

Introducing The North American Strawberry Growers' Association 's

NASGA WINTER WEBINAR SERIES

DAY NEUTRAL STRAWBERRIES

EMERGING PESTS: ID AND MANAGEMENT



STRAWBERRY WEBINARS

- ◆ Learn cutting edge strawberry production techniques and pest management information from experts across the US
- ◆ Participate from the comfort of your own home
- ◆ View recorded webinars at a later date.

DATES: FRIDAYS, 02/18/11 TO 03/25/11

NASGA WINTER WEBINAR SERIES

What is a Webinar?

A webcast is a type of web conference where each participant sits at his or her own computer and is connected to other participants and presenters via the internet. Presenters communicate with participants using real time audio communication through the computer via use of headphones and speakers. Presenters provide information to the participants on the screen (such as a PowerPoint presentation) as they speak. Webcasts frequently include polling and question & answer sessions to allow full participation between the audience and the presenters.

How Can I Participate in the NASGA Webinar Series?

All you need is a home or office computer and high speed internet access. to attend this educational series sponsored by NASGA and co-hosted by Cornell University Dept. of Horticulture and Cornell Cooperative Extension.

Participation is free, but registration is necessary to participate. Registration is on a first-come-first-served basis for the first 100 participants. To register go to: <http://www.nasga.org/> .

All webinars will begin promptly at 1 PM EST and last approximately 1 hour and 15 minutes.

Once You're Registered...

Registrants will received an e-mail with instructions and a web link prior to each webinar. Simply click on the link to see the scheduled presentations given live by the speakers from his or her location across the US and Canada. Type questions into the chat box provided for real time Q and A with the speakers after the presentations.

For More Information...

Cathy Heidenreich, 315-787-2367 or mcm4@cornell.edu or

Kevin Schooley, 613-258-4387 or info@nasga.org.

WEBINAR SCHEDULE

Day Neutral Strawberries

February 18, 2011

“Strawberry Physiology” - Dr. Adam Dale, University of Guelph

“Day Neutral Strawberry Varieties” - Ms. Pam Fisher, OMAFRA.

February 25, 2011

“Growing systems” - Mr. Simon Parent, president, Novafruit.

“Fertility/Fertigation” - Dr. John Zandstra, University of Guelph

March 4, 2011

“Diseases” - Dr. Frank Louws, North Carolina State University.

“Insect and Mite Management for Day Neutral Strawberries” - Dr. David Handley, University of Maine.

Emerging Pests: ID and Management

March 11, 2011

“Brown Marmorated Stinkbug” - Dr. Tracy Leskey, USDA ARS Appalachian Fruit Research Station

“Fusarium and Charcoal Crown Rots” - Mr. Steven Koike, University of California Cooperative Extension, Monterey County.

March 18, 2011

“Strawberry Viruses” - Dr. Robert Martin, USDA ARS, Corvallis Oregon

“Management of the spotted wing drosophila in the small fruits” - Mr. Mark Bolda, University of California Cooperative Extension, Santa Cruz County.

March 25, 2011

“Nematodes and Root Rots” - Dr. James LaMondia, The Connecticut Agricultural Experiment Station.

“Advances in Root Weevil Management” - Dr. Richard Cowles, The Connecticut Agricultural Experiment Station.

DAY NEUTRAL STRAWBERRIES

DR. ADAM DALE

Adam Dale (B.Sc. Ph.D.) is Professor at University of Guelph with 30 years of research experience in the breeding, genetics, and management of berry crops. From his strawberry breeding program, he has released 8 strawberry cultivars. Adam has an active interest in genetic resources and has been incorporating wild *Fragaria virginiana* germplasm into his program. Adam’s program has covered many aspects of berry crop research including: a systems approach to mechanical harvesting in strawberry, developing management systems for day neutral strawberries, and irrigation in highbush blueberries. Recently, he has been instrumental in developing greenhouse raspberries production systems and started to breed raspberries for the same. He has considerable research experience in dormancy, flower initiation and frost tolerance in berry crops and is an acknowledged expert on the genetics and management of yield in raspberries.



“STRAWBERRY
PHYSIOLOGY”

FRIDAY
FEBRUARY 18,
2011
1:00 PM EST

MS. PAM FISHER

Pam Fisher is the berry crop specialist for the Ontario Ministry of Agriculture, Food and Rural Affairs, based in Simcoe, Ontario. She works with growers, researchers, industry, and other OMAFRA specialists to bring new technology and information to producers. She is editor of the Ontario Berry Grower newsletter, and Ontario Fruit Production Recommendations. Pam delivers pest management training to berry crop scouts in Ontario, and is involved in field research and demonstration projects. She works closely with the Ontario Berry Growers Association, and the North American Strawberry Growers Association. She graduated from the University of Guelph, where she studied agriculture (BSc. Agr.) and entomology (M.Sc.).



“DAY NEUTRAL
STRAWBERRY
VARIETIES”

FRIDAY
FEBRUARY 18,
2011

DAY NEUTRAL STRAWBERRIES



**“GROWING
SYSTEMS”**

**FRIDAY
FEBRUARY 25, 2011
1:00 PM EST**

MR. SIMON PARENT

Simon Parent is owner of Novafruit, a strawberry and raspberry plant nursery located in Quebec that specializes in plugs and tray plants. He regularly visits producers and researchers abroad to adopt the latest techniques and transfer them to industry. He is very much involved at all levels of the production chain, from breeding to marketing of fruits and he is a member of several committees and working groups. He is currently of the North American Strawberry Growers Association (NASGA) and sits on the Coordinating Board of the Quebec Strawberry Grower Association (APFFQ) in order to participate in the development of the sector and make sure that the technological developments in the company match the market's needs.

DR. JOHN ZANDSTRA

John completed his B.Sc.(Agr) and M.Sc. at the University of Guelph and has been with the University of Guelph, Ridgetown Campus since 1994. He is responsible for conducting cropping systems research on fruit and vegetable crops in southwestern Ontario. John is presently the coordinator of the Agriculture and Horticulture Diploma Programs at Ridgetown Campus, and also teaches courses in fruit and vegetable crop management.

He manages the Cedar Springs Fruit Research Station, which is located on the north shore of Lake Erie, 15 km east of the town of Blenheim. The main focus in the fruit research program for the past few years is the development of cropping systems for day neutral strawberries, including high tunnel production.



“FERTILITY/FERTIGATION”

**FRIDAY
FEBRUARY 25, 2011
1:00 PM EST**

DAY NEUTRAL STRAWBERRIES

DR. DAVID HANDLEY

David T. Handley is the Extension Vegetable and Small Fruit Specialist and a Cooperating Professor of Horticulture for the University of Maine. Dr. Handley has been based at the Highmoor Farm Agricultural Experiment Station since 1983, where he carries out applied research regarding berry and vegetable variety evaluation, production techniques and pest management strategies. He coordinates statewide integrated pest management (IPM) programs for strawberries and sweet corn. Dr. Handley is the author of numerous Extension fact sheets, articles and newsletters, and co-editor of two regional small fruit production guides.



**“INSECT AND MITE
MANAGEMENT FOR
DAY NEUTRAL
STRAWBERRIES
”**

**FRIDAY
MARCH 4, 2011
1:00 PM EST**

DR. FRANK LOUWS

Dr. Frank Louws is professor of Plant Pathology and Director of the Center for Integrated Pest Management (CIPM) at North Carolina State University. He grew up with a farming background, including strawberry production, and has worked with strawberry diseases the past 15 years at NCSU.

Dr. Louws seeks to develop IPM programs that help growers do their best in producing high quality fruit with maximum yields. The plant pathology research program has included work on strawberry farming systems, soil-borne disease management, methyl bromide alternatives, and seeking new knowledge about the biology and management of foliar, fruit and crown rot pathogens.



“DISEASES”

**FRIDAY
MARCH 4, 2011
1:00 PM EST**

EMERGING PESTS: ID AND MANAGEMENT



**"BROWN
MARMORATED
STINKBUG"
"**

**FRIDAY
MARCH 11, 2011
1:00 PM EST**

DR. TRACY LESKEY

Dr. Tracy Leskey received her Ph.D. in Entomology from the University of Massachusetts at Amherst. She has been employed as a Research Entomologist for USDA-ARS at the Appalachian Fruit Research Station (AFRS) in Kearneysville, WV since 2010. Her research focuses on behavioral and chemical ecology of economically important tree fruit pests and specifically on developing behaviorally based monitoring tools and management strategies for the brown marmorated stink bug, plum curculio, apple maggot fly, and dogwood borer.

MR. STEVEN KOIKE

Steven Koike joined the Monterey County office of UC Cooperative Extension in 1989. As Plant Pathology Farm Advisor, he is involved in educational programs and applied research in vegetable, fruit, and ornamental crop diseases. His research emphasizes diseases of vegetables, epidemiology of disease systems, fungicide evaluations, identification of new diseases, ecology of fungi, and exploration of alternative disease control methods (alternative fungicides, biological agents, and organic agriculture disease management). He is also involved in applied research of foodborne pathogens (primarily E. coli) as they occur in agricultural field settings. Educational efforts consist of informing clientele of research results, tailoring results to commercial operations, and diagnosing problems found in field and greenhouse.

Koike operates the U. C. Cooperative Extension plant pathology diagnostic lab located in Salinas. In 2007 he published his first book: A Color Handbook of Diseases of Vegetables.



**"FUSARIUM AND
CHARCOAL CROWN
ROTS"
"**

**FRIDAY
MARCH 11, 2011
1:00 PM EST**

EMERGING PESTS: ID AND MANAGEMENT

DR. ROBERT MARTIN

Dr. Robert R. Martin (Bob) is Research Plant Pathologist with the USDA-ARS Horticultural Crops Research Unit in Corvallis, Oregon working on virus diseases of small fruit crops. He serves as Research Leader for the Unit, which has 66 permanent employees, including 15 research scientists, and is a courtesy professor in the Department of Botany and Plant Pathology at Oregon State University. Research in Bob's lab focuses on characterization, detection and management of viruses in the berry crops. As one of few laboratories that concentrate on viruses in these crops, he is involved in research on berry crops in most U.S production areas. Currently, his research focuses on virus complexes and how to control virus diseases in berry crops in the field. Bob's lab is also involved in the National Clean Plant Network and serves as one of the centers for producing virus-tested materials that are then made available to nurseries for propagation. Bob works closely with growers and presents his research and its application to grower groups throughout the country.

MR. MARK BOLDA

Mark Bolda has been the Caneberry and Strawberry Farm Advisor in Santa Cruz, Monterey and San Benito Counties since 2002.

Mark graduated from the University of Illinois in 1989 after which he served in the United States Peace Corps in Paraguay as an agricultural extensionist from 1989 to 1993.

He earned a Master's Degree in Plant Protection and Pest Management from UC Davis in 1996 and worked with Plant Sciences, Inc. as research associate and manager from 1996 to 2002.



**"STRAWBERRY
VIRUSES"**

**FRIDAY
MARCH 18, 2011
1:00 PM EST**

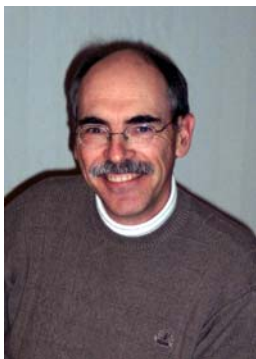


**"SPOTTED WING
DROSOPHILA"**

**FRIDAY
MARCH 18, 2011
1:00 PM EST**



EMERGING PESTS: ID AND MANAGEMENT



DR. JAMES LAMONDIA

Jim LaMondia is the Plant Pathologist, Nematologist and the Chief Scientist at the Connecticut Agricultural Experiment Station Valley Laboratory in Windsor, CT. He earned his B.S in Biology from Fitchburg State College, in Massachusetts and the M.S. and Ph.D. degrees in Plant Pathology from Cornell University.

Jim's research interests are the biology and control of plant diseases caused by nematodes and fungi. Areas of emphasis include non-chemical controls such as plant resistance and cropping systems. He has 25 years of experience researching strawberry diseases.

**"NEMATODES AND
ROOT ROTS "**

**FRIDAY
MARCH 18, 2011
1:00 PM EST**



DR. RICHARD COWLES

Rich Cowles obtained his degrees in entomology from Cornell and Michigan State Universities. completion of his Doctoral degree, he worked for four years as the statewide extension and research turf and ornamentals specialist at the University of California, Riverside.

Since 1994, Rich has been a research entomologist at the Connecticut Agricultural Experiment Station, and is stationed at the Valley Laboratory in Windsor. His areas of study include managing pyrethroid resistance, use of systemic insecticides, integrated pest management, and breeding strawberries for resistance to black root rot and black vine weevils.

**"ADVANCES IN
ROOT WEEVIL
MANAGEMENT"**

**FRIDAY
MARCH 18, 2011
1:00 PM EST**

BENEFITS OF NASGA MEMBERSHIP

Why Do You Join An Association?

You don't buy a newspaper, you buy news.

You don't buy life insurance, you buy security.

You don't buy glasses, you buy vision.

You don't buy awnings, you buy shade.

You don't buy membership in an association... You buy the cooperation of people in your profession with whom you can join hands to do the things you can't do alone.

Joining any organization involves a certain commitment especially where dues are required for membership. This is exactly what the North American Strawberry Growers Association (NASGA) represents ... those growers, nurserymen, researchers, extension specialists, and suppliers who want to get the most out of growing strawberries. This commitment to doing one's best doesn't guarantee overnight success, but it does mean that you will be exposed to resources of people and information to put you on the right path toward personal and financial achievement.

Here's what you can expect to gain from the North American Strawberry Growers Association:

Access to the top strawberry researchers and horticulturists in the United States and Canada. At our three-day annual meeting held in the winter, there is ample time to speak directly with scientists and professionals who are vitally interested in your concerns.

Timely publications that give you the latest information on production methods and new marketing techniques; the newly redesigned and enlarged quarterly newsletter and "Advances in Strawberry Research". These publications are for members only to keep you up-to-date and save you time and effort searching through university libraries or a multitude of magazines for what is new and valuable for strawberry growers.

New ideas developed by other growers. A true sign of a successful grower is a willingness to share knowledge gained from personal successes and failures. Such sharing is a major component of our annual meeting. In addition, our membership directory give you a chance to contact other

members for their advice or support.

NASGA works for you as a lobby for berry growers on the national level. Our success depends upon your participation and support. This is a critical time during which we see university research and extension programs under very close scrutiny that often results in cutback of financial support. You can show support as constituents of the strawberry industry by joining together in NASGA. University, USDA, and Provincial administrators clearly see our commitment as we contribute over \$50,000 toward research projects this year and publish our own research journal. "Advances in Strawberry Research".

NASGA supports your marketing efforts through special publications offered by NASGA to assist you and promote strawberries to your customers. Each Annual Conference has several sessions dedicated to marketing related topics.

If you grow and market strawberries and other small fruits, educate or consult, or are exploring the myriad dimensions of small fruit growing as a career, then it is time to recognize that the North American Strawberry Growers Association is a valuable key to your success! We invite you to join NASGA and take advantage of new experiences and friendships while strengthening the solid foundation of information needed to be a successful grower.

For more information please contact us:

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