

2020 Western Southern Tier Produce Meeting

9:30 am – 3:00 pm, January 28th, 2020

Carnahan Center, 241 James Ave, Jamestown NY 14701

(On the Jamestown Community College campus)

- 9:30 AM** **Welcome, Housekeeping Announcements, Finish Signing up for Credits**
- 9:35 AM** **Analysis of the Chautauqua Produce Auction Market Reports** - Elizabeth Buck, CVP
A presentation of the findings of an analysis of the sale data from the 2019 growing season, including price trends, produce sales strategies, and total auction offerings.
- 9:55 AM** **Farm to School Marketing** - Becky O'Conner, CCE Erie
In 2019, NY State began offering schools a much larger reimbursement toward student meals if schools sourced 30% of their food from NY farms. Becky is a Farm-to-School Educator who has successfully helped a half-dozen school districts connect with local growers. She will outline the Farm-to-School program and highlight what growers can do to enter this new market.
- 10:15 AM** **Plant Pathology 101** - Judson Reid, CVP
To successfully overcome a challenge, you must first understand what you are facing. In this talk, Jud will break down plant disease to its most fundamental roots. He will explain the different life strategies of bacteria, fungi, viruses, and oomycetes and their different approaches to causing plant disease. Jud will also cover how these biological differences influence preventative management approaches and spray-based control programs.
- 10:45 AM** **Break**
- 10:55 AM** **Developing Local Produce Markets** - Harry Crissy, Penn State Extension
Penn State Extension has been spearheading local initiatives to enhance marketing opportunities for produce growers. Learn how to take advantage of opportunities like direct to restaurant sales and other local food supply chain systems.
- 11:10 AM** **Who are the SW NY Dairy, Field Crops, Livestock Team?** SWNY Team Educators
Great news! There's a brand new team of 4 CCE specialists who are eager to serve field crops, livestock, and dairy farms in the Southern Tier and Erie County. They will introduce themselves and their areas of focus, and gather input on what type of programming you'd like to see.
- 11:25 AM** **Raising Raspberries without Raising a Headache** - Esther Kibbe, Harvest NY
Raspberries are a popular crop with consumers and can fetch good wholesale and retail prices. However, cane berry production has become more challenging in recent years as growers face greater pest and disease challenges. This talk will focus on cultural practices to grow strong plants, decrease soil borne disease susceptibility, create environments that are unfavorable to foliar and fruit disease, mitigate insect vectored viruses, and control spotted wing drosophila.
- 11:55 AM** **Lunch**

- 12:45 PM CCE of Chautauqua County Updates** (no credit requested)
Lisa Kempisty, CCE Chautauqua County
- 12:50 PM Hands-On Phytophthora Blight Workshop** - Greg Vogel, CU Dept. Plant Pathology
Phytophthora Blight is a serious disease impacting most vegetable crops. This workshop will build upon existing grower knowledge to develop a list of on-farm Best Management Practices. Growers will have a chance to see live specimens of Phytophthora Blight on infected transplants and vegetable fruit, as well as see prepared microscope slides. A demonstration and discussion around fungicide resistance management will also occur.
- 1:20 PM Grower Panel with Q & A**- Titus Shirk, Eugene Hoover, Ray Hoover
Titus Shirk raises vegetables and small fruit and runs a farm market & greenhouse business. Eugene Hoover is an experienced berry grower who also sells flowers. Ray Hoover is the chair of the Finger Lakes Produce Auction and raises vegetables and greenhouse crops.
- 1:50 PM Break**
- 2:00 PM Biopesticides – How do they Work?** - Amara Dunn, NYS IPM Center
Biopesticides are a rapidly growing segment of crop protection products. This talk will breakdown biopesticides and explain what they are, how they work, and in which type of pest pressure situations they are a good pest control choice.
- 2:30 PM CCE of Cattaraugus County Updates** - Dick Rivers, CCE Cattaraugus
- 2:40 PM Pest & Disease Identification & Management in Potato** - Margie Lund, CVP
Potatoes are a profitable yet challenging fresh market crop. They are susceptible to many diseases and proper identification is essential to successfully managing plant disease concern in potato. Colorado potato beetle and leaf hoppers will be covered, too.
- 3:00 PM Wrap Up and Recertification Credit Pick-Up**

Attendees seeking pesticide recertification credit will be required to provide their Certified Pesticide Applicator ID and/or registration number. Only the attendees sitting for the entire course will get a certificate.