

**Illinois Specialty Crops, Agritourism
and Organic Conference**

1701 Towanda Avenue
Bloomington, IL 61701

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Illinois Specialty Crops, Agritourism and Organic Conference

January 6-8, 2010

Crowne Plaza Hotel & Convention Center • 3000 S. Dirksen Parkway, Springfield IL



www.specialtygrowers.org

Look INSIDE for
Conference Agenda

All Conference Attendees will receive **FREE** subscriptions to industry
magazines of your choice! *(see registration)*

IMPORTANT DEADLINES:

Dec. 28 – Conference Registration
Dec. 16 – Hotel Reservations



Pre-Conference Workshops

January 6, 2010 • Crowne Plaza, Springfield, IL

Grow Your Market: Creating a Memorable Experience for Customers

- | | | | |
|-------|--|------|---|
| 10:00 | Welcome and Introductions | 2:30 | Break |
| 10:15 | Working with the Media
Dennis Ryan, <i>61st Street Farmers Market</i> , Chicago;
Kathryn Rem, <i>State Journal Register</i> , Springfield;
Jenna Dooley, <i>WUIS-WIPA Radio</i> , Springfield | 2:45 | Making Marketing Sales Sizzle
Diane Eggert, <i>New York Farmers Market Federation</i> |
| Noon | Lunch | 4:00 | Benefits of Farmers Market Associations
Sylvia Smith, <i>Southern Illinois University</i> ; Diane Eggert,
<i>New York Farmers Market Federation</i> ; Pat Stieren,
<i>PStieren Consulting</i> , Springfield, IL |
| 1:00 | Get Connected: Attracting and Retaining Market Customers Using Social Media - Margaret Larson, <i>University of Illinois Extension</i> ; Angela Larson, <i>Act2 Strategists</i> , Rockford, IL
Lisa Bralts, <i>Market at the Square</i> , Urbana, IL | 5:00 | Adjourn |

Getting Started in Local Food Production and Marketing

- | | | | |
|-------|--|------|--|
| 10:00 | Welcome | 2:10 | Basics of Weed Management for Small Scale Producers
Elizabeth Wahle, <i>University of Illinois Extension</i> |
| 10:05 | The Basics of Commercial Production: Equipment, Varieties, Fertility, and Irrigation - Jeff Kindhart, <i>University of Illinois</i> | 2:45 | Break |
| 11:00 | Developing Markets and Marketing Plans ... Before You Plant
John Pike, <i>University of Illinois Extension</i> | 3:00 | Local Food Initiatives
Carrie Edgar, <i>University of Illinois Extension</i> |
| 11:40 | Resources and Programs for Beginning Producers
Deborah Cavanaugh-Grant, <i>University of Illinois Extension</i> | 3:20 | Considerations for Organic Production Systems
Matt Kleinhenz, <i>The Ohio State University</i> |
| Noon | Lunch | 3:50 | Product Liability in the Local Food System
Rich Schell, <i>Law Offices of Kurt A. Wagner</i> |
| 1:00 | Basics of Plant Disease Management for Small-Scale Producers - Mohammad Babadoost, <i>University of Illinois</i> | 4:20 | Building Profitability into Market Farming
Tim Woods, <i>University of Kentucky</i> |
| 1:40 | Basics of Insect Management for Small-Scale Producers
Rick Weinzierl, <i>University of Illinois</i> | 5:00 | Adjourn |

Expanding Seasons and Markets with High Tunnels

- | | | | |
|-------|--|------|---|
| 10:00 | Welcome | 2:00 | Managing the Plant Diseases Most Prevalent in High Tunnels
Mohammad Babadoost, <i>University of Illinois</i> |
| 10:05 | Haygrove High Tunnel Systems
Mike Deitrich, <i>Haygrove Tunnels</i> , Elizabethtown, PA | 2:45 | Break |
| 10:45 | Design Issues for High Tunnels - Panel and Audience Discussion | 3:00 | Managing Aphids, Mites, and Whiteflies in High Tunnels
Rick Weinzierl, <i>University of Illinois</i> |
| 11:25 | Fertility Management in High Tunnels
Matt Kleinhenz, <i>The Ohio State University</i> | 3:30 | Producing Vegetables Organically in High Tunnels
Pete Johnson, <i>Pete's Greens</i> , Craftsbury, VT |
| Noon | Lunch | 4:15 | Using High Tunnels to Increase Yields, Quality, and Profits in Tomato and Bramble Production - Paul and Alison Weidiger,
<i>Au Naturel Farm</i> , Smith's Grove, KY |
| 1:00 | Special Production Issues in High Tunnels
Jeff Kindhart, <i>University of Illinois</i> | 5:00 | Adjourn |
| 1:30 | Economics and Strategies for Establishing High Tunnels for Fruit Production - Eric Hansen, <i>Michigan State University</i> | | |

CONFERENCE AGENDA

Conference Registration:

Wednesday: 8 a.m. – 4 p.m.

Thursday: 8 a.m. – 4 p.m.

Friday: 8 a.m. – 12:00 Noon

Conference Trade Show:

Wednesday: 4:30 – 6:30 p.m.

Thursday: 8 a.m. – 5:30 p.m.

Friday: 8 a.m. – 1:30 p.m.

Thursday, January 7, 2010

Opening Session:

- 9:00 a.m. Welcome and Conference Overview. Rick Weinzierl, University of Illinois
- 9:20 a.m. The Expansion of MarketMaker: An Essential Tool For Local Food Producers. Dar Knipe, University of Illinois
- 9:40 a.m. From Market Gardening to Commercial Readiness: Keys to Effective Production and Marketing Across a Range of Market Arenas. Tim Woods, University of Kentucky.
- 10:45-11:45 Breakouts, see next page
- 11:30 - 1:30 Lunch in Trade Show
- 1:30 - 3:30 Breakouts, see next page
- 4:00 -4:45 Affiliated Association Annual Meetings
- 6:00 - 7:30 Banquet: “The Uncommon Specialty” by Chaplain K. “Doc” Patterson, Ames, Iowa
Presentation of Cider Contest, Display Contest, and Photography Contest Awards

Banquet Speaker

Chaplain K. “Doc” Patterson, from Ames, Iowa, looks at how the uniqueness of our profession and the passion for what we grow makes us an “Uncommon Specialty.” Doc will take us on a humorous and high energy interactive experience and help us unlock the power of our minds, keep our dreams in focus, and stay positive through the tough times.

Friday, January 8, 2010

- 8:00 - 1:30 Trade Show open
- 9:00 - 11:30 Breakouts, see next page
- 11:45 - 1:30 Lunch in trade show
- 11:45 - 12:15 ISGA Annual Meeting
- 1:30 - 3:30 Breakouts, see next page
- 3:30 Adjourn



CONFERENCE TRACKS

Thursday, January 7 - Friday, January 8

		Fruits		Vegetables		Herbs		Agritourism/Marketing	
Thursday 10:45-11:45	10:45 Plant Growth Regulators for Apples and Peaches James Schupp, Penn State University	10:45 Producing And Marketing Asparagus Carl Cantaloupi, North Carolina State University	10:45 Recent Trends in Field Herb Production Edward Van Drunen, Van Drunen Farms, Momence, IL	10:45 Agritourism Liability Insurance Don Davis, Country Insurance and Financial Services					
Thursday 1:30-3:30	1:30 Fertility Management for Fruit Production Eric Hansen, Michigan State University	1:30 The How, What, and Why of Roadside Marketing Don and Shirley Ahrens, Shawneetown	1:30 History of Mint Production in the US and the Changing Market Jim Crosby, Crosby Mint Farm, St. Johns, MI	1:30 Iowa Agritourism Development Marsh Laux, Iowa State University Extension					
	2:15 Observations on the 2009 Fruit Season Moderated Audience Discussion	2:15 Essential Equipment for Market Farmers Jeff Kindhart, University of Illinois	2:30 Composting of Landscape and Processing Waste Edward Van Drunen, Van Drunen Farms, Momence, IL	2:15 "WOW" Customer Service Gives You the Edge Donna and Natasha Leher, Esther's Place, Big Rock, IL					
	2:45 A Southwest Michigan Perspective on Producing and Marketing Apples and Peaches Ed Bauschke, Benton Harbor, MI	2:45 Managing Diseases of Tomatoes and Peppers Mohammad Babadoost, University of Illinois	9:00 Medicinal Uses of Mint and Sustainable Living Jim Crosby, Crosby Mint Farm, St. Johns, MI	9:00 Agritourism Producer Panel Justina Boggio, Boggio's Produce and Orchard, Granville, IL, and Malinda and Darrell Geisler, Geisler Farms, Bondurant, IA					
Friday 9:00-11:30	9:00 Insecticide Rotations and Resistance Management in Illinois Fruit Crops Rick Weinzierl, University of Illinois	9:00 Squash and Cucumber Production and Marketing: Squash and Cucumber Culture Bill Shoemaker, University of Illinois	10:00 Transitioning to Organic Greenhouse Growing Sal Gilberte, Gilberte's Herbs, Easton, CT	10:00 "Picture This," Increase Marketing Impact with Photography Photography and Marketing Panel					
	9:40 Current and Potential Approaches to Thinning Apples and Peaches James Schupp, Penn State University	9:30 Disease Management in Squash and Cucumbers Mohammad Babadoost, University of Illinois	11:00 Downy Mildew of Basil, a New Problem Mohammad Babadoost, University of Illinois	10:45 Where Do Seasonal Operations Fit into the Big Picture of Illinois Tourism? Illinois Tourism Professionals					
	10:30 Managing Bacterial Diseases of Apples and Peaches Mohammad Babadoost, University of Illinois	10:00 Insect Management in Squash and Cucumbers Rick Weinzierl, University of Illinois							
Friday 1:30-3:30	1:30 Rootstock Evaluations for Apples and Peaches Mosbah Kushad, University of Illinois	10:30 Weed Management in Squash and Cucumbers Elizabeth Wahle, University of Illinois Extension	1:30 Seasonal Herbs Sal Gilberte, Gilberte's Herbs, Easton, CT	1:30 Public Relations and Advertising Strategies Lisa Rigoni, Illinois Country Living Magazine					
	2:00 Perspectives on Marketing Illinois Fruit Grower Panel	11:00 Grower Insights on Squash and Cucumber Production and Marketing Wayne Siles, Mike Flamm, and Hary Allen	2:30 Dill: Herb of the Year 2010 Chuck Voigt, University of Illinois	2:30 Marketing Roundtable John Pike, University of Illinois Extension					
	3:30 Adjourn		3:30 Adjourn	3:30 Adjourn					
Thursday 10:45-11:45	10:45 Building a Healthy Food System - Pete Johnson, Pete's Greens, Craftsbury, VT	Organic II		Irrigation/Business Management					
	11:15 Farming and Marketing in a Homegrown Wisconsin Co-op - Steve Pincus, Tipi Produce, Evanston, WI	Organic I		Business Management					
Thursday 1:30-3:30	Integrated Organic Vegetable Production Systems: Pete Johnson, Pete's Greens, Craftsbury, VT	1:30 Organic Grain and Livestock Systems: Integrated Livestock Systems Stan Shutte, Triple S Farms, Stewardson, IL	10:45 Customizing Irrigation Systems for Fruits and Vegetables - Jeff Kindhart, University of Illinois						
	1:30 Season Extension: Production and Storage	2:10 Organic Grain and the Threat of Genetically Modified Crops - Lynn Clarkson, Clarkson Grain, Cairo Gordo, IL							
	2:10 Nuts and Bolts: Field Operations, Fertility, and Pest Management	2:30 Making Cover Crops Work Joel Gruver, Western Illinois University							
	2:50 Organic Greenhouse Production: Composting, Grafting, and Irrigation	3:00 Animal Well-Being: Producing Livestock Without Antibiotics David Bana, St. Joseph, IL							
	3:00 Organic Being Co-Opted? Panel Discussion	Organic Fruit Production: 9:00 Organic Tree Fruit Production: Transitioning from Conventional Management - Harry Hoch, La Cresent, MN							
Friday 9:00-11:30	9:45 Organic Production and Food Quality Gene Lester, USDA, Weslaco, TX	9:50 A Novice Starts Organic Fruit Production on the Prairie Wes Jarrell, Prairie Fruits Farm and University of Illinois	9:00 The Outlook for Labor in Specialty Crop Farming - Sharon Hughes, Labor Consultant, Washington, D.C.						
	10:30 Why Agriculture Needs to Keep it Clean: Agriculture and Aquatic Indicators Val Beasley, University of Illinois	10:40 Organic Approaches to Insect Management in Fruit Crops - Rick Weinzierl, University of Illinois	10:00 Insurance for Specialty Crop Producers - Roger Schmitzer, FARMCO, Wisconsin Dells, WI						
			10:45 Updates on Legal Issues for Specialty Crop Producers - Rich Schell, Law Offices of Kurt A. Wagner						
Friday 1:30-3:30	Organic Research Roundup:								
	1:30 Overview of Organic Resources - Deborah Cavanaugh-Grant, University of Illinois Extension								
	1:50 This is Control in On-Farm Research Trials - John Masunas and Dan Anderson, University of Illinois								
	2:15 WORT Systems Overview and Yields - Ed Zaboriski, Illinois Natural History Survey								
	2:40 Disease Control in Organic Systems: Rotations and Amendments - Darin Eastburn, University of Illinois								
	3:05 Soil Management - Michelle Vander, University of Illinois								
	3:30 Adjourn								
				Another Look at Meeting Market Demand: The Wholesale Success Program and Chicago Markets Jim Slama, President, FamilyFarmed.org					
				Panel and Grower Discussion Robbie Robert, SYSCO Central Illinois; Bob Bloomer, Charwells Thompson Hospitality (Chicago Public Schools); Jose Valadez, Whole Foods Market Midwest; Bob Scanon, Goodness Greeness, Chicago, IL					
				Adjourn					

Join Our Contests

Thursday, January 7

Cider Contest

8:00 – 9:45 am Registration

10:00 am Judging

6:30 pm Awards Presentation at Banquet

For more details or an application, contact Elizabeth Wahle, University of Illinois Extension, 618-692-9434 wahle@uiuc.edu or specialtygrowers.org/confagenda.htm.

Third Annual Farmers' Market Display Contest

Compete for bragging rights... and \$100 first place prize!

We provide you with an 8-foot table and fresh produce. You create an appealing and inviting display. You can bring your own display hardware and information pieces (ie: recipes or literature).

Competition is FREE! Open to the first 10 respondents indicating they would like to participate.

Contact Diane Handley at handley@iffb.org or 309-557-2107 to sign up.

The winner will be announced at the Thursday Evening Banquet.

1st Annual Photography Contest

Show off your shots... and compete for more than \$200 in prizes. We provide display board for presenting. You provide a 5 x 7 photo that best represents your agritourism business. This can be a picture of guest experiences, feature attractions, your produce patch, anything that tells your story.

Competition is FREE! Open to anyone wanting to participate. Contact Heather Wilkins at atpi@agfun.com or 217-525-7980 to sign up.

The winner will be announced at the Thursday Evening Banquet.

Getting There and Staying There

DIRECTIONS FROM I-55

Exit 94, Stevenson Drive. Go west one block to Dirksen Parkway.
Turn right (north) 1.5 blocks. Hotel is on the right.

HOTEL RESERVATIONS

Lodging is available at the Crowne Plaza for \$83 per night (single or double), plus 10% tax, through Dec.16. (After Dec.16, availability is not guaranteed at conference rate.)

BY PHONE: Call 217-529-7777.

Ask for in-house reservations, identify your organization as "Illinois Specialty Crops, Agritourism and Organic Conference."

ON LINE: www.cpspringfield.crowneplaza.com.

Fill in Travel Dates & Traveler Information and "check availability." Click Corporate, Group Identificaiton.

Fill in the group booking code: GRO

QUESTIONS?

Contact Diane Handley

Phone: 309-557-2107 • Fax: 309-557-3729 • Email: handley@iffb.org

Illinois Specialty Crops, Agritourism and Organic Conference Registration Form

**- Must be received by
December 28, 2009 for pre-registration -**

Please print clearly or type the following registration information for each participant:

Name(s) _____

Farm Name or Organization _____

Address _____ City _____ State _____ Zip _____

Phone FAX Email _____

Description of Operation: _____ Vegetable _____ Fruit _____ Herb _____ Irrigated Grower _____ Organic
 _____ Agritourism _____ Master Gardener _____ Roadside _____ U Pick _____ Wholesale _____ Farmers Market
 _____ Industry Support _____ Other _____

FREE Magazine Subscriptions to all Registrants! PLEASE CHECK any of the following you'd like to receive a one-year subscription to:

___ Growing Magazine ___ American Fruit Grower ___ American Vegetable Grower ___ The Fruit Grower News
 ___ The Vegetable Grower News ___ Country Folks Grower ___ No thanks - none at this time.

Pre-Conference Workshops

High Tunnel Workshop (January 6, 2010)

Attending _____ @ \$35/member*; \$45/non-member (includes lunch); **on-site registration \$15 more per person**..... \$ _____

Grow Your Market: Creating a Memorable Experience for Customers (January 6, 2010)

Attending _____ @ \$35/member*; \$45/non-member (includes lunch); **on-site registration \$15 more per person**..... \$ _____

Getting Started in Local Food Production and Marketing (January 6, 2010)

Attending _____ @ \$35/member*; \$45/non-member (includes lunch); **on-site registration \$15 more per person**..... \$ _____

Specialty Crops, Agritourism and Organic Conference (Thursday & Friday, January 7-8, 2010)

Registration Fee (Includes trade show and educational sessions; **on-site registration \$15 more per person**)

First Person Attending.....\$50/member; \$60/non-member = \$ _____

Additional Person(s) # _____ at \$25/member; at \$30/non-member = \$ _____

Banquet Tickets # _____ @ \$25 (\$30 on-site)..... \$ _____

Trade Show Only Pass (Thursday - Friday, January 7-8, 2010) (for those individuals attending only the trade show activities)

Attending _____ @ \$10/person = \$ _____

2010 ISGA DUES (see below)..... \$ _____

Designate as my specialty association: (check one)*

_____ Illinois Herb Association (\$50) _____ Illinois Vegetable Growers Association (\$50)

_____ Illinois Irrigation Association (\$45) _____ Illinois State Horticulture Society (\$70)

If you choose to join more than one association, the basic ISGA membership fee is \$40 plus \$5 for IIA, \$10 each for IVGA and IHA, and \$30 for ISHS.

* member = member of ISGA or ATPI

Total Due: \$ _____

Please return completed form with payment (a check made payable to ISCC or complete the credit card information below) no later than December 28, 2009 to: IAA Cashier • ATTN: Illinois Specialty Crops Conference • 1701 Towanda Avenue • Bloomington, IL 61701

Credit Card Payment

Cardholder name: _____

Mailing Address _____ City _____ State _____ Zip _____

Total Amount of Transaction: \$ _____ (as it appears on statement) Type of Card: MasterCard VISA Discover

Account Number: _____ Expiration Date: _____ (month) _____ (year)

Signature of Cardholder: _____

Questions? Diane Handley: 309.557.2107 • (fax) 309.557.3729 • handley@iffb.org • www.specialtygrowers.org

FUN

things to do in Springfield!

- Celebrate our state's great history at the Abraham Lincoln Presidential Library & Museum. www.alplm.org
- Visit the Old State Capitol, President Lincoln's Law Office and the "New" State Capitol.
- Tour Abraham Lincoln's former home, built in 1839.
- Explore the state's colorful history at the Illinois State Museum. www.museum.state.il.us
- Visit Oak Ridge Cemetery, where Lincoln's Tomb is located.
- See lemurs, cheetahs, penguins and more at the Henson Robinson Zoo.
- Shop at White Oaks Mall, with Bergner's, Macy's, Abercrombie & Fitch, and more!



www.visit-springfieldillinois.com