

EXPO 2009

24th Annual Southeast Vegetable & Fruit Expo



“GROWING FOR THE FUTURE”



December 1-2, 2009

Embassy Suites, Kingston Plantation Resort
Myrtle Beach, South Carolina

Expanded Regional Trade, Show In-depth Educational Sessions

SPONSORED BY:



N.C. Vegetable Growers Association



*S.C. Fruit, Vegetable & Specialty Crop
Association*

Need Further Information, Contact:

Cathy Price, NCVGA, Convention & Event Coordinator
P.O. Box 58220, Raleigh, NC 27658
Ph: 919-334-0099 Fax: 919-877-0940
Mobile: 919-413-9544 Email: cathyprice09@yahoo.com

Expo Events

MONDAY, NOVEMBER 30, 2009

Golf Tournament

Wizard Golf Course
Tee off - 8:44 a.m.

Exhibitors Reception

Exhibitor Ballroom
7:00 p.m. – 11:00 p.m.

TUESDAY, DECEMBER 1, 2009

7:30 a.m.

Registration - Hotel Foyer

7:30 a.m. to 8:30 a.m.

Join our Exhibitors for coffee - Exhibitor Ballroom

8:30 a.m. to 9:00 a.m.

Welcome to the Expo - Exhibitor Ballroom

Master of Ceremonies

Dick Tunnell, Tunnell Farms, Swan Quarter, NC

NC Vegetable Growers Association, President

Kendall Hill, Tull Hill Farms, Kinston, NC

SC Vegetable Growers Association, President

Steven Still, Goat Hill, Oral, SC

North Carolina State University Representative

Dr. Johnny Wynne, Dean, College of Agriculture & Life Sciences

Clemson University Representative

Dr. Steve Meadows, Interim Chief Operating Officer for Clemson Cooperative Extension Service

9:00 a.m.

NCVGA Business Meeting - Exhibitor Ballroom

Keynote Speakers

Dr. Jim Rushing, Professor Emeritus Clemson University
"The Importance of Post Harvest Handling in the Competitive Market of Produce Sales Today"

10:30 a.m - 12:30 p.m.

Concurrent Sessions

Noon - 2:00 p.m.

Lunch - Visit with Exhibitors

S.C. Vegetable Growers Association Annual Meeting & Lunch

2:00 p.m. - 4:00 p.m.

Concurrent Sessions

5:30 p.m.

Live Auction & Reception (*Silent Auction items will be on display all day*)

WEDNESDAY, DECEMBER 2, 2009

10:00 a.m - 12:00 p.m.

Concurrent Sessions

Please visit our Trade Show, which will be open continuously throughout the EXPO. Courses are approved for continuing pesticide recertification credits and continuing education credits (CCA) in certain sessions.

TUESDAY, DECEMBER 1, 2009

TUESDAY MORNING CONCURRENT SESSIONS - 10:30A.M. TO 12:30 P.M.

LUNCH—12:30 P.M. TO 2:00 P.M.— EXHIBITOR BALLROOM

- Session 1** **Pickling Cucumbers and Other Processing Crops - J.W. Jackson, Clinton Truck, & Billy Little, NCSU**
10:30 am * Labor Issues: *Scott Gear, US Dept of Labor*
10:50 am* Peppers Processing Opportunities: *Terry Meredith, Bay Valley Foods*
11:10 am* What's The Latest in Cucumber Breeding: *Todd Wehner, NCSU*
11:30 am* Machine Harvest Cultivars: *Allan Thornton, Extension Associate, NCSU*
11:50 am*, ** Pickling Cucumber Disease Management Review in 2009 and Control Strategies for 2010:
Tony Keinath, Clemson University
- Session 2** **Watermelon and Vine Crops - Allan Thornton, NCSU & Richard Hassell, Clemson University**
10:30 am*, ** Updated Recommendations to Manage Gummy Stem Blight on Watermelon and Other Cucurbits: *Tony Keinath, Clemson University*
11:00 am*, ** Steps Toward Integrated Control of Fusarium Wilt of Seedless Watermelon: *Tony Keinath, Clemson University*
11:30 am* Watermelon Varieties: Mini and Seedless Watermelon: *Gilbert Miller, Clemson University*
12:00 Noon* Grafting Update 2009: *Richard Hassell, Clemson University*
- Session 3** **Transitioning to Organic Agriculture: What You Need to Know - Jeanine Davis, NCSU**
10:30 am Is This The Time To Consider Growing Organic Vegetables? *Jeanine Davis, NCSU*
11:00 am* What's Involved in Becoming a Certified Organic Producer: *Tony Kleese; Eastern Organics,*
11:30 am* Overview of Organic Vegetable Farming Practices: *Jeanine Davis, NCSU & Tony Kleese, Eastern Organics*
12:00 Noon Organic Markets and Resources You Need to Know About: *Tony Kleese; Eastern Organics, & Jeanine Davis, NCSU*
- Session 4** **Fresh Produce Safety - Diane Ducharme, NCSU**
10:30 am* NC Fresh Produce Safety Initiative: *Diane Ducharme, NCSU*
11:00 am* Global Food Safety Initiative (GFSI): *Jim Rushing, Clemson University*
11:30 am* Microbial Sampling and Outbreak Investigation: *Trevor Phister, NCSU*

TUESDAY AFTERNOON CONCURRENT SESSIONS - 2:00P.M. TO 4:00P.M.

- Session 1** **Tomatoes and Peppers - Kelly Ivors & Sue Colucci, NCSU**
2:00 pm*, ** Latest Developments and Future Outlook for Soil Fumigation: *Rob Welker & Frank Louws, NCSU*
2:30 pm * Tomato Varietal Performance in Replicated Trials: *Dilip Panthee, NCSU*
3:00 pm*, ** Thrips Management in Fruiting Vegetables: *Jim Walgenbach, NCSU*
3:30 pm* Fresh Market Tomatoes-Fresh Produce Safety From Field to Market: *Chris Gunter & Trevor Phister, NCSU*
- Session 2** **Potatoes and Crucifers - Mark Clough & Mark Abney, NCSU**
2:00 pm*, ** Disease Controls in Crucifers: *J. Powell Smith, Clemson University*
2:30 pm*, ** Insect Management in Crucifer and Potato: *Mark Abney, NCSU*
3:00 pm * Specialty and Niche Market Potatoes: *Richard Hassel, Clemson University*
3:30 pm* Potato Variety Development in The Eastern United States: *Kathy Haynes, USDA-ARA*
- Session 3** **Water Quality and Traceability Systems - Diane Ducharme, NCSU**
2:00 pm* Fresh Produce Safety In The Field: The Design and Construction of An Improved Portable Hand Washing Facility: *Gary Roberson & Rod Gurganus, NCSU*
2:30 pm* Current Food Safety Traceability Systems Used by the North Carolina Produce Industry: *Ben Chapman, NCSU*
3:00 pm* Produce Traceability - Approaches For Cost Effective Implementation: - *Andy Kennedy, President of FoodLogiQ.com*

WEDNESDAY, DECEMBER 2, 2009

WEDNESDAY MORNING CONCURRENT SESSIONS - 10:00A.M. TO NOON

- Session 1** **Local Food Production and Marketing Opportunities** - *Ed Estes & Nancy Creamer, NCSU*
10:00 am* Moving Beyond the Farmers Market: *Christy Shi, Know Your Farms*
10:30 am* Creating Rural Economic Development Opportunities Through Sustainable Agriculture:
Tim Will, Executive Director, Foothills Direct Business and Technology Center
11:00 am* Lessons Learned From Starting an Internet Store: *Ed Gaines, Carolina Flavors Online and Debbie Hamrick, NC Farm Bureau*
- Session 2** **Small Fruits** - *Gina Fernandez & Jim Ballington, NCSU*
10:00 am* Rabbit Eye Blueberries for Direct Marketing and PYO: *William O. Cline, NCSU*
10:30 am Update on Research and Grower Experiences with Off-Season and High Tunnel Strawberry Production:
Powell Smith, Clemson University
11:00 am* The Incredible, Edible Muscadine: What You Should Know About Producing Muscadines For Eating
Fresh: *Connie Fish, NCSU*
- Session 3** **Nutrient Management**- *Ron Gehl & Greg Hoyt, NCSU*
10:00 am* Organic Fertilizer Options, *Jeremy DeLisle, NCSU*
10:30 am* Tomato Fertility Management, *Bill Yarborough, NCDA&CS*
11:00 am* Fertilizer BMP's for Vegetable Production: *Steve Phillips, International Plant Nutrition Institute*
11:30 am* Factors Effecting Fertilizer Prices: *Ron Gehl, NCSU*
- Session 4** **Hot Topics** - *Chris Gunter, NCSU & Powell Smith, Clemson University*
10:00 am* Update on Federal Food Safety Legislation and Issues: *Debbie Hamrick, NC Farm Bureau*
10:30 am * Labor Issues: *Scott Gear, US Dept of Labor*
11:00 am* New Disaster Assistance Programs: *Scott Marlow, Rural Advancement Foundation International*
11:30 am*, ** Regulations Concerning the Setbacks, Safety Issues, and the "Dreaded" FMP's (Fumigant Management
Plans): *Joe Noling, Prof. Nematology, UFI*

***Please Visit Our Trade Show
Open Continuously Throughout the EXPO.***

Courses Are Approved For:

** Credits and Continuing Education Credits (CCA)*

*** Continuing Pesticide Certification in Certain Sessions*

2009 Expo Registration Form

Everyone attending the Expo must be registered. Entrance to the Trade Show will be by official Expo name badge. Hotel reservations should be made directly with the Embassy Suites Resort, Kingston Plantation, Myrtle Beach, SC. Call 843-449-0006 before November 2, 2009 to ensure reduced room rates and availability. Rates are \$79.00

Participant Name: _____

Spouse/Additional Participants (Please list names of additional persons for name badges below.)

Company/Farm: _____

Address: _____

City: _____ State: _____ Zip: _____ County: _____

Phone: _____ Fax: _____

Email: _____

Please √ the following: ___ Grower ___ Supplier ___ Produce Buyer ___ Gov't/Education ___ Other

DESCRIPTION	<i>Registration</i>	<i>Registration</i>	Total
	Prior to Nov 1 st	After Nov 1 st	\$ _____
Tues. Dec 1st thru Weds. Dec. 2nd Expo-First Participant Includes: NCVGA Membership, Yearbook, Lunch & Banquet	\$60.00	\$70.00	\$ _____

Tues. Dec 1st thru Weds. Dec. 2nd Expo-Additional Participant From same Farm/Company Includes: Lunch (DOES NOT include NCVGA Membership & Yearbook)	\$30.00 each additional person	\$40.00 each additional person	\$ _____
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Tues. Dec 1st thru Weds. Dec. 2nd Expo-University Educators, County Agents and State & Federal Dept. of Agricultural Personnel Includes: Lunch & Banquet (DOES NOT include NCVGA Membership & Yearbook)	\$40.00	\$50.00	\$ _____
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SINGLE DAY ADMISSIONS			
Yearbook or membership not included in single day	Tuesday	\$40.00	\$ _____
	Wednesday	\$30.00	\$ _____

TRADE SHOW ONLY		\$15.00	\$ _____
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Method of Payment:

Card Type:

MASTERCARD **VISA** **DISCOVER**

Card# _____

3 digit code on back of card _____ **Exp. Date** _____

Name on Card _____ **Signature** _____

Make Checks payable to NCVGA and mail with form to : NCVGA - P.O. Box 58220 – Raleigh, NC 27658