Team, Birmingham (graygar@aces.edu)
Jeremy Pickens, Commercial Greenhouse Extension Specialist (pickejm@aces.edu)
Will Mastin, producer (localappetitegrowers@gmail.com)
Dave Lockwood, UT Extension (lockwood@utk.edu)
Tim Coolong, Associate Professor, University of Georgia—Tifton (tcoolong@uga.edu)
Phillip Carter, Urban Regional Extension Agent, Houston County (phillic2@aces.edu)
Stewart McGill, Tate Farms (info@tatemaxpestpumpkins.com)
David Riley, Entomologist & Professor, University of Georgia—Tifton (dgr@uga.edu)
Andrew Price, USDA-ARS (andrew.price@ars.usda.gov)
Gilbert Miller, Clemson University (gmiller@clemson.edu)
Wesley Porter, Alabama Extension/University of Georgia (wmp0008@aces.edu)
Clark Haynes, producer
Erin Holliman, Food Safety Specialist, Georgia Fruit and Vegetable Growers Association (cholliman@asginfo.net)
S. Rao Mentreddy, Alabama A&M University (mentreddy9@cs.com)
Steve Musser, NRCS (steve.musser@al.usda.gov)

FALL CONFERENCE ANNOUNCEMENT

Mark your calendars for the next Alabama Fruit & Vegetable Growers Conference & Tradeshow.

November 19-21, 2015
Clanton Conference and Performing Arts Center
1850 Lay Dam Road/PO Box 1877
Clanton, AL 35045

Miss a session? Don't worry. Educational sessions will be recorded and made available on flash drives for $20. PowerPoint presentations will be included if a recording is not available. Visit the registration booth to fill out the form to have the recording mailed.
If you wish to be on the AFVGA Grower Locator, then please complete the following and return to the registration table:

Type of operation (Example: Retail/U-pick) ___________________________________________

Crops offered: ____________________________________________________________________

Website: ________________________________________________________________________

Directions to your farm: ____________________________________________________________________

Hours of operation: __________ Months of operation: __________

Additional information: ____________________________________________________________________
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