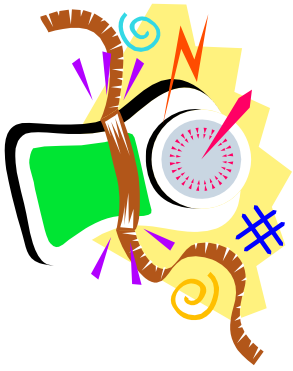


Trim the Waste
for a better Bottom in 2009!



More details at
njveggies.org

New Jersey Vegetable Growers' Assoc
415 Hightstown-Imlaystown Rd.
East Windsor, NJ 08520

ADVANCE PROGRAM
**2009
ATLANTIC COAST
AGRICULTURE
&
MID-ATLANTIC
DIRECT MARKETING
CONFERENCES & TRADE SHOWS**

January 13, 14, 15

Pre-conference marketing tour on Jan 12

in conjunction with

**Vegetable Growers' Association
of New Jersey, Inc.**

and the

**NJ, DE, MD, PA & VA
Farmers' Direct Marketing Associations**

at the

Trump Taj Mahal Casino Resort
1000 Boardwalk at Virginia Ave
Atlantic City, NJ 08401

Brought to you by



**An Invitation from the
Vegetable Growers' Association of NJ
& the NJ Farmers' Direct Marketing Assoc.**

Dear VGANJ and MADMC members and guests,

On behalf of VGANJ and NJFDMA, we would like extend a warm welcome to all that attend our Conference with particular enthusiasm for our MADMC guests. The joining together of these two events is to the mutual benefit of both organizations and our constituents. Many vegetable producers have farm stands and direct marketers grow some or most of the produce they sell. It is a natural blend of two aspects of the industry.

The social area in the center of the Trade Show Arena will, once again, be a center of activities. Tuesday afternoon will be "Trade Show Only" time to give attendees ample time to interact with the exhibitors. The opportunity for exhibitors to demonstrate their wares along with MADMC's fun "Braggs and Blunders" will be an integral aspect of the afternoon. For your comfort and convenience, a buffet lunch will be available both Tuesday and Wednesday. Be sure to pre-order on the enclosed form.

Tally cards, introduced at the 2008 Convention, will be available once again to maximize the interaction of attendees with exhibitors. This strategy proved successful in increasing booth traffic. Completed cards will be collected. Each day cards will be drawn and prizes awarded. The more vendors you visit, the better your chances of winning.

Also, all producers are invited to participate in the Box Logo contest. Last year's winner was Glossy Fruit. The judging will take place Thursday morning.

As always, our educational sessions have been planned with your needs as the focal point and we continually seek input for what you would like to see offered in the future. The number of sessions with a Direct Marketing theme (highlighted) has been increased to accommodate our MADMC guests, but this has always been part of the VGANJ agenda. We thank Rutgers NJAES Cooperative Extension for their dedication in bringing you the information to keep New Jersey farmers on the cutting edge of American agriculture, while protecting the interests of the family farm.

Please enjoy the show. Feel free to reach out to any of our officers or staff if you have questions or suggestions. You have our sincerest best wishes for a successful 2009 season.

Denis Krowicki
President VGANJ

Tannwen Mount
President NJFDMA

For registration materials, visit
njveggies.org
on the internet
or call 609-426-1690

Cooperating Agencies: Rutgers, The State University of New Jersey, U.S. Department of Agriculture, and County Boards of Chosen Freeholders. Rutgers Cooperative Extension, a unit of the Rutgers New Jersey Agricultural Experiment Station, is an equal opportunity program provider and employer.



Monday January 12, 2009

TRADE SHOW SET UP

9-5 in the Mark Etes
Arena



Keeping it Going Through the Dead of Winter
Farm Market Tour
 8am-6pm
 LIGHT BREAKFAST AT
 Penza's Pies at the Red Barn Café
 Ron's Square Deal Market Christmas Shop
 Shirley Kline's Raspberry Patch
 Arc Greenhouses - TENTATIVE
 Bradway's Farm Market & LUNCH
 Marlboro Farm Market
 Rutgers Food Innovation Center

PRE-REGISTRATION REQUIRED!

What better way to **Trim the Waste for a better Bottom line!** than by combining two shows into one, offering a greater diversity of exhibitors and programming for larger numbers of attendees? New Jersey extends a hearty welcome to one and all with an invitation to join their biggest and best conference yet! And for the even more adventurous who might be looking for something new to add to their market's product mix, check out the **Philadelphia National Candy, Gift and Gourmet Show** (<http://www.phillycandyshow.com>) a few blocks away at the Atlantic City Convention Center earlier in the week.

Tuesday A.M. January 13, 2009

Peppers

Update on Disease Control
 Andy Wyenandt, Vegetable Plant Path Specialist, RCE
Pepper Cultivar Trials
 Wes Kline
 Cumberland Ag Agent, RCE
One Acre & Independence
 David Winsberg
 Happy Quail Farms, CA
Pepper Insect Management
 Tom Kuhar
 Entomology Specialist, VPI

Perspectives-Ag Issues

Country of Origin Labeling
 Michelle Casella
 Gloucester Ag Agent, RCE

Farmland Assessment

Jenny Carleo
 Cape May Ag Agent, RCE
Current Issues from Farm Bureau
 Ben Casella
 NJ Farm Bureau
Misconceptions and Truths of Ag Issues
 Karen Kritz
 Agribusiness Devel Rep, NJDA

Cut Flowers

Should you Grow Flowers from A to Z?
 Ginny Rosenkranz, Comm Hort Communicator, MD Extension
The Life & Times of Jimmy Durr
 James Durr, James Durr
 Wholesale Flowers
Keeping Flowers Fresh
 Jenny Carleo

Tree Fruit

Weed Control Update for Tree Fruit Growers
 Brad Majek
 Weed Control Specialist, RCE

Stone Fruit Cultivars for Traditional & Emerging Markets

Desmond Layne
 Tree Fruit Specialist, Clemson Univ.

Update for New Jersey Fruit Growers

Win Cowgill,
 Hunterdon Ag Agent, RCE
Best Management Practices for Peaches
 Desmond Layne
 Tree Fruit Specialist, Clemson Univ.

Getting Customers to Your Door

Branding & Marketing Your Product
 Chuck & Tami Mohler
 Indiana Direct Marketers
Knowing What Customers Want & Changing w/ the Times
 Ronnie Lee
 Lee Turkey Farm, NJ
Enhance Your DM Efforts w/ the Media
 William Hlubik
 Middlesex Ag Agent, RCE
Cooperative Buying to Bridge the Gaps
 Jim Giamarese
 Giamarese Farm, NJ
Community Supported Ag at Genesis Farm
 Miriam MacGillis
 Genesis Farm, NJ

Ideas & Opportunities

Agritourism & Community Kitchens
 Steve Komar, Sussex Ag Agent, RCE
Value-Added Concepts and Value-Added Success Stories
 Rutgers Food Innovation Center Staff & Clients
So You Want to Apply for a USDA Value-Added Grant
 Jim Quarella, Bellview Winery, NJ
Keeping up with Giants--the Shopping Experience of Tomorrow
 Rick VanVranken, Atlantic Ag Agent, RCE

12 NOON

Training for WIC & Senior Certified Vendors in FMNP

Face-to-Face Training for Cash Value Vouchers
 Ron Good & Daman Williams,
 NJDA

For More Information, visit NJDA booth in Trade Show

Tuesday P.M. January 13, 2009

Demonstrations & Door Prizes all afternoon

Visit the Trade Show

8am to end of social hour
12:30

Grand Opening

VENDOR DEMONSTRATIONS
 and
madmc's "Braggs & Blunders"

Trade Show Social

Buffet Lunch*
Tues & Wed

*Trade Show Lunch
 Tickets MUST be pre-ordered.
 See your registration packet for more details.

Wednesday A.M. January 14, 2009

Pollination

Economic Value of Bee Pollination in NJ
Rachael Winfree, Rutgers
Growers' Experience w/ Managed Bumble Bees
Gary Mount, Terhume
Denny Doyle, Atl Blueberry
Measuring Pesticides in Pollen
Kimberly Stoner
Conn Ag Exp Station
Assessment of Sub-lethal Effects of Imidacloprid on Honey Bee Colony Health
Mike Embrey, Wye Res Center, Univ. of MD

Grain & Forage

2009 Herbicide Update
Mark VanGessel
Ext Weed Specialist, Univ Del
Cereal Rust Mites in Timothy
Bill Bamka, Burl Ag Agent, RCE
Using GPS Technology to Quantify Bear

Damage in Corn
Stephen Komar
Farm Bill Update for Forage Producers
Paul Hlubik, Director, USDA-FSA, NJ

Small Fruit

High Tunnel Fruit Production in England
William Tietjen, Warren Ag Agent, RCE
Hydrostacker for Alpine & Day Neutral Strawberries
Steven McKay, Columbia Ag Agent, Cornell Extension
Strawberry Varieties for Plasticulture – Why do we prefer Chandler?
Michael Newell, Wye R&E Center
Brambles Cultural & Pest Update
Steven McKay

Energy

Alternative Energy Use
William Hlubik, RCE

Renewable Energy Sources & Practical On-Farm Options
Stacy Bonos, Asst. Prof. of Grass Breeding, RU
Farm Energy Audits
Tom Manning, NJAES-RU
Alternative Energy Incentives & Clean Energy Program for Small Business
Larry Barth, NJ Clean Energy Program

On-Farm Solar & High Efficiency Corn Burners
Ray Hlubik
Hlubik Farm, NJ
Experiences w/ Solar Power
Ronnie Lee
Alternative Energy & the Future at Genesis Farm
Miriam MacGills

Organic Production

NOFA-NJ Highlights,
Marc Bouvier, Asst Dir NOFA-NJ

Producing Naturally Grown Vegetables
David Winsberg, Happy Quail Farms, CA
Growing Organic Herbs in the Northeast
Jim Simon, Professor, RU
Freedom to Eat Farm Fresh Foods from Fertile Soil: Organic Raw Milk, Veggies, etc.
Joe Heckman, Ext Soil Fertility Specialist, RCE

Tomatoes

Building a Better Tasting Jersey Tomato
Tom Orton, Ext. Specialist in Vegetables, RCE
Tomato Food Safety Experiences - Eastern Shore of Virginia
Steven Rideout, Asst. Prof. of Plant Pathology, VPI
Adapting Tomato Weed Control Recommendations to Staked Tomatoes

Grown on Plastic Mulch
Brad Majek, Weed Science, RCE
Tomato Disease Management
Andy Wyenandt, Ext. Vegetable Pathology, RCE
Rediscovering the New Jersey Tomato Project
Peter Nitzsche, Morris Ag Agent, RCE

Pricing

What's value got to do with it? - A guide to pricing
Robin Brumfield, Farm Management Specialist, RCE
The price is right - How do we get there?
Jennifer Dennis, Ext Specialist Crop Marketing, Purdue
Choosing a crop mix for the best prices
Marco Palma, Ext. Ag Econ Specialist, Texas A&M

12 NOON

Training for WIC & Senior Certified Vendors in FMNP
Face-to-Face Training for Cash Value Vouchers
Ron Good & Daman Williams, NJDA
For More Information, visit NJDA booth in Trade Show

Visit the Trade Show

8am-5pm
Mark Etess Arena

Wednesday P.M. January 14, 2009

Irrigation & Water

Layout & Troubleshooting Drip Irrigation Systems
William Wolfram, Toro, Inc.
Injection of Insecticides in Drip Irrigation for Insect Control
Gerald Ghidui, Vegetable Entomology, RCE
Farm Pond Management
Steve Souza, Pres, Princeton Hydro
Why Test Irrigation Water & How to Interpret the Results
Ray Samulis, Burlington Ag Agent, RCE

Soil Fertility

Food Safety Considerations when using Manure and Composts
Wesley Kline, Cumberland Ag Agent, RCE
Reducing Fertilizer Costs and Maintaining Yield

Greg Binford, Associate Professor, Univ. of DE
Organic Amendments & Soil Testing to Manage Nitrogen for Vegetable Crops
Joe Heckman, Ext Soil Fertility Specialist, RCE
Soil Fertility and Vegetable Crop Disease
Wade Elmer, Conn AES

Employee Management

Managing your workforce: legal issues affecting the horticulture industry
Marco Palma, Ext. Ag Econ Specialist, Texas A&M
Matching profitable production with labor needs?
Robin Brumfield, Farm Management Specialist, RCE
How we get the most out of our employees?
Gretchen Willey, Willey Farms, DE

Greenhouses

Greenhouse Environmental Controls
Tom Piini, Owner, Microgrow Greenhouse Systems, Inc.
Greenhouse Design & Construction
John Hoogeboom, Vegetable Production Specialist, Rough Brothers
Growing Your Own Fuel
Arie Van Vugt, Pres, Plainview Growers
Greenhouse Energy Conservation & Efficiency
A. J. Both, Bioresource Eng. Specialist, RCE

Organic Marketing

Introduction & An Organic World Conference Report
William Sciarappa, Monmouth Ag Agent, RCE
Collective Roots - Marketing High Value

Vegetables on the West Coast
David Winsberg
Branding Ideas for Herbs
Jim Simon, New Use Ag & Nat Plant Products, RU
What's "Organic" Worth and Where's the Market Going?
Dr. Stanley Ernst, Marketing Specialist, Ohio State

Blueberries

Biology & Management of Cranberry Fruitworm in Blueberry.
Rufus Isaacs, Entomology Specialist, Michigan State
Within-plant & Within-field Distribution of Blueberry Thrips.
Cesar Rodriguez-Saona, Blueberry Entomologist, RCE
Developing a Cranberry Weevil Monitoring Strategy for Highbush Blueberry
Zsofia Szendrei, Research Assoc, Rutgers

Yield, Fruit Weight, & Seed Set Interactions in 'Duke' and 'Bluecrop' Highbush Blueberries.
Mark Ehlenfeldt, USDA Plant Breeder
Advances in Disease Management Techniques for Highbush Blueberry.
Peter Oudemans, Plant Pathology, RCE
Cold Tolerance in Blueberry Cultivars.
James Polashock, USDA Research Plant Pathologist
Three Year Summary of Blueberry Maggot
Dean Polk, Fruit IPM Agent, RCE
Effect of Nitrogen Regime on Blueberry
Overwintering, Stem Blight, Phomopsis Susceptibility and Aphid Population Density
Gary Pavlis, Atlantic Ag Agent, RCE, Peter Oudemans Cesar Rodriguez-Saona, & James Polashock, USDA

NJ, DE, MD, PA & VA Direct Marketing Associations' Meetings

Dinner Show

BE SURE TO RESERVE YOUR TICKETS!

Thursday A.M. January 15, 2009

Sweet Corn

Changing Corn Earworm Patterns and Early Emergence

Joseph Ingerson-Mahar, Vegetable IPM Coordinator, RCE

Dealing With Insect Pests of Sweet Corn

Gerald Ghidui, Vegetable Entomology, RCE

Post Emergence Weed Control in Sweet Corn with Impact & Laudes

Brad Majek, Weed Science, RCE

Growing Sweet Corn with Reduced Fertilizer Rates/Relationship of Light and Spacing on Sweet Corn Yields

Ray Samulis, Burlington Ag Agent, RCE

Water Issues, New Research & 3rd Party Audits - Food Safety

The \$2 million leafy green E. coli Investigation: What Did We Learn?

Robert Gravani, Cornell
When a USDA Food Safety Audit is Not Enough

Phil Neary, Dir Operations & Grower Relations, Sunny Valley International

Fecal Contamination of Irrigation Water: Keep it Off the Dinner Table

Donald Stoeckel, Research Hydrologist, USGS

Methods to Treat Irrigation Water for Pathogens

Christopher Gunter, Horticulture Science, NCSU

Asparagus

Working with the Rutgers Food Innovation Center Incubator: The Packaged Asparagus Experience

Diane Holtaway and Julie Elmer, Rutgers Food Innovation Center

Impacts of Trade Sanctions on Peruvian Asparagus Imports

Ed Tavernier, Ag & Food Econ. - Rutgers

Asparagus Disease Management in the Northeastern U.S.

Wade Elmer, Plant Pathology, Connecticut AES

Prospects of the Mother Stalk Growing Method for Asparagus Season Extension

Tom Orton, Vegetables, RCE

FSA Programs and the 2008 Farm Bill for NJ Growers

Farm Loan Programs

Jerry Hlubik, Chief, Farm Loan Programs, USDA -FSA

Conservation Programs

Nancy Coles, Program Specialist, USDA - FSA

Disaster Programs

Coleen McGarrity, Program Specialist, USDA - FSA

Crop Insurance Update

David Lee, Salem Ag Agent, RCE

Pulling in the Community

Ron Fisher, Square Deal Farm Market, NJ

Tour de Farm Ken Taaffe
USDA Coordinator - South Jersey Resource Conservation & Development Council

The 100-Mile Diet--What Does that Look Like at Your Market? Mr. Rick VanVranken, Atlantic County Ag Agent, RCE

Internet Marketing--What's Hot, What's Not! Social Marketing--What's the Buzz?

Joanne Kinsey, Atlantic FCHS Educator

Optimizing your Web Site and On-line Store Patrick Chambers, INVITED, IXI

E-Commerce Strategies for Direct Marketers, B2B & Niche Markets
PANEL

12 NOON

Training for WIC & Senior Certified Vendors in FMNP

Face-to-Face Training for Cash Value Vouchers

Ron Good & Daman Williams, NJDA

For More Information, visit NJDA booth in Trade Show

Visit the Trade Show

8am-5pm

Mark Etess Arena

Thursday P.M.

Food Safety 3rd Party Audit Workshop

Wesley Kline, Cumberland Ag Agent, RCE & Larry Hardwick, NJ Department of Agriculture

Weed ID & Sprayer Calibration Workshop

Brad Majek, Weed Science, RCE

Passing on the Farm (Market) Workshop

E-Commerce Strategies for Direct Marketers Workshop

E-Commerce Strategies for Direct Marketers, B2B & Niche Markets
Patrick Chambers, IXI & Carl German, Univ Delaware

Directions to the Trump Taj Mahal

All Roads Lead to the City of Trump Taj Mahal!

Only 15 minutes from Atlantic City's International Airport, an hour from Philadelphia International Airport. Minutes away from Amtrak. Convenient parking for over 7,000 vehicles.

FROM NEW YORK

Take New Jersey Turnpike, Exit 11 to the Garden State Parkway. Take Exit 40 to White Horse Pike East (Route 30). Follow signs for Virginia Avenue.

FROM PHILADELPHIA

Take the Ben Franklin or Walt Whitman Bridge, the North South Freeway (Route 42) to the foot of the Atlantic City Expressway. Follow signs for Trump Taj Mahal/Virginia Avenue.

FROM BALTIMORE/WASHINGTON, DC

Take I-95 to the Walt Whitman Bridge, the North South Freeway (Route 42) to the foot of the Atlantic City Expressway. Follow signs for Trump Taj Mahal/Virginia Avenue.

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or call 609-426-1690

**Plan to attend!
Rutgers NJAES
Cooperative Extension
programs are open to all!**