

North American Strawberry Growers Association 2018 Annual Meeting and Conference

**Astor Crowne Plaza, New Orleans, Louisiana
January 21-24, 2018**



Agenda

Sunday, January 21

1:00-3:00 PM NASG Foundation Meeting – St. Ann Room
3:00-5:00 PM NASGA Board Meeting – St. Louis Room
5:00-7:00 Registration – Grand Foyer
7:00-9:00 Welcome Reception & Crown Nursery Profile - Grand Ballroom Gallery

Monday, January 22

7:30-8:30 Registration and Trade Show

General Session: Grand Ballroom C

8:30 **New Varieties – Review of Releases from Various Programs. Standouts from each**
Kim Lewers, USDA-ARS, Beltsville, MD

9:00 **Welcome to Agriculture in Louisiana**
Dr. Mike Strain, Louisiana Commissioner of Agriculture

9:30 **Local Grower Profile**
Heather Hughes, Mrs. Heather's Strawberry Farm, Albany, LA

10:10 BREAK - Visit Exhibitors – Grand Ballroom Gallery

10:30 **Trends in the California Strawberry Industry**
Thomas AmRhein, Vice-president, Naturipe Berry Growers, Inc.
Chairman, California Strawberry Commission

11:00 **Edward Vinson Business Profile**
Graham Clarkson, Edward Vinson, Faversham, Kent, UK

11:30 **Update on Strawberry Production Systems Inside Automatic Retractable Roof
Houses**
Luis Gaxiola, Cravo Equipment Ltd, Jalisco, Mexico

12:00 **NASGA Annual Meeting and Luncheon – Grand Ballroom D**

2:00 **MyIPM Smartphone App Update**
Guido Schnabel, Clemson University, Clemson, SC

2:15 **Strawberry Health Benefits**

Barbara Shukitt-Hale, USDA-ARS, Human Nutrition Research Center on Aging, Tufts University, Boston, MA.

- 3:00 **Labor Saving Techniques - Panel**
Moderator: Scott Thompson
- 3:45 Break
- 4:00 **Minimizing Losses from Pick Your Own Grazers – Panel**
Moderator: Blaine Staples

Tuesday, January 23

7:00-8:30 Nursery Meeting – St. Ann Room

7:30-8:30 Registration, Trade Show

Choose between the General Session and the Marketing Session

General Session: Grand Ballroom C

- 8:30 **Botrytis Fragariae – A New Species of Gray Mold**
Guido Schnabel, Clemson University, Clemson, SC
- 9:00 **Spotted Wing Drosophila - Overview of Research**
Lauren Diepenbrock, North Carolina State University, Raleigh, NC
- 9:30 **How do Identify and Deal With Fungicide Resistance**
Guido Schnabel, Clemson University, Clemson, SC
- 10:00 BREAK
- 10:30 **Spider Mite Management – Thresholds, Materials**
Justin Renkema, University of Florida, Winauma, FL
- 11:00 **Conserving and Promoting Beneficial Insects**
Liette Lambert, Ministry of Agriculture, Sainte-Martine, Quebec
- 11:30 **Strawberry Physiology – Understanding your Plants to Maximize Yield**
Edward Durner, Rutgers University, New Brunswick, NJ
- 12:15 Lunch – Grand Ballroom D
- 1:30 **Update from the California Breeding Program**
Thomas AmRhein, Vice-president, Naturipe Berry Growers, Inc.
Chairman, California Strawberry Commission
- 2:00 **Strawberry Substrate Choices and Nutrition in Substrate Production**
Shawn Mallen, A.M.A. Plastics, Kingsville, ON
- 2:30 **Growing Mustard as a Cover Crop**
Charlie Gray, 4 Corners Farm, Newbury, VT
- 3:00 Break
- 3:30 **Crop Rotations in Strawberry Production**
Amanda McWhirt, University of Arkansas, Little Rock, AR
- 4:00 TBA

Marketing Session

9:00 **Tour of Crescent City Farmers Market**
Rouse's Rooftop Gardens

12:00 Lunch at the hotel

Grand Ballroom A&B

1:30 **Videos on Youtube and Facebook: Before and After the Posting**
Kyle Hensel, University of Georgia

3:00 Break

**Navigating Search Engines and Social Networks: What I really need
to do to be found online**
Kyle Hensel, University of Georgia

Wednesday, January 24 Farm Tour – Depart from Hotel at 7:30 am

First stop - Eric Morrow, Ponchatoula, LA

Second - : Liuzza Farms, Independence, LA

Lunch - Liuzza (Berry Barn), Independence, LA

Third stop - Faust Farms, Independence, LA

Fourth Stop - Abita Brewery, Abita Springs, LA

Return to the hotel in New Orleans.