

Ohio Fruit ICM News

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Calendar - Newly added in ***Bold***

December 15, Agricultural Tax Issues Workshop. Caldwell, Chillicothe, Columbus, Greenville, Ottawa, Urbana, Upper Sandusky and Wooster. More information follows in this issue.

2007

January 7-9, Wisconsin Fresh Fruit and Vegetable Conference, Olympia Resort and Conference Center, Oconomowoc, www.wisconsinfreshproduce.org

January 8-9, Kentucky Fruit and Vegetable Conference and Trade Show, Holiday Inn North, Lexington, KY. Contact John Strang 859-257-5685; e-mail jstrang@uky.edu

January 10, Food Cooperative Workshop, The Ohio State University, Ag. Administration Building. This workshop is for food groups who are already cooperatives and those who are thinking about starting one. Topics to be covered are: legal issues, accounting systems, web sites and food safety. The workshop is free of charge and lunch will be provided. For more information <http://ocdc.osu.edu/pdf/foodcoopbrochure.pdf> or contact Tom Snyder at 740-289-2071 ext. 220 or snyder.11@osu.edu.

January 11-13, Illinois Specialty Crop and Agritourism Conference Crown Plaza Hotel, Springfield IL. For more information contact Rick Weinzierl, 217-244-2126

January 15-17, Ohio Fruit and Vegetable Growers Congress, Ohio Direct Agricultural Marketing Conference, Mid American Human Resource Conference and National Bramble Conference, Greater Columbus Convention Center.

January 25-28, Southern Sustainable Agriculture Conference. The Galt House Hotel and Suites, Louisville, Ky. For more information (678) 494-0696.

January 29, Beginning Commercial Apple Production Workshop. Indianapolis. Attendees must register for the Horticultural Congress, but there is no additional fee for the workshop. For more information, contact [Peter Hirst](mailto:peter.hirst@hort.purdue.edu), 765-494-1323 or see <http://www.hort.purdue.edu/hort/ext/hortcongress/ihc2007.html>.

January 29-31, Indiana Horticultural Congress and Trade Show, Indianapolis.

January 30-February 1, Mid-Atlantic Fruit & Vegetable Convention. Hershey Lodge & Convention Center, Hershey PA

February 6, Southern Illinois Tree Fruit School, Holiday Inn, Mt. Vernon, Illinois. For more information contact Elizabeth Wahle, 618-692-9434.

February 9-12, North American Strawberry Growers Association Strawberry Symposium. Ventura, California. For more information <http://www.nasga.org/>.

February 12-13, Ohio Grape-Wine Short Course, Shisler Conference Center at OARDC in Wooster, OH.

February 14-15, Empire State Fruit and Vegetable Expo Syracuse, N.Y. For more information <http://www.nysaes.cornell.edu/hort/expo/>

February 16-17, North American Farmers' Direct Marketing Conference and Trade Show. Hyatt Regency Hotel, Calgary, Alberta, Canada. For more information www.nafdma.com.

February 27-28, Illinois Small Fruit and Strawberry Schools Holiday Inn, Mt. Vernon, Illinois. For more information contact Bronwyn Aly, 618-695-2444

March 6-9, 2007: 31st Wineries Unlimited, the largest trade show and seminar program for the wine industry east of the Rockies, will take place at the Valley Forge Convention Center in King of Prussia, PA (suburban Philadelphia). Includes a day of newcomer-oriented seminars, two days of regular seminars, and a day-long workshop on "Roostock, Plant and Fruit Quality for Fine Wine" Winery Planning and Design workshop by Dr. Bruce Zoecklein. For more information and online registration please visit: www.vwm-online.com/wu.

March 19, Advanced Topics Blueberry School, OSU South Centers. Topics include. Food Safety for Blueberries- Carlos Garcia, Marketing Blueberries - Sandy Kuhn,

Insecticide Performance - John Wise, and Pesticide Record Keeping. For more information contact Brad Bergefurd at 740-289-2071 Ext136 or by email at bergefurd.1@osu.edu

July 26, Beekeeping Workshop, OSU South Centers. More information to follow.

Comments from the Editor

Thanks to those of you who have responded to the Ohio Fruit ICM Survey, but I would appreciate hearing from more of you. The survey will be shut down in two weeks.

Ohio Fruit ICM News Survey

It only has 18 questions and you should be able to complete it in less than 10 minutes. Please take this opportunity to let me know if this newsletter is useful and how it can be improved. Though we ask for your zip code, the survey is anonymous. This is just a way to determine if we are covering all areas of the state. To complete the survey click on this link

<http://www.zoomerang.com/survey.zgi?p=WEB225WQ7JV52R>

Ohio Fruit and Vegetable Grower Congress by Candace Pollock

The Ohio Fruit and Vegetable Growers Congress is returning to the Greater Columbus Convention Center in Columbus, Ohio, with three days of workshops, educational sessions, roundtable discussions and a trade show packed with the latest information on fruits, vegetables, ag and horticulture services and direct marketing.

The annual conference will be held Jan. 15-17, 2007. The event is sponsored by Ohio State University, the Ohio Vegetable and Potato Growers Association and the Ohio Fruit Growers Society. It will be held in conjunction with the Ohio Direct Agricultural Marketing Association, the Mid American Ag and Hort Human Resource, and the National Bramble conferences.

Over 30 one-day workshops will span the three-day conference, covering such areas as season extension, irrigation, disease management, organic research, transitioning toward reduced pesticide tree fruit growing, soil health, vegetable crop production, and the E. coli connection in fruit and vegetable production.

Educational sessions dominate the Ohio Fruit and Vegetable Growers Congress. Participants have the opportunity to attend tree fruit, small fruit, cider, and vegetable sessions including insect and disease resistance, apple thinning, weed control, small fruit pollination, pesticide use, strawberry and bramble varieties, and integrated pest management.

In addition to fruit and vegetable sessions, topics on ag and horticulture services abound for the Mid American Ag and Hort Human Resources Conference. Sessions will be held on Jan. 15, and include such topics as hiring experienced supervisors, labor and immigration compliance, business networking, and developing a recipe for safety.

The Ohio Direct Agricultural Marketing Association Conference will give participants the opportunity to learn more about direct marketing and what it takes to stay competitive. Topics include branding, market opportunities, marketing results for farmers' market managers, Internet marketing trends, diversification opportunities, agritourism, growing and selling for chefs and restaurants, risk management and food safety.

The Ohio Fruit and Vegetable Growers Congress also includes a trade show on Jan. 16 and Jan. 17.

For more information on the Ohio Fruit and Vegetable Growers Congress, activities, registration information, directions, and lodging, log on to <http://www.ohiofruit.org>. For more information on the Mid American Ag and Hort Human Resource Conference, log on to <http://www.midamservices.org>. For more information on the Ohio Direct Agricultural Marketing Association, log on to <http://directmarketing.osu.edu>.

Ohio Direct Agricultural Marketing Association Conference by Julie Fox, OSU South Centers at Piketon

Successful businesses don't rely on customers.

Such is the notion consultant John Stanley of John Stanley Associates is presenting during a one-day workshop at the Ohio Direct Agricultural Marketing Association Conference, being held in conjunction with the Ohio Fruit and Vegetable Growers Congress.

The conference, which focuses on the business of direct marketing, will be held Jan. 14-17 at the Greater Columbus Convention Center in Columbus, Ohio. Stanley's workshop will be held Jan. 15 from 9 a.m. to 4 p.m.

Stanley will present "Ban Customers and Grow Your Business, Advanced Retail Concepts," and will challenge participants to re-think the way they do business. The workshop covers farm retailing, marketing strategies, consumer loyalty, and top 10 tips to grow a business by 20 percent.

Stanley has degrees in horticulture and taught horticultural retail management for 10 years. His retail experience covers supermarkets, garden centers, and farm and farmers' markets. His books include *Just About Everything a Retail Manager Needs to Know* and *Think FOR Your Customer*. For more information on John Stanley, log on to <http://www.johnstanley.cc>.

If teambuilding is more in line with one's interests, participants of the Ohio Direct Agricultural Marketing Conference have the opportunity to attend a workshop titled "Hosting Teambuilding Events on Your Farm, Attract New Groups," by Jim Cain.

Cain's workshop will also be held on Jan. 15 from 9 a.m. to 4 p.m. Cain, a senior consultant for the Cornell University Corporate Teambuilding Program and a former executive director for the Association for Challenge Course Technology (ACCT), is the author of five adventure-based teambuilding books.

He will provide a variety of engaging topics during the workshop including teambuilding activities, theory, needs assessment, program planning and debriefing techniques. He will also provide tools, equipment, and resource books designed to show participants how to attract new customers to the farm business.

In the past, Cain has presented programs and workshops in 43 states and 10 countries. For more information, log on to <http://www.teamworkandteampplay.com>.

Registration for either workshop is \$75 for Direct Agricultural Marketing Association (DAMA) members, and \$115 for non-members, and includes lunch.

The Ohio Direct Agricultural Marketing Association Conference is sponsored by Ohio State University's Direct Marketing Team and the Ohio Direct Agriculture Marketing Association. The conference will be held in conjunction with the Ohio Fruit and Vegetable Growers Congress, the National Bramble Conference, and the Mid-American Ag & Hort Human Resource Conference.

For more conference information, log on to <http://directmarketing.osu.edu>. For additional information, contact Kathy Lutz at (614) 246-8292 or e-mail klutz@ofbf.org. For additional information about direct marketing or DAMA, contact Julie Fox at Ohio State's South Centers at Piketon at (740) 289-2071, ext. 225, or e-mail fox.264@osu.edu.

Recruiting and Retaining Successful Employees

Agricultural and horticultural employers have the opportunity to attend a conference focused on the employee issues facing their businesses. The Mid American Ag and Hort Human Resource Conference will be held Jan. 15, 2007 at the Greater Columbus Convention Center in Ohio. It will cover topics such as advanced recruiting strategies, labor and immigration compliance issues update, worker safety and workforce development.

Presentations and speakers include the following.

- 9:00-11:50 AM - Experienced Supervisor Hiring Workshop - Bernie Erven of Erven HR Services, LLC
- 10:30- 11:50 AM – What's New with Labor and Immigration Compliance? – John Wargowsky, Executive Director, Mid American Ag and Hort Services, Inc.
- 12:00-1:30 PM – Mid American Ag and Hort Services, Inc. Sixth Annual Meeting and

Luncheon – Mike Adolph, President and John Wargowsky, Executive Director
· 1:45-2:45 PM - Business Networking and Developing Career Ladders - Dave Boulay -
Management Specialist, Ohio State University South Centers
· 3:00- 4:30 PM – Developing a Safety Recipe – John Wargowsky

The conference is being held by Mid American Ag and Hort Services (MAAHS) in conjunction with the Ohio Fruit and Vegetable Growers Congress, Ohio Direct Agricultural Marketing Conference and National Bramble Conference, which runs January 15 to 17. Members of MAAHS, Ohio Fruit Growers Society, Ohio Vegetable and Potato Growers Society, North American Bramble Growers Association and Ohio Direct Agricultural Marketing Association are entitled to member pricing for the combined conference. Member pricing starts as low as \$65 for members who register by January 4. MAAHS is the labor organization for agricultural and horticultural businesses in Indiana, Kentucky and Ohio. MAAHS focuses on labor educational programming, labor compliance assistance to members and obtaining temporary foreign workers.

Those wanting to attend the human resource conference only should register with MAAHS at www.midamservices.org, by email at maahs@ofbf.org or 614-246-8286. To register for multiple days of the combined conference visit www.ohiofruit.org, call 614-246-8292 or e-mail growohio@ofbf.org

Intensive Bramble Production Workshop - by Dr. Dick Funt

Bramble ABCs is a three-hour workshop for potential and novice fruit growers and experienced growers who want a refresher. Raspberry and blackberry production management and marketing are the major topics. The workshop will be held during the Ohio Fruit and Vegetable Congress from 1:30 to 4:30 PM on Monday January 15, 2007 in Columbus, Ohio, at the Greater Columbus Convention Center. This workshop will be interactive between growers and the presenters: Richard Funt, Professor Emeritus, Ohio State University; Tom Althaus, an Ohio raspberry grower; and Tom Walters, NW Washington Research and Extension Center and NABGA vice-president.

The workshop will ask three questions: Where are you now? Where do you want to be in five years? And how will you get there? It will cover the planning process, financial risk, profits, the supply chain, current industry trends, soil/water management, cultivar selection, pest control, marketing, and other key aspects of a bramble operation.

The Bramble ABCs workshop has limited registration and pre-registration is required. Cost for the workshop is \$50, with a lower charge for a spouse or second farm/family member attending. This workshop is part of the three-day National Bramble Conference sponsored by the North American Bramble Growers Association. (NABGA). Additional bramble sessions and NABGA annual meeting will be held on Tuesday, January 16 and Wednesday, January 17.

For more information, contact NABGA at nabga@mindspring.com or 919-542-3687 or visit www.raspberryblackberry.com. Information on the full Ohio Fruit and Vegetable

Congress and registration forms are available at www.ohiofruit.org or by calling (614) 246-8235.

NOTE: Disclaimer - This publication may contain pesticide recommendations that are subject to change at any time. These recommendations are provided only as a guide. It is always the pesticide applicator's responsibility, by law, to read and follow all current label directions for the specific pesticide being used. Due to constantly changing labels and product registrations, some of the recommendations given in this writing may no longer be legal by the time you read them. If any information in these recommendations disagrees with the label, the recommendation must be disregarded. No endorsement is intended for products mentioned, nor is criticism meant for products not mentioned. The author and Ohio State University Extension assume no liability resulting from the use of these recommendations.

Ohio Poison Control Number

(800) 222-1222
TDD # is (614) 228-2272