

## **2018 Northwest Michigan Orchard and Vineyard Show**

**Date: January 16 – January 17, 2018**

**Time: 8:00 a.m. - 5 p.m.**

**Location: Grand Traverse Resort, 100 Grand Traverse Resort Village Boulevard, Williamsburg, MI 49690**

**Contact: Jenn Zelinski, 231-946-1510, [goodr100@msu.edu](mailto:goodr100@msu.edu)**

The 2018 Northwest Orchard and Vineyard Show is scheduled for January 16-17 and will be held at the Grand Traverse Resort in Acme, Michigan. Registration opens at 8:00 a.m. on January 16<sup>th</sup>, and the cost for both days is \$35, which is payable at the door. The line is often long at the registration desk, so meeting attendees are encouraged to arrive *well before* the 9:00 start time. Both days will feature educational programs and vendor exhibits.

The Fruit Industry Luncheon will be held on Tuesday, January 16<sup>th</sup>, and will be sponsored by GreenStone and Wilbur Ellis. The Cherry Marketing Institute annual meeting and luncheon will be on Wednesday, January 17<sup>th</sup>. Wednesday's luncheon is free to cherry growers if they pre-register with Cherry Marketing Institute (more information below about registering).

The exhibit hall will be open during the show to feature vendors of orchard and vineyard equipment and supplies, commodity organizations, and other exhibitors.

Both Tuesday and Wednesday will offer a variety of topics relating to research and information on tart cherries, sweet cherries, apples, wine grapes, berry crops, and saskatoons, addressing both production and marketing. Tuesday's sessions will conclude with a social hour sponsored by Herman's Mobile Service and Louis Gelder and Sons.

Wednesday's general sessions will open with the annual meeting of the Cherry Marketing Institute, followed by their luncheon, which is free to cherry growers if they pre-register with Cherry Marketing Institute by phone 517-669-4264 or by email at [jgordon@usacherries.com](mailto:jgordon@usacherries.com).

The program is co-sponsored by the Grand Traverse Fruit Growers' Council, Michigan State University Extension and AgBioResearch, Cherry Marketing Institute, Parallel 45, and the MSU Northwest Michigan Horticultural Research Center.

For more information on the Northwest Michigan Orchard and Vineyard Show, please call Jenn Zelinski at 231-946-1510 or email [goodr100@msu.edu](mailto:goodr100@msu.edu).

## TENTATIVE AGENDA

### Tuesday, January 16, 2018 – Concurrent Grape and Wine Session

<b>Room:</b>	<b>Peninsula Room</b>
8:00	<b>Registration Desk Opens</b>
8:00 - 10:30	<b>Coffee and Rolls</b>
<b>Moderator:</b>	<b>Thomas Todaro, MSU Extension</b>
9:00 - 9:10	<b>Welcome and Overview</b> <i>Tom Petzold, Member, Parallel 45 Vines and Wines, Inc.</i>
9:10 - 10:00	<b>Red Wine Stability</b> <i>Dr. Stephan Sommer, Fermentation Sciences, Appalachian State University</i>
10:00 - 10:45	<b>Novel Variety Performance in the Vineyard and Cellar</b> <i>Dr. Joe Fiola, Viticulture &amp; Small Fruit &amp; Unit Coordinator Western Maryland, University of Maryland</i>
10:45 - 11:10	<b>Vendor Break</b>
11:15 - 12:00	<b>Exploring Opportunities and Challenges for Agricultural Labor in NW Michigan: Views from Growers and Contractors</b> <i>Speakers TBD</i> <b>Winegrape industry members are invited to the Tree Fruit Session room for a discussion on labor</b>
12:10 - 1:30	<b>Fruit Industry Luncheon</b>
1:30 - 2:00	<b>Vendor Break</b>
2:00 - 2:30	<b>P45 Business Meeting</b> <i>Brian Hosmer, P45 president</i>
2:35 - 3:00	<b>MAEAP Verifications for Vineyards</b> <i>Chris Anderson, Michigan Agriculture Environmental Assurance Program</i>
3:00 - 3:25	<b>A Year in Reflection: 2017 Growing Season (Panel discussion)</b> <i>Lee Iutes, Craig Cunningham, Robin Osborne, Michael Call, Charles Edson</i>
3:25 - 3:50	<b>Cultural practices to improve fruit quality in Michigan</b> <i>Dr. Paolo Sabbatini, Dept. Of Hort., Michigan State University</i>
3:50 - 4:15	<b>Applied disease management considerations for cold climate wine grape varieties</b> <i>David Jones, MS., West Central Michigan Tree Fruit Educator, MSUE</i>

- 4:15 - 4:45            **Preventing late-season insect surprises**  
*Dr. Rufus Isaacs, Dept. of Entomology, Michigan State University*
- 4:45 - 5:00            **Fill Out Pesticide Recertification Forms (2 credits requested)**  
5:00                    **Local beverage tasting and hors d'oeuvre social hour**

**Tuesday, January 16 – Concurrent Tree Fruit Session**

- 8:00                    **Registration Desk Opens**
- 8:00 - 10:30           *Coffee and Rolls*
- Moderator:**           **Nikki Rothwell**
- 8:30 – 9:00            **Northwest Michigan Horticultural Research Foundation Annual Board Meeting**  
*This meeting is open to all growers.*
- 9:00 – 9:10            **Welcome and Overview**  
*Paul Hubbell, President, Grand Traverse Fruit Growers' Council*
- 9:10 – 9:25            **Introducing Farmer-2-Farmer, A New Web-based Platform for Agricultural Land and Employment**  
*Laura Rigan, Grand Traverse Regional Land Conservancy*
- 9:25 – 9:55            **What You Need to Know About Central Information Areas and Decontamination Stations for Worker Protection Standards (WPS)**  
*Eric McCumber, Pesticide Lead Inspector, MDARD*
- 9:55 – 10:20           **How Fruit Growers Can Tap into Michigan Agriculture Environmental Assurance Program (MAEAP) and Natural Resource Conservation Service Programs (NRCS)**  
*Lizzy Freed and Lauren Silver, MAEAP Technicians*  
*Jim Kimbrough, NRCS*
- 10:20 – 11:00           **Vendor Break**
- 11:00 – 11:15           **Brown Marmorated Stink Bug: Experiences from the Ridge**  
*Amy Irish-Brown, MSU Extension*
- 11:15 – 12:00           **Exploring Opportunities and Challenges for Agricultural Labor in NW Michigan: Views from Growers and Contractors**  
*Speakers TBD*
- 12:00 – 1:30           **Fruit Industry Luncheon**  
*Keynote Speaker: Dr. Jeff Dwyer, Director, MSU Extension*
- 1:30 – 2:00            **Vendor Break**

- Moderator:** **Emily Pochubay**
- 2:00 – 2:20 **An Update on Black Stem Borer in Young Orchards**  
*Dr. Julianna Wilson, Dept. of Entomology, MSU*
- 2:20 – 2:35 **Balancing Orchard Disease Management with Pollinator Health**  
*Dr. Julianna Wilson, Dept. of Entomology, MSU*
- 2:35 – 2:55 **Irrigating and Fertigating High Density Honeycrisp in NW Michigan**  
*Dr. Nikki Rothwell, MSU Extension and AgBioResearch*
- 2:55 – 3:25 **Vendor Break**
- 3:25 – 3:50 **Research Update on Tart Cherry Horticulture: Over-the-Row, PGRs, and Cold Hardiness**  
*Dr. Todd Einhorn, Dept. of Horticulture, MSU*
- 3:50 – 4:15 **Potential Post Harvest Apple Concerns Following the 2017 Season**  
*Dr. Randy Beaudry, Dept. of Horticulture, MSU*
- 4:15 – 4:40 **Advances in Fresh Market Cherry Production Techniques for Michigan**  
*Dr. Greg Lang, Dept. of Horticulture, MSU*
- 4:40 – 5:10 **Outlook and Opportunities for Growing Fresh Sweet Cherries in Michigan**  
*Isaiah Wunsch, Wunsch Farms*  
*Justin Finkler, Riveridge Produce Marketing*
- Fill Out Pesticide Recertification Credits (3.5 credits requested)**  
**Certified Crop Advisor Credits**
- 5:10 **LOCAL BEVERAGE TASTING AND HORS D'OUERVE SOCIAL HOUR**  
*Sponsored by Herman's Mobile Service, Louis Gelder and Sons and local wineries, breweries, and cideries.*

**Wednesday, January 17 – Concurrent Tree Fruit Session**

- 8:00 **Coffee and Rolls**
- Moderator:** **Phil Korson**
- 9:00 – 9:20 **National Cherry Festival Report to the Industry**  
*Susan Wilcox-Olsen, National Cherry Festival*
- 9:20 – 9:50 **2017 Marketing Program and Results**  
*Carolyn Westcomb, Team Leader at Weber Shandwick*
- 9:50 – 10:05 **Vendor Break**

- 10:05 – 10:35      **2018 Marketing Program and Plans**  
*Carolyn Westcomb, Team Leader at Weber Shandwick*
- 10:35 – 11:05      **Export Programs and Opportunities**  
*Julie Gordon, Cherry Marketing Institute*
- 11:05 – 11:35      **Year End Report and Trade Update**  
*Phil Korson, Cherry Marketing Institute*
- 12:00 – 1:30        **Cherry Marketing Institute Luncheon**  
*Luncheon Speaker: Dr. Chris Peterson, Dept. of Agriculture, Food, and Resource Economics, MSU*
- Moderator:**        **Nikki Rothwell**
- 2:00 – 2:15        **Analyzing How Farmer's Make Pest Management Decisions**  
*Chris Bardenhagen, Dept. of Community Sustainability, MSU*
- 2:15 – 2:45        **What Can the Tart Cherry Industry Do About the Trade Issue?**  
*Mollie Woods, Cherry Industry Administrative Board*
- 2:45 – 3:15        **Current Status of SDHI Fungicides for Management of Cherry Leaf Spot: Isolate Sensitivity and Potential Effects on Disease Control**  
*Dr. George Sundin, Dept. of Plant, Soil, and Microbial Sciences, MSU*
- 3:15 – 3:30        **Fire Blight and Apple Scab Sensitivity of 28 Hard Cider Apple Varieties: First Year Report**  
*Dr. George Sundin, Dept. of Plant, Soil, and Microbial Sciences, MSU*
- 3:30 – 3:55        **Understanding SWD Movement and Optimizing Traps for Monitoring**  
*Danielle Kirkpatrick, Dept. of Entomology, MSU*
- 3:55 – 4:20        **Spray Programs and Economic Impacts of On-Farm Spotted Wing Drosophila Management**  
*Emily Pochubay, MSU Extension*
- 4:20 – 5:00        **SWD Research Update: What We have Learned so Far and Implications on Strategies for 2018**  
*Dr. Nikki Rothwell, MSU Extension and AgBioResearch*
- Fill Out Pesticide Recertification Credits (2.5 credits requested)**  
**Certified Crop Advisor Credits**

**Continued...**

**Wednesday, January 17 - Concurrent Saskatoon Session**

**Moderator: TBD**

9:00 – 9:20

**Another Year at the Pruning Demonstration Plot**  
*Duke Elsner, MSU Extension*

9:20 -- 10:00

**Progress at the Novel Berry Demonstration Plantings**  
*Duke Elsner, MSU Extension*

10:00 – 10:30

**Saskatoon Berry Institute of North America report and discussion**  
*SBIONA Board Members and Staff*

10:30 – 11:00

***Vendor Break***

11:00 – 11:20

**Update on Saskatoon Insect Pests**  
*Duke Elsner, MSU Extension*

11:20 – 11:45

**Pesticide Choices for the Saskatoon Grower**  
*Duke Elsner, MSU Extension*

**Fill out pesticide recertification credit forms (2 credits requested)**