



Illinois Specialty Crop and Agritourism

Conference and Trade Show

January 11-13, 2007

Crowne Plaza, Springfield, IL

How much information, 'big picture' thinking, and camaraderie can be fit into two days? A lot! Looking for more? There are also two pre-conference workshops on pumpkin production and on re-certification of food service operations.

Communication Is Key In The Ag Industry



Max Armstrong

Max Armstrong is one of the most highly regarded agriculture journalists in America. His agriculture and business broadcasts are heard daily on Chicago's *WGN Radio*. His *Farming America* syndicated radio reports are carried each day in every region of the country. He is also the co-host and co-founder of the national farm television show, *This Week In AgriBusiness*. Some of his broadcasts are carried on the *RFD-TV* satellite channel. A graduate of Purdue, Max grew up on a farm in Southern Indiana.

Duane Noland

Duane Noland is President and Chief Executive Officer for the Association of Illinois Electric Cooperatives based in Springfield. The Association provides legal, engineering, communication, safety training and legislative representation for 24 electric cooperatives, two generation and transmission cooperatives and six telephone cooperatives. He has served in the Illinois House of Representatives and Senate, retiring as Assistant Majority Leader. Duane and his family are the seventh generation to reside on the centennial family farm in Macon and Christian counties.



Workshops

Thursday, January 11:

Lunch will be provided for both workshops. Trade Show open 4:00 - 6:00 pm for workshop attendees.

Workshop #1: 10am-5pm

Pumpkin Production, Pest Management, and Marketing

10:00	Introduction, Rick Weinzierl, University of Illinois
10:10	Pumpkin Varieties, What the Seed Industry Has to Offer Derrill Kregel, Rispens Seeds
11:00	Results of Pumpkin Variety Trials in Illinois Alan Walters, Southern Illinois University
11:40	Grower Comments on Pumpkin Varieties (Audience)
Noon	Lunch
1:00	Growing and Marketing Pumpkins, Frey Farms
1:45	Disease Management in Pumpkins Mohammad Babadoost, University of Illinois
2:30	Break
2:45	Pumpkin Weed Control, John Masiunas, University of Illinois
3:30	Systemic Seed Treatments and Soil Insecticides for Pumpkin Insect Management Celeste Welty, The Ohio State University
4:10-5pm	Growing and Marketing Pumpkins in Illinois and the Midwest Panel and Audience Discussion

Workshop #2: 10am-4pm

Food Service Sanitation Manager Re-Certification Refresher Course

Instructor: Jananne Finck
UI Extension Educator, Nutrition and Wellness, Springfield Center

Topics Include: "Food Safety - What is the Problem?," "The Danger Zone-Temperature is Key in Preventing Foodborne Illnesses," "Personal Cleanliness," "Preparing foods - Keeping it Safe," and "Keeping the Kitchen Clean and HACCP."

A detailed agenda of each topic can be found at:

<http://www.specialtygrowers.org/confagenda.htm>

Friday, January 12, 2007

Cider Contest

8:00 - 9:45	Registration
10:00	Judging
6:30 pm (Banquet)	Cider Awards Presentation

For more information or cider contest application contact:

Elizabeth Wahle, University of Illinois Extension

wahle@uiuc.edu or 618-692-9434 or www.specialtygrowers.org/confagenda.htm

Conference

Friday, January 12

9:30

General Session

Welcome and Introductions, Rick Weinzierl

Keynote Address by Max Armstrong, WGN Radio

10:45

Fruit: Overview of the 2006 Season, Chris Doll, Edwardsville, IL, moderator; Intensive Management Systems for Peach Production, Jerry Frecon, Rutgers University

Vegetable: Irrigation Management in Vegetable Plasticulture, Bill Lamont, Penn State University; Managing Weed Seed Banks, John Masiunas, University of Illinois

Herb: Plant Medicines Around the World, Mary Ann Lila, University of Illinois

Agritourism: Agritourism Innovation in Tennessee and Indiana, Megan Bruch, University of Tennessee, and Jerry Nelson, Purdue University

Miscellaneous: Looking for Markets Using Online Tools: Market Marker, Prairie Bounty, Farm Direct, and Agriculture and Tourism Partners of Illinois, Sandy Shelton, University of Illinois

11:30 - 1:00

Lunch in the Trade Show

1:00

Fruit: Rethinking Scab Control When Apple Fungicides Stop Working, David Rosenberger, Geneva Agricultural Experiment Station, Cornell University; Observations on Codling Moth Control in Ohio, Celeste Welty, The Ohio State University

Vegetable: High Tunnel Production of Vegetables in Pennsylvania, Bill Lamont, Penn State University; Observations on High Tunnel Systems in Southern Illinois, Jeff Kindhart, University of Illinois

Herb: Using Herbs and Essential Oils in the Garden, Tina Marie Wilcox, Ozark Folk Center

Agritourism: Getting the Most Out of Your Website, Tom Ward, University of Illinois

Miscellaneous: Updates on Immigration Reform, Social Security Mismatch Letters, and More, Sharon Hughes, Executive Director, NCAE

2:15

Fruit: Expanding Your Markets with New and Novel Stone Fruit Varieties, Jerry Frecon, Rutgers University; Grower Discussion of Variety Performance, Audience

Vegetable: A Young Grower's Perspective on Sweet Corn Production, Robert Britenstine, Carbondale, Illinois; Updates on Insecticide Resistance and Insecticidal Control of the Corn Earworm in the Midwest, Rick Weinzierl, University of Illinois

Herb: The Herbal Home Remedy Kit, Susan Belsinger, Brookville, MD

Agritourism: Plan Your Work & Work Your Plan, Ross Ament, Ament and Associates, and Sheldon Keyser, Financial and Management Dynamics

Miscellaneous: Plastofuel: Converting Waste Agricultural Plastics into a Valuable Fuel, Bill Lamont, Penn State University; Groundwater Resources for Irrigation in Illinois, Richard Rice, Illinois State Geological Survey

• **CONFERENCE TRADE SHOW:** Thursday: 4:00 pm – 6:00 pm, Friday: 8:00 am – 5:30 pm, Saturday: 8:00 am – 1:30 pm

Agenda...

Questions? Call 309.557.2107 or email handley@iffb.org

3:30

Fruit: Controlling Brown Rot and Bacterial Spot in Peaches, *David Rosenberger, Geneva Agricultural Experiment Station, Cornell University*; Mating Disruption for Oriental Fruit Moth Control in Southwestern Illinois, *Rick Weinzierl, University of Illinois*

Vegetable: Fusarium Management in Melons and other Cucurbits, *Mohammad Babadoost, University of Illinois*; Fitting Cole Crops into Your Vegetable Enterprise, *Bill Shoemaker, University of Illinois*

Herb: Permission to Poison: The Garden at Alnwick, *Caroline Holmes; Millennium to Millennium, Denham End Farm, England*

Agritourism: Using Illinois Tourism Resources to Grow Your Agritourism Business, *Panel Discussion*

Miscellaneous: Legal Issues: Understanding and Complying with the Laws that Regulate your Enterprise, *Rich Schell, Law and Consulting Offices of Kurt A. Wagner*

4:45

Affiliated Association Annual Meetings

6:30

Banquet: Guest Speaker Duane Noland, on "Rural Cooperation." Presentation of Cider Awards

Saturday, January 13

9:00

Fruit: Fireblight Management and an Overall Disease Management Program in Apples, *David Rosenberger, Geneva Agricultural Experiment Station, Cornell University*

Vegetable: Alternative Specialty Vegetables for Illinois, *Alan Walters, Southern Illinois University*; Guidelines for Post-Harvest Handling of Vegetables, *Mosbah Kushad, University of Illinois*

Herb: Herbal Teas for Taste and Comfort, *Nancy Momsen, Nancy's Meadow Herbs, Monroe, Wisconsin*

Agritourism: Using Illinois Tourism Resources to Grow Your Agritourism Business, *Panel Discussion (repeat of Friday 3:30 session)*

Miscellaneous: Using Water Efficiently and Effectively: The Basics of Irrigation Management in Vegetables and Small Fruits, *Jeff Kindhart, University of Illinois*

10:15

Fruit: Selecting, Growing, and Marketing Tree Fruits for a Direct-Market Orchard, *Peter Hirst, Purdue University*

Vegetable: Insecticides for Market Gardeners: Evaluations of the Effectiveness of Commonly Available Products, *Celeste Welty, The Ohio State University*; Managing Bacterial Disease of Tomatoes, *Mohammad Babadoost, University of Illinois*

Herb: Lemon Balm: 2007 Herb of the Year, *Susan Belsinger, Brookville, MD and Chuck Voigt, University of Illinois*

Agritourism: Incorporating Agritourism into Your Enterprise, *Producer Panel of Mike Rahe, Betty Sirls and Mac Condill*

Miscellaneous: Federal Insurance Coverage for Specialty Crops under AGR-Lite, *Griffin Schnitzler, F.A.R.M. Company Insurance*

11:30

Educational Opportunities for Specialty Crop Growers, Small Farmers, and the Agritourism Industry, *Deborah Cavanaugh-Grant, University of Illinois*

11:50

Illinois Specialty Growers Association Annual Business Meeting

11:45 - 1:15

Lunch in the Trade Show

1:15

Fruit: Worms, Japanese Beetles, and Stink Bugs, Oh My! Managing Insects in Illinois Fruit Crops, *Rick Weinzierl, University of Illinois*

Vegetable: Managing Soil Nitrogen for Efficient Production of Vegetables, *Bill Shoemaker, University of Illinois*

Herb: Ten Rules of Herbal Landscaping, *Terry Hollembaek, Nancy's Meadow Herbs, Monroe, Wisconsin*

Agritourism: Innovative Marketing Ideas and Opportunities, *Stephanie Rhodes, Southern Illinois Tourism Development Office*

Miscellaneous: Marketing Specialty Produce to Chefs and Restaurants, *Mariana Coyne, Farm Forager, City of Chicago*

2:30

Fruit: Establishing and Managing a Vineyard, *Alan Dillard, Owl Creek Vineyard*

Vegetable: Growing and Marketing Tomatoes and Peppers, Small Scale to Wholesale, *Jeff Kindhart, University of Illinois*

Herb: Seasoned Landscapes: Bringing Herbal History to Life, *Caroline Holmes; Millennium to Millennium, Denham End Farm, England*

Agritourism: Where We've Been, Where We Are, and Where We're Going, *John Pike, University of Illinois*

Miscellaneous: The Upper Midwest Organic Tree Fruit Network, *Deirdre Birmingham, Mineral Point, Wisconsin*; Becoming a Certified Organic Grower, *Dan Anderson, University of Illinois*

3:45

Fruit: Basics of Small Fruit Production: Soils, Varieties, Fertilization, and Pest Management, *Elizabeth Wahle, University of Illinois*

Vegetable: Aphids: Understanding their Life Cycles and Managing the Little Suckers, *Rick Weinzierl, University of Illinois*; Crop Rotations for a Small, Direct Market Vegetable Farm, *Maurice Ogutu, University of Illinois*

Herb: Herbal Wisdom from the Widder Wilcox, *Tina Marie Wilcox, Ozark Folk Center*

Miscellaneous: The I-57 Market Corridor: Reconnecting Southern Illinois Producers and the Chicago Market, *Wes Jarrell and Jeff Kindhart, University of Illinois*



**Illinois Specialty Crop and
Agritourism Conference**
1701 Towanda Avenue
Bloomington, IL 61701



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January 11-13, 2007

Crowne Plaza Hotel & Convention Center
Springfield, Illinois



- Crowne Plaza • 3000 S. Dirksen Parkway • Springfield, IL -
From I-55, take Exit 94, Stevenson Drive. Go west one block to Dirksen Parkway.
Turn right (North) 1.5 blocks. The Crowne Plaza is on your right.

Want to reserve a room? Call 217-529-7777 prior to Dec. 19 and ask for the Illinois Specialty Crop Conference Rate of \$75. After that date, the Crowne will drop our room block, but they will honor the \$75 rate as long as rooms remain available.

