



Mid-America Fruit Growers Conference

January 12-14, 2010 • Lied Lodge at Arbor Day Farm • Nebraska City, Nebraska

Tuesday, January 12

6:30 am Timber Dining Room opens for breakfast; open dining/self-pay.

8:00am - 5:00pm Area Bus Tour Loading at main lobby entrance of Lied Lodge. Cost: \$50/person. Planned stops at Mincer Orchard, Hamburg, IA; Ditmars Orchard, Council Bluffs, IA; Nebraska Brewing Company, Papillion, NE (lunch stop); Trees, Shrubs & More, Bellevue, NE; and Kimmel Orchard & Vineyard, Nebraska City, NE.

5:00 pm Timber Dining Room opens for dinner; open dining/self-pay. Reservations suggested.

Wednesday, January 13

8:00 am Registration & Trade Show Opens, conference level of Lied Lodge
Breakfast Buffet — West Assembly Room
Welcome by Erik Olson, President, Mid-America Fruit Growers Association

8:30 am Keynote Speaker: Dr. Brad Lubben, Asst. Professor and Extension Public Policy Specialist
University of Nebraska-Lincoln. Topic: Future Farm Program

Tree Fruit Sessions Room: Stein C	Small Fruit Sessions Room: Stein AB	Marketing Sessions Room: Stein Corridor
10:00 Evaluating peach orchard cultivars. Presenter: Dr. Desmond Layne, Clemson University	10:00 Strawberry production using plasticulture. Presenter: Wayne Simpson, Simpson Family Farm	10:00 Farm & business testimonial. Presenters: Wade & Kim Kuipers, Kuipers Family Farm
10:45 Peach variety program. Presenter: Paul Friday, Flamin' Fury® peaches	10:45 Black berry production. Presenter: Earnie Bohner, Persimmon Hill Farm	10:45 Farm marketing. Presenter: Kay Hollabaugh, Hollabaugh Brothers Orchard
11:30 Fire blight risk management. Presenter: Dr. Dan R. Cooley, Assoc. Prof, U-MASS Amherst	11:30 Black berry trials in high tunnels. Presenter: Ted Carey, Professor of Veg Crops, K-State University	Open

12:00 pm Lunch Buffet — West Assembly Room



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Wednesday, January 13 (continued)

Tree Fruit Sessions Room: Stein C	Small Fruit Sessions Room: Stein AB	Marketing Sessions Room: Stein Corridor
1:30 Apple cultivars & rootstocks. Presenter: Dr. Terence Robinson, Cornell University	Open	1:30 Hiring, firing & more. Presenter: Kay Hollabaugh, Hollabaugh Brothers Orchard
4:30 Kansas Fruit Growers meeting	Open	2:30 Farm & business testimonial. Presenter: Brian & Lori Armstrong, Purty Punkins
		4:30 Missouri State Horticultural Society annual meeting

6:00 pm Reception, complimentary wine tasting and vendor visits

7:00 pm Banquet — West Assembly Room

Thursday, January 14

8:00 am Registration & Trade Show Opens
Breakfast Buffet — West Assembly Room

Tree Fruit Sessions Room: Stein C	Small Fruit Sessions Room: Stein AB	Marketing Sessions Room: Stein Corridor
8:30 Peach orchards systems management. Presenter: Dr. Desmond Layne, Clemson University	Open	8:30 Social media. Presenter: Mike Riese, Univ of Nebraska-Lincoln
9:15 Farm marketing program. Presenter: Paul Friday, Flamin' Fury® peaches	9:15 Raspberry trials in high tunnel. Presenter: Ted Carey, Professor of Veg Crops, K-State University	9:15 Wenninghoff Farm. Presenter: Paul Wenninghoff

Schedule continues on next page...



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Thursday, January 14 (continued)

10:00 am Break and visit with vendors

Tree Fruit Sessions Room: Stein C	Small Fruit Sessions Room: Stein AB	Marketing Sessions Room: Stein Corridor
11:00 Advances in IPM for apples. Presenter: Dr. Dan R. Cooley, Assoc. Prof, U-MASS Amherst	11:00 Overview of small fruit production & marketing. Presenter: Earnie Bohner, Persimmon Hill Farm	11:00 Branding your farm & your products. Presenter: Wade & Kim Kuipers, Kuipers Family Farm

11:30 am Lunch Buffet — West Assembly Room

1:00 pm Trade show finished; exhibitors break down.

Tree Fruit Sessions Room: Stein C	Small Fruit Sessions Room: Stein AB	Marketing Sessions Room: Stein Corridor
1:00 Trellis systems, including pruning the tall spindle. Presenter: Dr. Terence Robinson, Cornell University	1:00 Overview of fruit & vegetable production & marketing. Presenter: Wayne Simpson, Simpson Family Farm	1:00 Podcasting. Presenter: Mike Riese, Univ of Nebraska-Lincoln

Conference Speaker Information

Brian & Lori Armstrong, Purty Punkins Brule, NE
Earnie Bohner, Persimmon Hill Farm Lampe, MO www.persimmonhill.com
Dr. Ted Carey, Kansas State University Manhattan, KS www.hightunnels.org www.growinggrowers.org
Dr. Dan R. Cooley, University of Massachusetts Amherst Amherst, MA www.bio.umass.edu
Paul Friday, Flamin' Fury® Peaches Coloma, MI www.flaminifury.com
Kay Hollabaugh, Hollabaugh Brothers Orchard Biglerville, PA www.hollabaughbros.com
Wade & Kim Kuipers, Kuipers Family Farm Maple Park, IL www.kuipersfamilyfarm.com
Dr. Desmond Layne, Clemson University Clemson, SC www.clemson.edu/hort
Dr. Brad Lubben, University of Nebraska-Lincoln Lincoln, NE www.agecon.unl.edu
Erik Olson, Kimmel Orchard & Vineyard Nebraska City, NE www.kimmelorchard.com
Mike Riese, University of Nebraska-Lincoln Lincoln, NE www.unl.edu
Dr. Terence Robinson, Cornell University Geneva, NY www.nysaes.cornell.edu/hort
Wayne Simpson, Simpson's Family Farm Mountain Grove, MO www.simpsonsfamilyfarm.com
Paul Wenninghoff, Wenninghoff Farm Omaha, NE www.wenninghoff.com