

# *Indiana Horticultural Congress & Trade Show*

*January 19 - 21, 2010*

*Wyndham West Indianapolis*

## **Special Events**

*Pesticide Applicator Training*

*CCH & PARP credits*

*Cider Contest*

*Hort Congress Social Hour*

*Trade Show - over 60 exhibits*

## **Educational Sessions**

*Agritoursim*

*Farm Marketing*

*Fresh Vegetables*

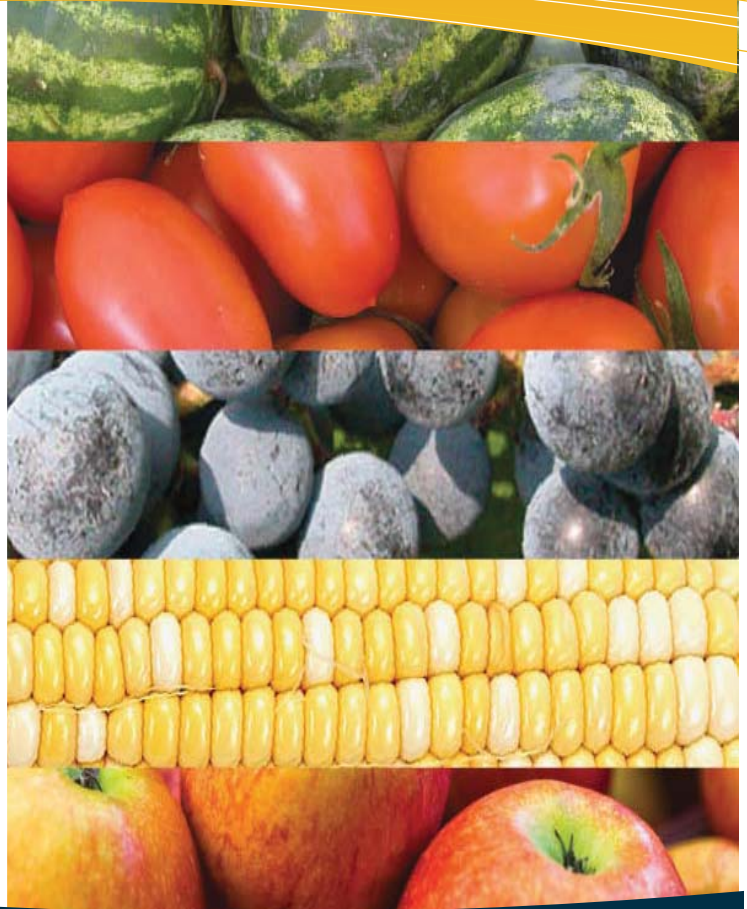
*Fruit*

*High Tunnel*

*Organics*

*Processing Vegetables*

*Wine Grapes*



# *On Site Program*

# Welcome to the 2010 Indiana Horticultural Congress and Trade Show

The annual IHC is sponsored by Indiana horticultural associations, the Purdue University Department of Horticulture and Landscape Architecture and the Purdue Cooperative Extension Service. Educational sessions are offered to help you improve your business performance by providing you with updates on production practices, pesticides, food safety, produce quality, specialty crops, market opportunities, and new regulatory requirements. There are several concurrent sessions scheduled so that subjects geared to particular interest groups run consecutively. The trade show, featuring over 60 exhibitors, is always popular with growers.

Visit our webpage for more information, registration forms, maps and lodging details ([www.inhortcongress.org](http://www.inhortcongress.org)).

Peter Hirst, Chair, Indiana Horticultural Congress

## REGISTRATION

If you have pre-registered or if you are registering on site, please stop by the registration desk to sign in and pick up your registration packet. Name tags must be worn to all sessions.

The registration desk will be open: Tuesday, 7:30am – 6pm; Wednesday, 7am – 5pm; Thursday, 8am – 12pm.

## TRADE SHOW

The Trade Show features a wide range of exhibitors including vendors of seed, agricultural equipment, plant protection materials and general supplies. We encourage you to visit the exhibits. The Trade Show will be open on Tuesday 12pm - 6:45pm, Wednesday 9am - 6:30pm and Thursday 8am - 4pm.

## SILENT AUCTION

A silent auction will be held to benefit the Tree Fruit Research and Extension Fund and the Vegetable Extension and Research Fund. In addition to raising funds to help support these programs, the Silent Auction is a great opportunity for attendees to pick up useful, interesting and sometimes unusual items.

If you would like to donate an item, please call Liz Maynard 219-785-5673, Tom Roney 317-326-2278, or Dick Hayden 765-463-6587.

## HORT CONGRESS SOCIAL HOUR

We hope you will join us for the Hort Congress Social Hour. Enjoy the company of fellow growers, exhibitors, and guests in an informal setting at the conclusion of educational sessions on Wednesday, January 20 at 5:30 pm. Cash bar and door prizes. Sponsored by participating exhibitors.

## AFFILIATED ORGANIZATIONS

Agritourism Conference  
Hoosier Organic Marketing Education (HOME)  
Illiana Watermelon Association (IWA)  
Indiana Farm Marketing Association (IFMA)  
Indiana Horticultural Society (IHS)  
Indiana Vegetable Growers Association (IVGA)  
Indiana Winery & Vineyard Association (IWVA)  
Raw Products Conference

## SHOULD YOU HAVE FURTHER QUESTIONS

Email: [tgoodale@purdue.edu](mailto:tgoodale@purdue.edu)  
Phone: (765) 494-1296  
Fax: (765) 494-0391  
Website: [www.inhortcongress.org](http://www.inhortcongress.org)

## CIDER CONTEST

An apple cider contest will again be held in conjunction with the Indiana Horticultural Congress. Two gallons of cider should be dropped off at the IHC registration desk before noon on Wednesday, January 20. Judging will take place on Wednesday afternoon. Winners will be announced at the IHC Luncheon on Thursday, and plaques presented to the winners. Any questions, please contact Peter Hirst at 765-494-1323 or [hirst@purdue.edu](mailto:hirst@purdue.edu)

## PRIVATE APPLICATOR RECERTIFICATION and CCH CREDITS

A Private Applicator Recertification Program (PARP) is being offered to help attendees who currently have Private Applicators permits achieve recertification through continued education. A person with a Private Applicators License must attend at least three recertification programs in five years in order to maintain certification. A maximum of two recertification programs per year can be credited towards recertification. The following are the requirements that must be met to obtain PARP credit:

- Attend 1 hour of qualifying presentations (indicated by PARP). Make sure you collect vouchers at the end of the presentations.
- Attend the PARP certification session on Wednesday, January 20 at 4:30 pm or Thursday, January 21 at 3:00pm. At the conclusion of either of these one-hour sessions, present the vouchers from the previous sessions you attended to the Purdue Cooperative Extension Educator in charge of the session. You will need your private applicators license number. ***There is a \$10 fee for receiving PARP credit.***

We will also offer Continuing Certification Hours (CCHs) for licensed commercial applicators in category 1. Please ask at the registration desk for a complete list of sessions, their times and locations.

## PRIVATE APPLICATOR EXAM:

Purdue Pesticide Programs will offer an opportunity for individuals to take the Pesticide Core Exam to receive a Private Applicator Permit on Wednesday, January 20 at 4:30 pm. This will be an "Exam only" and individuals will need to purchase the study materials (PPP-C Indiana Pesticide Applicator Training Manual) from Purdue Media Distribution Center 1-888-398-4636 or <http://www.ces.purdue.edu/new/> Cost of the manual is \$32.00 plus shipping and handling. Credit cards are accepted.

- Each examinee will be required to present a government issued photo ID such as a driver's license.
- There is no charge to take the exam, but we request that you check the box on the registration form so that we can plan accordingly.
- Information can be found at <http://www.btny.purdue.edu/ppp/>
- Those who pass the exam will be sent a private applicator permit form and a request for \$20.
- After receiving the completed form and fee, OISC will issue the private applicator permit.

# *Tuesday Morning, January 19, 2010*

## **Farmers Market**

*Golden Ballroom 6*

**9:00**  
**Trends of 2009 for direct marketers**  
Mary Shepherd, Editor of Farm Market Today Magazine

**10:00**  
**Updates on new food regulations & new rules for baking at home**  
Kris Thomas, Indiana State Department of Health

**11:00**  
**More fruits and vegetables! Indiana's new EBT program**  
Laura Hormuth, Indiana State Department of Health

**12:00**  
**Lunch on your own**

## **Agritourism**

*Golden Ballroom 5*

**9:00**  
**Welcome and introductions**

**9:05**  
**Keynote address**  
Joseph M. Kelsay, Director, Indiana State Department of Agriculture

**9:30**  
**Failing to plan is planning to fail: Successful event planning and development**  
Toni Meyer, Immediate Past President 500 Festival and Indiana State Festivals Association

**10:45**  
**Networking break**

**11:00**  
**Producer panel- How do we make events come together on our farm?**  
Facilitator- Adrienne Held, Purdue Extension Educator, Warrick County  
Connie Engelbrecht, Engelbrecht's Orchards  
Maureen Kercher, Kerchers Sunrise Orchard and Farm Market  
Loren Schmierer, Stonycreek Farm Nursery and Landscaping

**12:15**  
**Lunch on your own**

## **Organics**

*International Boardroom*

**9:00**  
**Welcome**  
Cissy Bowman, Program Director, Hoosier Organic Marketing Education

**9:15**  
**Organic certification workshop: Understanding and complying with the requirements of organic certification.**  
Cissy Bowman and Dex Conaway, Indiana Certified Organic Staff & Mark King, 4 Food Works

**12:00**  
**Lunch on your own**

## **Wine Grape**

*Fortune Square A-C*

**10:00**  
**Welcome**  
Larry Satek, President, Indiana Winery and Vineyard Association

**10:15**  
**Economic impact of the Indiana wine industry**  
Jennifer Dennis

**10:45**  
**Coffee break in Golden Preconvene**

**11:00**  
**Indiana Winery and Vineyard Association business meeting**

**12:00**  
**Lunch on your own**

***Please stop by the registration desk upon arrival to pick up your registration packet or to register on-site. Desk is open today from 7:30am - 6:00pm***

**Fruit/Vegetable  
Joint Session**  
*All Day Food Safety Workshop*  
*Good Agricultural Practices and Good Handling Practices*

*Golden Ballroom 1-3*

**9:00**

**Introduction to food safety and good agricultural practices**

Scott Monroe, Extension Educator, Ag and Natural Resources, Purdue Extension,  
Daviess County

**9:45**

**Questions and discussion**

**10:00**

**The role of Indiana State Dept. of Health in fresh produce safety**

Scott Gilliam, Director of the Food Protection Program, Indiana State Dept. of Health

**10:20**

**Coffee break in Golden Preconvene**

**10:30**

**Key practices for good agricultural practices and good handling practices:  
Water in the field and packing house**

Mosbah Kushad, Illinois Food Crops Extension Specialist, Department of Crop  
Sciences, University of Illinois

**11:15**

**Questions and discussion**

**11:30**

**Produce safety from a distributor's viewpoint**

Mike Lewis, Food Safety & Quality Manager,  
Piazza Produce, Indianapolis

**12:00**

**Lunch on your own**

**Visit the  
Trade Show today from  
12:00 pm - 6:45 pm**

**Online Resource**  
**Visit the Online Room in Director's  
Row I to view archived webinars  
and materials related to high tunnel  
production, mechanical weed control  
and cover crops, and other resources.**  
**Some of these offerings are eligible for  
PARP credit**  
**9:30am - 4:30pm**  
**&**  
**7:00pm - 8:30pm**  
**Tuesday only**

**Name badges must  
be worn to all  
sessions**

**Extension Publications for sale at the  
registration desk**  
**Please ask for assistance**

## Tuesday Afternoon, January 19, 2010

### Farmers Market

*Golden Ballroom 6*

**1:30**  
**Expanding your market by growing for the retail/ wholesale market: What do buyers in a value-chain expect and how Michigan is bridging the buyer-grower gap?**  
 Elaine Brown, Michigan State University

**2:30**  
**Trends with locavores**  
 Donna McClurkan, Local Food Advocate and Farmers' Market Manager

**3:30**  
**Coffee break in the Golden Preconvene**

**4:00**  
**Annual Indiana Farm Market Association business meeting**

### Agritourism

*Golden Ballroom 5*

**1:15**  
**Promoting your agritourism event... Getting the most "bang" for your marketing "buck"**  
 TBA

**2:30**  
**Networking break**

**2:45**  
**Adding value by enhancing the customer experience**  
 John Pike, Extension Educator, Community and Economic Development, University Of Illinois-Carbondale Center

**4:00**  
**Evaluation- Please take a minute to give us some feedback**

### Organics

*International Boardroom*

**1:30**  
**Permaculture/regenerative organic farming practices**  
 Sam Dunlap

**2:45**  
**Coffee break in the Golden Preconvene**

**3:30**  
**Making organic hard cider**  
 Jim Koan, Almar Orchards, Flushing, MI.

**5:00**  
**Adjourn**

### Wine Grape

*Fortune Square A-C*

**1:00**  
**IWVA business meeting resumes**

**4:00**  
**"Try on Traminette" campaign: Promoting Indiana's signature wine**  
 Purdue Wine Grape Team

**6:00**  
**Indiana Wine Grape Reception**  
 in the trade show

**7:00**  
**Indiana Wine Grape Banquet**  
 Golden Ballroom 4

## Tuesday Evening, January 19, 2010

**6:00** **Indiana Wine Grape Reception** *Hall of Champions* Experience wines from Indiana, [www.indianawines.org](http://www.indianawines.org)

**7:00** **Indiana Wine Grape Banquet** *Golden Ballroom 4* Master of ceremonies: Jeanette Merritt, Marketing Specialist, Purdue University (**Ticket required**)

**6:00** **Agritourism Roundtable** *Golden Ballroom 5* An anything-goes discussion of agritourism in Indiana

**7:30 - 8:30** **Vegetable Grower Roundtable Discussion** *Directors' Row 1* Round table discussion and variety report for 2009

**Fruit/Vegetable  
Joint Session**

*All Day Food Safety Workshop*

*Good Agricultural Practices and Good Handling Practices*

*Golden Ballroom 1-3*

**1:00**

**What to expect from a USDA third party food safety audit**

Representative from USDA, Agriculture Marketing Service, Fresh Fruit and Vegetable Program

**1:45 Questions and discussion**

**2:00**

**Writing and implementing a food safety plan**

Elizabeth Wahle, Extension Specialist, University of Illinois, & Scott Monroe, Extension Educator, Ag and Natural Resources, Purdue Extension, Daviess County

**2:45**

**Questions and discussion**

**3:00**

**Coffee break in the Golden Preconvene**

**3:15**

**Indiana grower experiences with good agricultural practices and good handling practices**

Mike Garwood, Garwoods Orchards & Mike Horrall, Melon Acres

**4:00**

**Auditors, consultants and advisors: Who's out there?**

Panel Discussion

**4:30**

**Open discussion with all speakers and panelists**

**5:00**

**Adjourn**

**Trade Show  
today from  
12:00 pm - 6:45 pm**

**Online Resource**  
**Visit the Online Room in Director's  
Row I to view archived webinars  
and materials related to high tunnel  
production, mechanical weed control  
and cover crops, and other resources.**  
**Some of these offerings are eligible for  
PARP credit**  
**9:30am - 4:30pm**  
**&**  
**7:00pm - 8:30pm**  
**Tuesday only**

**Wine Grape Reception  
in the Trade Show  
at 6:00pm**

# Wednesday Morning, January 20, 2010

**Visit the  
Trade Show today  
from  
9:00 am - 6:30 pm**

**Food  
Concessions  
are available for  
breakfast and lunch  
in the hallway  
adjacent to the trade  
show**

**All PARP Sessions  
also qualify for  
CCH's**

**CCH's applied for**

## High Tunnel

### Golden Ballroom 6

*Today's program is sponsored by North Central Sustainable Agriculture Research and Education*

**8:30 Welcome**  
Amy Thompson, Purdue Extension

**8:40 Perspectives on current high tunnel production in Indiana**  
Producer Panel

**9:20 Wish lists for your next high tunnel**  
Adam Montri, Student Organic Farm Outreach Coordinator, Michigan State University

**10:15 Coffee break in the trade show**

**10:45 Small fruits for high tunnel production**  
Kathy Demchak, Pennsylvania State University

**11:45 Lunch on your own**

## Fruit

### Golden Ballroom 7

**8:30 Welcome**  
Tom Roney, President, Indiana Horticultural Society

**8:45 Update from Purdue Horticulture**  
Bob Joly, Purdue University

**9:15 Experiences in organic apple production: tales from the dark side\*\*\*PARP\*\*\***  
Jim Koan, Almas Orchards, Flushing, MI

**9:45 Exhibitor introductions**

**10:00 Coffee break in the trade show**

**10:30 Clubs, patents and trademarks**  
Peter Hirst, Purdue University

**11:00 Diseases in apples that you can control without pesticides\*\*\*PARP\*\*\***  
Mosbah Kushad

**11:30 Biology and management of the woolly apple aphid \*\*\*PARP\*\*\***  
Rick Foster, Purdue University

**12:00 Lunch on your own**

## Vegetable

### Golden Ballroom 1-3

**Using Bees for Pollination  
Workshop  
8:30 - 10:05**

**8:30 Bee behavior basics**  
Greg Hunt, Purdue University

**9:00 Pollination trials in pumpkins**  
Alan Walters, Southern Illinois University

**9:30 Honeybee and beekeeper views of pollination**  
Dave Shenefield, Clover Blossom Honey

**9:50 Using pesticides without harming bees \*\*\*PARP\*\*\***  
Rick Foster, Purdue University

**10:05 Coffee break in the trade show**

**10:30 Cucurbit insect management: Wireworms in muskmelons and new seed treatments \*\*\*PARP\*\*\***  
Rick Foster, Purdue University

**11:00 How we grow watermelons in southern Indiana \*\*\*PARP\*\*\***  
Brad Wunning, Wunning Melon Farms, Inc

**11:30 How we grow watermelons in northern Indiana \*\*\*PARP\*\*\***  
Chuck Mohler, Sweet Corn Charlie Produce

**12:00 Lunch on your own**

**Raw  
Products**

*Golden Ballroom 5*

**8:45**  
**Welcome and legislative update**  
Mark Noble, Past President, MAFPA

**9:00**  
**Annual processing tomato marketing update**  
Steve Smith, Red Gold, Inc.

**9:20**  
**Sustainable farms and fair labor practices**  
F. Brandon Mallory, Mid American Ag and Hort Services, Inc.

**10:05**  
**Electronic record keeping for better crop management \*\*\*PARP\*\*\***  
Rick Murdock, Ag Connections, Inc

**10:55**  
**Managing tomato diseases-New challenges for 2010 \*\*\*PARP\*\*\***  
Mary Hausbeck, Michigan State University

**12:00**  
**Recognition Luncheon**  
Ticket Required  
**Guest Speaker: California tomato industry**  
Stuart Woolf, President and CEO of Woolf Farming & Processing  
**"Knights of the Red Tie"**  
**Presentation**  
Mark Noble, Ray Brothers and Noble Canning

**Organics**

*International Boardroom*

**9:00**  
**Organic inspector training**  
Dex Conaway, Program Director, Indiana Certified Organic

**10:15**  
**Coffee break in the trade show**

**12:00**  
**Lunch on your own**

**Wine  
Grape**

*Fortune Square A-C*

**9:00**  
**Welcome and keynote address**  
Christian Butzke, President, American Society for Enology and Viticulture

**9:15**  
**Keynote speaker: The Tassel Ridge Winery success story (incl. wine tasting)**  
Robert Wersen, President, Tassel Ridge Winery

**11:00**  
**Coffee break in the Trade Show**

**11:30**  
**Research update: Influence of ripening season temperature on wine quality.**  
Dena Fiacchino, Viticulture Graduate Student

**12:00**  
**Indiana Wine Grape Luncheon**  
Ticket Required

**Coffee Breaks  
Sponsored by:**

- **Ag Connections**
- **Agro Fresh, Inc.**
- **Crop Production Services**
- **Nourse Farms**
- **Putnam Plastics, Inc.**

**Registration desk  
open today from  
7:00 am - 5:00 pm**

# Wednesday Afternoon, January 20, 2010

## High Tunnel

### Golden Ballroom 6

**1:15**  
**Clarifying rules for high tunnel pesticide applications \*\*\*PARP\*\*\***  
 Fred Whitford, Director Purdue Pesticide Programs & Dan Egel, Extension Vegetable Pathologist, Purdue University

**2:00**  
**Creating a fertility management program for your high tunnel**  
 Liz Maynard & Shubin Saha, Regional Horticulture Extension Specialists, Purdue University

**2:50**  
**Coffee break in the trade show**

**3:00**  
**Options for 12 months of production**  
 Adam Montri, Student Organic Farm Outreach Coordinator, Michigan State University

## Fruit

### Golden Ballroom 7

**1:30**  
**Apple scab fungus picking a fight with fungicides in Indiana and Michigan apple orchards \*\*\*PARP\*\*\***  
 Kim Chapman

**2:00**  
**Rescue treatments: The ramifications of resistance and the roles of retention and redistribution in fungicide use \*\*\*PARP\*\*\***  
 Janna Beckerman, Purdue University

**2:30**  
**Blackberries: Options for cold areas**  
 Kathy Demchak, Penn State University

**3:00**  
**Coffee break in the trade show**

**3:30**  
**Facebook: Is it useful to connect with customers?**  
 Grower Panel

**4:30**  
**PARP Session & Exam**

## Vegetable

### Golden Ballroom 1-3

**1:00**  
**Watermelon food safety & traceability – expected by consumers; part of our daily labor; soon to be required by law**  
 Bob Morrissey, Executive Director, National Watermelon Association

**1:45**  
**How South Carolina department of agriculture promotes South Carolina products**  
 Martin Eubanks, Director of Marketing, South Carolina Department of Agriculture

**2:30**  
**ISDA promotion of Indiana products**  
 Annie Schmelzer, Indiana Department of Agriculture

**2:45**  
**Coffee break in the trade show**

**3:15**  
**Soil Solarization for pest management \*\*\*PARP\*\*\***  
 Shubin Saha, Purdue University

**3:30**  
**Cucurbit disease management update \*\*\*PARP\*\*\***  
 Daniel Egel, Purdue University

**4:00**  
**Indiana Vegetable Grower Association business meeting**

**4:30 PARP Session & Exam**

**All PARP sessions also qualify for CCH's**

**CCH's applied for**

**Visit the Breakfast & Lunch Concession Stand adjacent to the Trade Show**

**4:30 Private pesticide applicator test** for those not currently certified

**4:30 Private applicator recertification program (PARP)** recertification for those already licensed

*Director's Row 3*

*Fortune Square D*

**5:30 pm Hort Congress Social Hour in the Trade Show**  
**Free admission with name badge**

**Raw Products**  
*Golden Ballroom 5*

**2:00**  
**Fertilizer for 2010-supplies and trends**  
Jeffrey N. Jarrett, The Fertilizer Group, LLC

**2:30**  
**Transporting your crop-DOT issues**  
\*\*\*PARP\*\*\*  
Fred Whitford, Purdue University

**3:35**  
**Grower Panel-equipment advances**  
Moderated by: Jimmy Holloway  
Assisted by:  
Glenn Abbett, Curt Albright, Dan Cincoski, and Gary Gallup

**4:30**  
**PARP Session & Exam**

**Organics**  
*International Boardroom*

**1:30**  
**Understanding materials for use in organic production**  
Dave DeCou, Organic Materials Review Institute  
*Recent NOP directives had made the evaluation of materials more confusing than ever. Dave will help explain current materials and review policies as performed by OMRI, the only organic materials review agency recognized by the National Organic Program*

**3:00**  
**Coffee break in the trade show**

**3:45**  
**Materials review panel**  
Dave DeCou, OMRI  
Kevin Brussell, AgriEnergy Resources  
Others, TBA  
*A discussion of organic materials reviews from several perspectives*

**5:00**  
**Adjourn**

**Wine Grape Concurrent Sessions**

**Marketing Session**  
*Fortune Square A-C*

**1:30**  
**Zing customer training service**  
Ann Lofgren, Consultant, Zingerman's Training Inc. (ZingTrain)

**3:00**  
**Coffee break in the trade show**

**3:30**  
**Zing training continues**

**6:00**  
**Adjourn**

**Viticulture Session**  
*Fortune Square D*

**1:30**  
**Best management practices for Traminette**  
Bruce Bordelon, Purdue University

**2:00**  
**Grower panel: Experiences with Traminette.**  
Huber, Parker, Pfeiffer, Doty

**2:30**  
**Coffee break in the trade show**

**3:00**  
**Sensitivity of grape varieties to dicamba herbicide** \*\*\*PARP\*\*\*  
Bruce Bordelon, Purdue University

**3:30**  
**Driftwatch.org web-based tool to reduce pesticide drift problems**  
\*\*\*PARP\*\*\*  
Leighanne Hahn, Office of the Indiana State Chemists

**4:30**  
**PARP Certification Session**

**4:30 Private pesticide applicator test** for those not currently certified *Director's Row 3*

**4:30 Private applicator recertification program (PARP)** recertification for those already licensed *Fortune Square D*

**5:30 pm Hort Congress Social Hour in the Trade Show**  
**Free admission with name badge**

## Thursday Morning, January 21, 2010

### Organics

#### Golden Ballroom 5

10:00

#### Indiana farmers, farm organizations and government: What is our future?

Moderators: Jolinda Buchanan & Cissy Bowman

*This is intended to be a meeting of the minds of Indiana farmers and organizational leaders to assess how to improve communication between Indiana farmers, farm organizations and government. The meeting is open to all who wish to attend and will address organic and conventional issues*

12:00

**IHC Luncheon** Ticket Required

### Joint Session Fruit/ Vegetable/ Wine Grape Nuisance Wildlife Control Workshop Fortune Square D

#### Nuisance wildlife control

8:30 Dean Zimmerman, Indiana Department of Natural Resources

9:00 Brian MacGowan, Purdue Department of Forestry and Natural Resources

9:30 Bruce Bordelon, Purdue Department of Horticulture and Landscape Architecture

10:00 Grower panel: Russell Beirsdorfer, Brian Garwood, others...

10:30

**Coffee break in the trade show**

### Fruit

#### Golden Ballroom 7

11:00

#### Indiana Hort Society website

Peter Hirst, Purdue University

11:15

#### IHS Business Meeting

Tom Romey, President, presiding

12:00

**IHC Luncheon** Ticket Required

### Vegetable

#### Golden Ballroom 1-3

11:00

#### Late blight, phytophthora and fungicide update \*\*\*PARP\*\*\*

Dan Egel, Purdue University

11:30

#### Western bean cutworm \*\*\*PARP\*\*\*

Rick Foster, Purdue University

12:00

**IHC Luncheon** Ticket Required

### IHC Luncheon and Awards Ceremony

12:00 noon

*Golden Preconvene*

**Ticket required**

## Thursday Afternoon, January 21, 2010

### Organics

#### Golden Ballroom 5

1:30

#### Government programs that benefit organic and transitional farmers: Cost share and organic initiative

Ann Schmelzer, Program Manager for Entrepreneurship and Diversified Agriculture, ISDA;  
Dave Bishop, IL NRCS;  
Leighann Hahn, Indiana State Chemist's Office;  
Julia Wickard, Ron Birt, Indiana FSA Office

3:00

**Adjourn**

### Fruit

#### Golden Ballroom 7

1:30

#### New technologies for orchards

Johnny Park, School of Electrical and Computer Engineering, Purdue University

2:00

#### Spray guide update \*\*\*PARP\*\*\*

Rick Foster and Janna Beckerman, Purdue University

2:30

#### FruitVeg: growers connecting with growers

Peter Hirst, Purdue University

3:00 PARP Session

### Vegetable

#### Golden Ballroom 1-3

1:30

#### Planning for expansion into new markets

Maria Marshall, Purdue University

2:30

#### Opportunities in cooperative wholesale marketing

Debbie Trocha, Executive Director, Indiana Cooperative Development Center

3:00

**PARP Session**

### Wine Grape

#### Fortune Square A-C

1:30

#### Purdue research wines: tasting and discussion

Jill Blume, Enology Associate and Winemaker

2:30

**Adjourn**

3:00

**PARP Session**

## Wine Grape Enology Session

*A hands-on review of commercial small-scale wine filtration techniques offering perspectives from leading wine industry suppliers, winemakers and wine scientists. Groups of participants will rotate between techniques.*

### *Fortune Square A-C*

9:00

Welcome, introduction and group assignment

9:10

Filtration overview

Dr. Christian Butzke, Purdue Wine Grape Team

Techniques:

**I. Pads, depth-filters and sterile cartridges** *Director's Row 2*

Conor O'Hara, Director of Marketing, Global Food & Beverage, CUNO, Inc - a 3M Company

**II. Membranes and cross flow** *Director's Row 3*

Nicole Madrid, Global Marketing Leader, Wine & Spirits, PALL Food & Beverage

9:55

Rotation 1: Group A/Techniques I; Group B/Techniques II

10:50

Rotation 2: Group A/Techniques II; Group B/Techniques I

11:40

Filtration roudtable discussion with local winemakers

12:15

IHC Luncheon Ticket Required

## Wine Grape Viticulture Session

### *Fortune Square D*

11:00

Integrated pest management for grapes \*\*\*PARP\*\*\*

Bruce Bordelon, Purdue University

12:00

IHC Luncheon Ticket Required

## Wine Grape Marketing Session

### *Golden Ballroom 6*

9:30

Inventory control and POS information

Bill Brinegar, CEO of IndyHost.Net

10:30

Big budget vs. small budget. How to best use my advertising money

Jeanette Merritt, Indiana Wine Grape Council

11:40

Adjourn

12:00

IHC Luncheon Ticket Required

## Coffee Breaks Sponsored by:

- **Ag Connections**
- **Agro Fresh, Inc.**
- **Crop Production Services**
- **Nourse Farms**
- **Putnam Plastics, Inc.**

## Private Applicator Recertification Program (PARP)

### Qualifying Session

3:00pm

Golden Ballroom 6

**Visit the  
Trade Show  
8:00 am - 4:00 pm  
today**

## Exhibitors

Ag Connections Rick Murdock 1576 Killdeer Trail Murray, KY 42071 270-435-4369	Booth # 41	CSI Chemical Corporation Barry Kane 10980 NE Hubbell Avenue Bondurant, IA 50035 515-967-4297	Booth #45	Insta Gro Liquid Plant Food Brad Tracy 9505 N Skyline Dr. Floyds Knobs, IN 47119 502-500-8916	Booth #42	Orchard Valley Supply, Inc 5243 Z-Max Blvd. Harrisburg, NC 28075 888-755-0098 Hallway Brochure Table
Agri Energy Resources Ray Roettger 21417 1950 E Street Princeton, IL 61356 815-872-1190	Booth #30	Daisy Farms 28355 M-152 Dowagiac, MI 49047 269-782-6321 Hallway Brochure Table		Johnny's Selected Seeds Ken Fine 955 Benton Avenue Winslow, ME 04901 207-861-3968	Booth #7	Office of Indiana State Chemist Leighanne Hahn Purdue University 175 South University West Lafayette, IN 47907-2063 765-494-1492 Booth #16
Agro Fresh, Inc Bruce Beardmore 727 Norristown Road Spring House, PA 19477 215-641-7124 Coffee Break Sponsor only		Dillman Farm, Inc Cory Dillman 4955 W State Road 45 Bloomington, IN 47403 812-825-5525 Booth #32 & 33		Krohne Plant Farms, Inc Bill Krohne 65295 County Road 342 Hartford, MI 49057 269-424-542 Hallway Brochure Table		Oxbo International Corp. Roger Bell 10605 W 750 N Shipshewana, IN 46565 260-768-3217 Booth #56
Applacres, Inc. Susan Jones 9104 State Road 37 Bedford, IN 47421 812-279-9721	Booth #5 & 6	DuPont Crop Protection Services Kent Hughes 17336 Hidden Treasure Drive West Olive, MI 49460 616-847-6844 Booth #39		Lallemand Wine Ellie Butz PO Box 5512 Petaluma, CA 94955 765-412-7183 Booth #53		Packaging Corporation of America Mark Branyon 408 E St. Clair Street Vincennes, IN 47591 812-882-7630 Booth #21
Brandt Consolidated, Inc Glen Kitson 2935 S Koke Mill Rd Springfield, IL 62711 800-300-6559	Booth #9	Eclipse Process Technologics Marc Elliott 590 E 32nd Street Holland, MI 49423 616-392-8001 Booth #36		Majenica Creek Honey Farm Cindy Howald 5386 W 200 S Huntington, IN 46750 260-468-2657 Booth #54		Pall Corporation Kristin Gobbo 25 Harbor Park Drive Port Washington, NY 11050 866-905-7255 Booth #2
Breaking New Ground Resource Center Stephen Swain 225 S University Street West Lafayette, IN 47907 765-494-6679	Booth #17	Feeding Indiana's Hungry, Inc Emily Weikert Bryant 5722-A W 74th Street Indianapolis, IN 46278 317-396-9355 Booth #18		McDonnall Harvester and Parts Jim McDonnall 8820 Co. Rd. J Delta, OH 43515 419-822-4271 Booth #15		Path Stone/Rural Opportunities Annie Poole 2819 N. Oakwood Muncie, IN 47304 765-286-2162 Booth #46
Brick Packaging Dan Brick P.O. Box 1645 Traverse City, MI 49685-1645 231-947-4950	Booth # 48 & 49	George F. Ackerman Co. George F. Ackerman 300 Mill St PO Box 157 Curtice, OH 43412 419-836-7735 Booth #27 & 28		Mid America Ag & Hort Services Brandon Mallory 5555 Airport Hwy, Ste 100 Toledo, OH 43615 585-507-6217 Hallway Brochure Table		Pro Crop Insurance Agency Bob Walmer 415 E Main Street Cambridge City, IN 47327 765-478-4609 Booth #40
Chem Fresh Midwest Brad Rhoads 12413 Witherbee Ct. Fishers, IN 46037 317-773-7697	Booth #1	Hancock Harvest Council Earl Smith 6001 E 500 S Greenfield, IN 46140 765-763-0246 Booth #62		Midwest Organic Services Association Mary Capehart PO Box 821 Viroqua, WI 54665 608-637-2526 Booth #13a		Purdue Agriculture Centers Jerry Fankhauser 615 W. State Street West Lafayette, IN 47907 765-494-8368 Booth #60
Control Indiana Organics Dennis Cunningham 5780 S 200 E Lebanon, IN 46052 765-482-3215	Booth #26	Hastings Mutual Insurance Co. Phil Cooper 404 E Woodlawn Ave Hastings, MI 49058 269-948-1444 Booth #24		Monte Package Co. Mark Dahn 3752 Riverside Road Riverside, MI 49084 269-849-1722 Hallway Brochure Table		Putnam Plastics Inc. Sheila Stumpf 255 South Alex Road West Carrollton, OH 45449 800-457-3099 Booth #51
Criveller Company Robert Begin 6935 Oakwood Dr. Niagra Falls, ON L2E6S5 905-357-2930	Booth #17	Indiana Berry and Plant Co./ Superb Horticulture Debbie Palmer 2811 US Hwy 31 Plymouth, IN 46563 800-567-8264 Booth #12		New Ventures/MarketMaker Maria Marshall 403 W State Street West Lafayette, IN 47907 765-494-4268 Booth #61		Reliv International Chuck Macy 8357 Switchboard Road Spencer, IN 47460 812-876-4219 Booth #31
Crop Production Services John Phillips 6803 N. Henderson Ford Road Mooreville, IN 46158 317-831-2559	Booth #55 & 56	Indiana Irrigation Co. Inc. Mark Torkelson 12 Main Street, PO Box 3 Onward, IN 46967 574-626-3398 Booth #8		Nourse Farms Inc. Nate Nourse 41 River Road South Deerfield, MA 01373 413-665-2658 Hallway Brochure Table		Rispens Seeds, Inc PO Box 310 Beecher, IL 60401 708-946-6560 Hallway Brochure Table

Rockford Package Supply Inc.  
Mike Nieport  
10421 Northland Drive  
Rockford, MI 49341  
616-866-0143      Booth #35

Rupp Seeds Inc.  
Barry Rupp  
17919 Co Rd B  
Wauseon, OH 45879  
800-700-1199      Booth #44

Seedway LLC  
Kevin Hosey  
7250 Rubbles Ferry Pky  
Knoxville, TN 37924  
865-548-7333      Booth #13s

Seigers Seed Company  
Jason Williamson  
13031 Reflections Dr.  
Holland, MI 49456  
419-388-6731      Booth #23

Southern Indiana Chemical Inc.  
Pete Slowik  
358 East 900 North  
Washington, IN 47501  
812-890-3908      Booth #29

Stokes Seeds Inc.  
Ken Wagner  
13265 Howe Road  
Fishers, IN 46038  
317-578-7906      Booth #10

Trickl-Eez Co.  
Sandra Nye  
4266 Hollywood Rd.  
St. Joseph, MI 49085  
269-429-8200      Booth #37

VESTA  
Rachel Cristaudo  
468 N Ken Gray Pkwy  
Ina, IL 62845      Booth #22

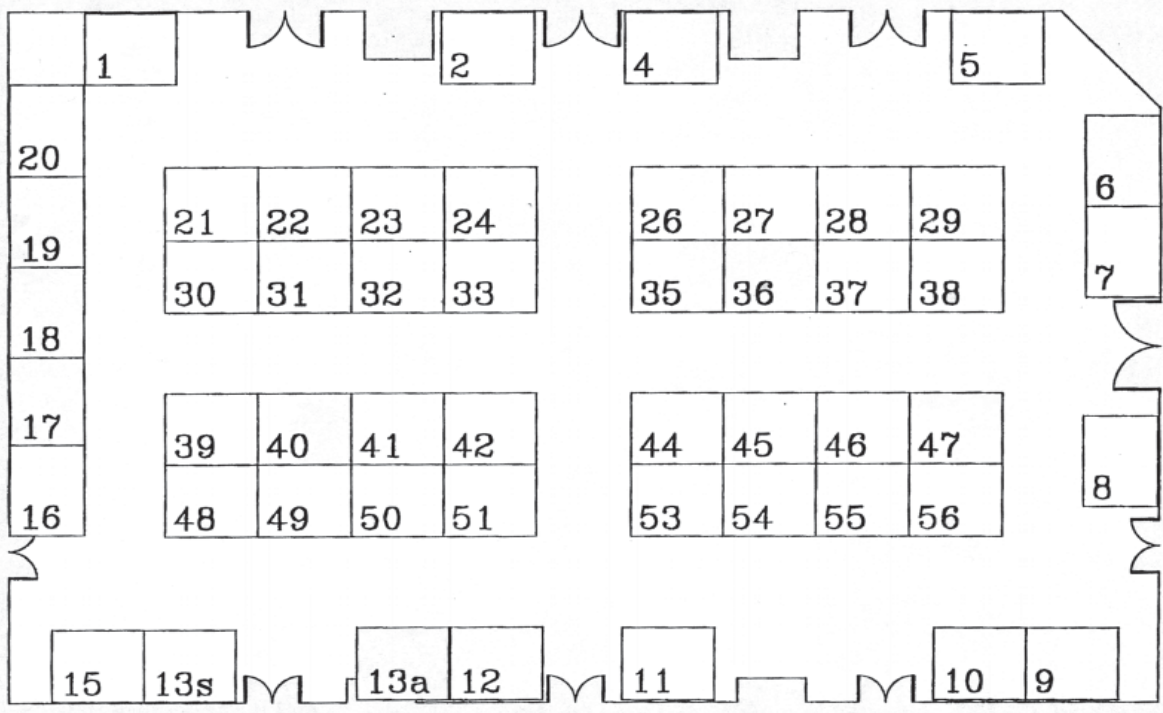
USDA/RMA  
Bart Williams  
3500 Wabash Avenue  
Springfield, IL 62711  
217-241-6600      Booth #19

USDA/NASS  
Connie Bryant  
1435 Win Hentxchel Blvd Ste 110  
West Lafayette, IN 47906  
765-494-8371      Booth #20

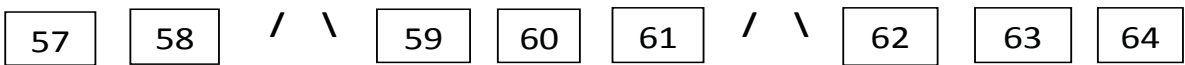
Wabash Valley Progressive  
Viticulture  
John Ditzler  
8902 S 625 W  
Rosedale, IN 47874  
765-548-0676      Booth #47

Webb & Associates  
Tom Webb  
2035 Matthes Drive  
Mansfield, OH 44906  
419-529-9574      Booth #38

## Trade Show - Hall of Champions



Registration Desk



Hallway

Brochures
Brochures

# Speaker Biographies

## Janna Beckerman

Dr. Janna Beckerman is an assistant professor of Plant Pathology at Purdue University. Her area of specialty is ornamental and fruit diseases. Her extension and research activities are related to disease management of landscape ornamentals; nursery and greenhouse crops, and fruit crops.

## Ron Birt

Ron Birt is an Agricultural Program Specialist with the Indiana State Farm Service Agency Office. Program management responsibilities with FSA include statewide Compliance, Disaster Programs including the "SURE" – crop disaster program, Risk Management Programs and GIS duties.

## Dave Bishop

Dave and his family own and operate PrairiErth Farm in central Illinois, near the town of Atlanta. The farm is 300 acres of (mostly) certified organic corn, soybeans, oats, wheat, alfalfa, vegetable crops, beef, and poultry (layers and broilers). Dave also works for the McLean County Soil and Water Conservation District. He is very interested in the development of local, sustainable, food systems, and in working with farmers to reduce dependence on non-renewable resources.

## Jill Blume

Jill Blume has been a member of the Purdue Wine Grape Action Team for twelve years. As the Enology Specialist in the Department of Food Science she is responsible for enhancing the quality of Indiana wines through workshops, sensory evaluations and laboratory analyses. Jill works closely with Purdue students to produce research wine. She is also Executive Director of the Indy International Wine Competition and assistant instructor for FS470 Wine Appreciation.

## Bruce Bordelon

Bruce Bordelon is a Professor in the Department of Horticulture and Landscape Architecture at Purdue University. He has over 25 years of experience working in grapes and small fruit. He is the State Extension Specialist for grapes and small fruit, co-teaches a course in fruit production, guest lectures in several other courses, and carries out an applied research program in wine grape production. His research emphasis is on vineyard management to improve sustainability of production and fruit quality.

## Cissy Bowman

Cissy Bowman is an organic farmer who has been growing food organically since 1973. She currently serves as Chair of the Indiana Organic Peer Review Panel and is executive director of Indiana Certified Organic LLC.

## Bill Brinegar

Bill Brinegar is CEO of Indyhost.net. "Indyhost.net, Inc. provides POS systems, real time Credit Card processing via the Web, wireless terminals for trade shows, and Virtual terminals for computer systems.

In addition to demonstrating the above systems, we will be discussing PCI Compliance, what it really is, and how you to protect your company and still process credit cards." For more information go to our web site [www.indyhost.net](http://www.indyhost.net)

## Elaine Brown

Elaine Brown is Executive Director for Michigan Food and Farming Systems (MIFFS). She leads the organization's council in strategic planning, policy development, fund raising, and evaluation programs as well as overseeing day-to-day program implementation. Ms. Brown serves on the Michigan Food Policy Council, the Michigan Department of Agricultural Direct Marketing Advisory Committee, and the Michigan Farmer Market Association Board. She is a member of the Good

Food Network Upper Midwest regional food systems collaboration and the Advisory Committee for the Michigan Good Food Summit. Under her leadership the MIFFS has grown and serves diverse family farmers across Michigan with training and technical assistance to develop production, marketing and value chain networks with direct and wholesale markets that increase access to local food across Michigan.

Ms. Brown brings over thirty years of professional experience primarily in state government, university and non-profit organizations. She has served on state and regional policy committees and brings a history of farming and environmental stewardship to her work. Throughout her career, she has led new initiatives and managed million dollar initiatives and programs. Ms. Brown has a passion for helping local farmers succeed and providing good food for all consumers. She received both BS and a MS degrees from Michigan State University and is an avid Spartan basketball fan.

## Jolinda Buchanan

A strong advocate for the family farm and the environment, Jolinda Buchanan has worked with several non-profit organizations on sustainable agriculture and healthy food systems. She holds a B.A. in Communications from Butler University in Indianapolis.

## Christian Butzke

Dr. Christian E. Butzke is an associate professor in the Department of Food Science at Purdue University. His areas of interest are in biological and chemical parameters affecting wine and brandy quality; fermentation techniques and yeast nutrition, off-odor prevention, aging reactions, cork taint and bottle closures, distillation.

## Kim Chapman

Kim Chapman is a graduate students in the Botany and Plant Pathology Department. Kim completed her undergraduate degree at Purdue, with a Bachelors' Degree in Horticulture Production and Marketing and Agriculture Sales and Marketing, with a minor in Plant Biology. She is pursuing a Masters degree under the supervision of Dr. Janna Beckerman. Her work focuses on assessing the level of fungicide resistance of the apple scab fungus in commercial apples and crab apples.

## Dex Conaway

Dex has worked on organic farms and has facilitated numerous community garden projects. He has served as an organic inspector, reviewer, compliance director and program director for ICO. His presentation will cover how to become an organic inspector as well as how experienced inspectors can improve their inspection skills

## Dave DeCou

Raised on an orchard in New Jersey, Dave DeCou, was an Organic Farmer in western Oregon. At first raising tree fruit on about 20 acres of rented ground and then from 1984 through 2004 raising vegetables on both owned and rented ground. He was Oregon Tilth certified while farming. Dave has served on the Board of Directors and in management of Organically Grown Company, the largest distributor of Organic Produce in the Northwest.

In August 2004 Dave became Executive Director of the Organic Materials Review Institute (OMRI) and has stepped away from farming, his back has noticed the change. In the spring of 2008 Dave completed his last term as a Board member of the Organic Trade Association, his ninth year! OMRI is widely recognized as the premier third party review organization of input products for the organic industry. He is married with three grown daughters.

## Kathy Demchak

Kathy Demchak has been at Penn State since 1983, working first in the area of vegetable and tree fruit nutrition and later in berry crops. She's been responsible for the state-wide berry crop extension and research program since 1999. Recent research projects have

included work on blueberry cultivar evaluation, blackberry cultivar evaluation and cold-hardiness, high tunnel production of strawberries, raspberries, and blackberries, and day-neutral strawberry production. She earned a B.S. in Horticulture from Penn State and an M.S. in Horticulture from Virginia Tech.

#### **Jennifer Dennis**

Dr. Jennifer Dennis works in the areas of extension, teaching and research in marketing of specialty crops and consumer behavior. Jennifer completed her Ph.D. work at Michigan State University. Her general research interest includes consumer behavior topics such as switching behavior and repeat patronage, consumer perceptions of products, marketing of organic products, and the organization and implementation of consumer awareness programs for Indiana grown fruits and vegetables.

#### **Sam Dunlap**

Sam Dunlap has farmed, taught, and studied permaculture for several years in many places, from Washington State to Kenya. He now lives in his native Cincinnati, bringing his permaculture background and learning back home through teaching and practice. He recently trained with Dave Jacke, author of Edible Forest Gardens.

#### **Dan Egel**

Dr. Dan Egel is Vegetable Extension Pathologist at Purdue University. He conducts research and provides information on disease issues significant to the vegetable industry of Indiana.

#### **Amy Eizinger-Ott**

Amy Eizinger-Ott has served as the Grants Coordinator for the Indiana State Department of Agriculture (ISDA) since December 2006. In this role she administers and researches grant opportunities for Indiana's ag industry. She is the author of the Ag Grant Guru blog featured on the ISDA Web site as well as the MidwestAg Net.com Web site. Recently, she has added the role of Administrative Officer to her duties to assist staff with human resource, procurement, and general office management responsibilities.

Prior to joining ISDA she worked for former US Representative Chris Chocola (IN-02) as a Constituent Services Representative and Grants Coordinator for 4 years assisting numerous communities and organizations navigate the federal granting process.

Amy graduated in 2002 with a BS from Purdue University's College of Agriculture. She and her husband live Greenfield, Indiana.

#### **Martin L. Eubanks**

Martin L. Eubanks serves as the Director of Marketing for the South Carolina Department of Agriculture. He is a graduate of the University of Georgia, Class of 1983, with a degree in Agronomy. Martin has served many roles in his 23 years of service with the South Carolina Department of Agriculture. He began his duties as a Marketing Specialist with the peach industry and has worked with all of the fruit and vegetable commodity groups in South Carolina during his tenure. Martin was named Director of Marketing in 2006. As the Director, Martin manages the daily activities of the Division and his staff of Marketing Specialist, Administrative Assistants, and the Public Relations team. In 2007, the South Carolina Department of Agriculture created its Certified SC Grown Branding Campaign which is the umbrella for all marketing activities. Martin will discuss the program concepts and activities and also provide insight into commodity board activities managed by the Division of Marketing. He encourages you to visit their web-site at [www.certifiedscgown.com](http://www.certifiedscgown.com). Martin has a deep love for agriculture and the impact it has on our lives every day.

#### **Dena Fiacchino**

Dena Fiacchino, a Ph.D candidate at Purdue University, is interested in

determining how variations within Midwestern microclimates impact the developing flavor and aroma compounds in 'Chambourcin' and 'Traminette' grapes. The significance of this study will provide grape growers with the information needed to properly pair a grape variety to the geographic and climatic conditions of a vineyard site, without compromising the inherent grape quality characteristics.

#### **Rick Foster**

Dr. Rick Foster is Professor and Extension Entomologist at Purdue University. He conducts research and extension programs to develop IPM methods, strategies, and programs for use on Indiana fruit and vegetable crops.

#### **Scott Gilliam**

Scott Gilliam serves as the Director of the Food Protection Program at the Indiana State Dept. of Health.

#### **Mary K. Hausbeck**

Dr. Mary K. Hausbeck received B.S. and M.S. degrees in Horticulture from Michigan State University and her Ph.D. in Plant Pathology from Pennsylvania State University in 1990. She returned to Michigan State as Visiting Assistant Professor of Plant Pathology and was appointed in the tenure stream in 1992. She was promoted to associate professor in 1998 and professor in 2002. Her program responsibilities reflect Michigan's diversity and currently include asparagus, snap bean, broccoli, carrot, celery, cucurbits (cucumber, melon, pumpkin, squash), onion, pepper, tomato, greenhouse vegetable transplants, ginseng, and floriculture crops, with emphasis on poinsettia, geranium, cut flowers, bedding plants, and herbaceous potted plants.

#### **Leighanne Hahn**

Leighanne Hahn (Program Specialist, Office of the Indiana State Chemist) Ms. Hahn serves as the Driftwatch.org website data steward and leads the Purdue University issues based action team (IBAT) in support of Driftwatch.org. Leighanne coordinates Driftwatch.org registry and website activities with Department of Purdue Agriculture Communication specialists, Purdue Pesticide Applicator Recertification (PARP) staff and key Purdue Extension Specialty Crop Program Specialists and Purdue Ag and Biological Engineering GIS professionals. She routinely develops and implements program responsibilities cooperatively with agribusiness, commodity, environmental and water resource organizations, academic institutions, and federal, state and local agency representatives. She is President of the Indiana Water Resources Association, serves on the Indiana Water Monitoring Council Board of Directors and EPA Office of Pesticide Programs AAPCO State FIFRA Issues Research and Evaluation Group (SFIREG) Working Group, Environmental Quality Issues (EQI) advisory committee.

#### **Peter Hirst**

Dr. Peter Hirst is an associate professor in the Dept. of Horticulture and Landscape Architecture. As the state tree fruit specialist, Peter has interests in a broad spectrum of areas related to tree fruit research and extension with specific research interests in flowering and fruit size in apple.

#### **Laura Hormuth**

Ms. Hormuth is the Nutrition Coordinator for the Division of Nutrition and Physical Activity (DNPA). In her current role, Ms. Hormuth leads the strategic direction of the DNPA in regards to nutrition and serves as a subject matter expert in nutrition across all settings and with other topics/settings as needed; leads the strategic development of nutrition goals and objectives for the state plan; assists with the development and implementation of the 2009-2010 Centers for Disease Control and Prevention (CDC) work plan and objectives and future objectives in regards to nutrition; represents the DNPA on related committees and advisory boards including the Indiana Breastfeeding Alliance and the Indiana Faith and Health Partnership; provides technical assistance to internal and external partners as needed; collaborates with external partners as needed to promote the mission and goals of the DNPA; leads the development of the Indiana Healthy Weight

Initiative Website; and, serves as the Statewide Fruit and Vegetable Nutrition Coordinator (FVNC), licensee of the Fruits & Veggies—More Matters® health initiative, and member of the FVNC's sustainable food systems work group. Ms. Hormuth received her Master of Science in Dietetics from Ball State University and a Bachelor of Science from Indiana University School of Business, with a major in Marketing. She also is an American Dietetic Association Registered Dietitian and a Certified Dietitian in the State of Indiana. She has been with the Indiana State Department of Health for two years.

#### **Mike Horrall**

Mike Horrall is a native of Knox County in Indiana. He currently serves as President of Melon Acres, Inc. This is a family operated produce operation in Oaktown, IN. The business was started by Mike's family in 1976 and has grown to include several hundred acres of asparagus, cucumber, muskmelon, watermelon, and sweet corn. Melon Acres has been a recognized innovator in Indiana Vegetable Production for several years. Plasticulture, forced-air cooling, and automated packing lines are just a few of the technologies that Melon Acres was the first to adopt. In addition to a lifetime of on-farm experience, Mike also holds a B.S. Degree in Agricultural Engineering from Purdue University.

#### **Greg Hunt**

Greg Hunt is a professor in the entomology department at Purdue University. He is the current president of the American Association of Professional Apiculturists. He has been working at Purdue University since 1995, where he studies honey bee genetics and behavior, and teaches courses in bee biology and beekeeping, as well as insect genomics. Much of his research has focused on genetic effects on bee behaviors that are important to beekeepers. He also is collaborating with Indiana beekeepers to develop strains of bees that are more resistant to Varroa mites and better adapted to survive northern winters. He conducts extension programs to help promote successful beekeeping, honey bee health and to teach beekeepers how to start their own breeding programs.

#### **Jeff Jarrett**

Jeff is Senior Partner and co-founder of The Fertilizer Group, LLC. The Fertilizer Group, LLC provides farmers with accurate and up to date information on key trends in both the domestic and world fertilizer markets; enabling them to make informed fertilizer purchasing decisions that have a positive impact on their bottom line. In addition, Jeff is Vice-President of Preferred Buyers Association, Inc. (PBA) a fertilizer buying group for retail members located in Indiana, Arkansas, Tennessee, and Kentucky. PBA has long standing relationships with major fertilizer companies including Potash Corp, Mosaic, Agrium, Koch Nitrogen, Transammonia, Interoceanic, Terra and Yara. PBA is active in all aspects of direct purchasing and selling of fertilizer products. In addition to the river barge market they also participate in the rail and truck/terminal markets.

#### **Bob Joly**

Dr. Bob Joly is the head of the Department of Horticulture and Landscape Architecture at Purdue University. Dr. Joly has been on the faculty of the department for 24 years. During this time he has been recognized as an outstanding teacher with a number of prestigious teaching awards. He has also won national awards for his research as well as his teaching. Before becoming the department head, Dr. Joly's research was in the area of plant-water-soil relationships.

#### **Joseph Kelsay**

Joe Kelsay, a sixth generation dairy and crop farmer, is the Indiana Agriculture Director for the Indiana State Department of Agriculture. In this role he serves as the state's top agriculture official and is an advisor to Governor Mitch Daniels on agriculture policy. He was appointed to this position October 5, 2009 by Lt. Governor Becky Skillman, Secretary of Agriculture and Rural Development. A 1999 graduate of Purdue University in agricultural economics, Kelsay farmed

full-time with his father and brother in rural Johnson County until taking on the role as Director. In addition to milk production, Joe's wife Amy operates a farm tour business, Kelsay Farm Tours LLC, which teaches thousands of children and families each year about life on the farm, the nutritional value of dairy products, where milk comes from, technology used in a milking parlor and how farmers keep cows comfortable and healthy.

Beyond his experience in production and business development, Kelsay has held a wide variety of leadership positions in the agriculture industry. He served as president of the Indiana Professional Dairy Producers, a member of the ISDA Advisory Board, and a member of the Purdue University Dean of Agriculture's Advisory Council. Further, he served as Secretary for the Indiana FFA Foundation and served as a member of the State Young Farmer Committee in Indiana Farm Bureau. He was also the Indiana FFA State Vice President from 1995 to 1996.

Joe and his wife Amy live in Johnson County with their three children Jenna, Josie and Jack.

#### **Mark King**

A professional in organic and sustainable agriculture for over ten years, Mark King has carved out a reputation for national service in areas of rural development and agriculture. He currently works as a consultant on both domestic and international agricultural projects, serves as an organic inspector and devotes time to multiple organizations focused on agriculture and rural life. Mark served a five-year term of commitment on the National Organic Standards Board, where he served as Chairman of the Board during his final year. He also possesses an extensive background in sales and marketing with both public and private entities. This combined with a childhood grounded in the values of his own family's farming operations provide Mark with the working knowledge base to impact change in the organic and sustainable agriculture industry.

#### **Jim Koan**

Jim Koan was a conventional apple grower for 20 years and transitioned to organic practices starting about 10 years ago. The farm consist of 120 acres of apples and another 100 acres of cropland and pastures. Another 120 acres of crop land was just purchased and will be moved into organic transition this spring. The apples are sold to several accounts after they are packaged, processed into fresh cider or fermented hard cider, or sold in bulk to other apple processors to be made into juice or sauce. 10% of the apples and cider is sold at the farm and the rest is sold wholesale and shipped by others to off farm accounts. A small farrowing to finish swine operation is done on the farm. The pigs are fed mostly apple by products from the cider operation and supplemented with a small amount of corn purchased from a local organic crop farmer. The pork is sold at the farm market or to local restaurants.

Two green houses on the farm are managed by another person who just graduated from Michigan State University with a masters degree in organic horticulture.

The soil fertility amendments come mostly from the farm. MSU helps with animal husbandry, insect and disease management, and soil fertility management.

Jim, wife Karen, and five children all help in managing the farm.

#### **Mosbah Kushad**

Dr. Mosbah Kushad is the Illinois Food Crops Extension Specialist in the Department of Crop Sciences at University of Illinois. He earned his Masters Degree from Washington State University and his doctorate from Oregon State University. Mosbah spent eight years as Virginia tree Fruit Specialist. In 1993, he joined the faculty at University of Illinois. In 1994, he developed the first national cider safety educational program in Illinois for which he received the Certificate of Appreciation from the Illinois Horticultural Society. He has also earned the University of Illinois outstanding Extension Specialist and the Senior Faculty Award for Excellence in Extension. He has a broad research and extension responsibilities including food safety. He is on the list of National Good Agricultural Practices program leaders and has given many national and international talks to growers and professionals on food safety.

**Mike Lewis**

Mike Lewis has been the Food Safety Manager for Piazza Produce for three years. He has participated in HACCP and Food Defense training through NSF Cook & Thurber. In 2007 the ongoing food safety program at Piazza was totally rewritten and a template was created that has successfully been implemented at two other sister facilities. He worked in the produce industry in the 1970's and then spent 20 years in the industrial oil business. He was certified as a lead auditor in ISO 9000 (quality) and ISO 1400 (environmental) programs. Today's food safety programs/audits parallel ISO closely as far as layout and documentation and that made his return to the produce industry a good fit.

**Brian MacGowan**

Brian, a native of South Bend, Indiana has been an Extension Wildlife Specialist with the Department of Forestry & Natural Resources at Purdue University since 1999. He earned a B.S. in Natural Resources from Ohio State University and a M.S. in Wildlife Science from Purdue University. His current educational programs and research focus on forest management, human-wildlife conflicts, wildlife habitat management and the natural history and ecology of native fauna. Brian is a Certified Wildlife Biologist and a member of The Wildlife Society, the professional organization of wildlife biologists.

**Brandon Mallory**

Brandon Mallory is a graduate of The Ohio State University's College of Agriculture, and St. John Fisher College Graduate School of Management. He is president of Agri-Placement Services, an agricultural employee placement company based in New York State and Executive Director of Mid American Agricultural and Horticultural Services, Inc. of Ohio, a non-profit membership consortium designed to help growers respond to opportunities for human resource management success with management team, employees, and governmental agencies and functionally proficient in the Spanish language.

**Maria Marshall**

Dr. Marshall serves as Extension specialist in the rural business development area. Her goal is to assist in the development of new and sustainable ventures in Indiana as well as increasing the effectiveness of existing rural businesses. Dr. Marshall conducts an applied research and extension program in small business management, food marketing, and entrepreneurship.

**Liz Maynard**

Dr. Liz Maynard serves as an Extension Specialist for Commercial Vegetable and Floriculture Crops in the Dept. of Horticulture and Landscape Architecture at Purdue. Liz spends most of her time developing educational programs and conducting applied research in vegetable production. She also works closely with the NW Indiana Floriculture Association and teaches introductory horticulture to undergraduates at the Purdue North Central campus where her office is located.

**Donna McClurkan**

Southwestern Michigan locavore Donna McClurkan is passionate about food and food-related issues. She serves on the board of Kalamazoo Loaves & Fishes, a county-wide network of 27 food pantries, and manages one of the area's newest and largest farmers' markets. She is a manager-in-training at a local farm where she tends summer and winter gardens, dairy goats, water buffaloes, llamas and bees with her 13 year old daughter. In 2008, Donna was one of 15 people in the country who committed to obtain 80% of her food from local sources and blog about her family's experiences on NPR's The Splendid Table. In her presentation, she'll share lessons from physics, economics and day-to-day family life to help reinforce why local and sustainable food systems are good for our communities.

**Jeanette Merrit**

Jeanette Merrit is the marketing and public relations specialist in the Department of Food Science at Purdue University. As the Marketing & Public Relations Specialist for the

Indiana Wine Grape Council, Jeanette is responsible for the overall promotion of the Indiana wine and grape industry. She manages media relations, educational wine tastings/talks, promotional design and implementation, and marketing plan development with new wineries. In addition, Jeanette is the project leader for the Vintage Indiana Wine and Food Festival held each June in downtown Indianapolis.

**Toni Meyer**

Meyer joined the staff of the 500 Festival in 1986. During the last 20 years she has served in several capacities including receptionist, Princess Program Coordinator and Mini-Marathon Event Director. Meyer was the 14th recipient of the Jo Hauck Award. Recipients of the Jo Hauck award have exemplified leadership and service that has led to the prominence of Indiana's festivals within the tourism industry.

The mission of the 500 Festival is to produce events and programs that celebrate the success of the Indianapolis 500 Mile Race and enhance the quality of life for the citizens of Indiana and their guests. These events and programs, produced largely by volunteers, enhance the image of our city and state by showcasing our cultural, educational, and social benefits to the world.

The 500 Festival, a not-for-profit volunteer organization, was created in 1957 to organize civic events celebrating the greatest race in the world. Over the past 49 years, the 500 Festival has grown to become one of the largest festivals in the nation. This year the 500 Festival will celebrate its 50th anniversary with many special events and programs.

**Chuck Mohler**

Chuck and Tami Mohler of Sweet Corn Charlie Produce in Elkhart County, Indiana have grown vegetables in Northern Indiana for 23 years. They have moved from selling mostly wholesale to marketing 95% of what they produce directly to consumers. They grow produce for and operate eight farm markets. They specialize in early production, growing many crops under plastic tunnels and transplanting sweet corn.

**Scott Monroe**

Scott Monroe is a native of Sullivan County, Indiana where he still resides. Scott is the sixth generation in his family to be involved in vegetable production and spent most of his youth working in his family's watermelon fields. Scott attended both Vincennes and Purdue Universities, earning degrees in Agriculture, Horticultural Science, and Plant Pathology. Since graduation, Scott has worked in various capacities, including self-employment as the operator of a farm supply store and R&D Director for a large vegetable farm. Prior to joining the Purdue Staff, he was most recently employed as an assistant plant breeder for Abbott & Cobb, Inc. Scott is currently an Extension Educator with Purdue University, where he conducts agriculture, natural resources, and economic development programming from the Daviess County Extension Office.

**Adam Montri**

Adam Montri is an outreach specialist in the Horticulture Department at Michigan State University where he coordinates outreach efforts for the MSU Student Organic Farm focused on hoopouses/high tunnels and sustainable and organic production and marketing with both urban and rural farmers across the state of MI.

**Bob Morrissey**

Bob Morrissey is the Executive Director of the National Watermelon Association, Inc. (NWA), the second oldest produce trade organization in the United States. With a membership of almost 1,000 companies in the watermelon industry, the NWA is a voluntary trade group responsible for scientific research, federal lobbying in Washington, food safety & traceability, communications, National

Watermelon Queen promotions, the national watermelon convention, and numerous member services. Bob has been with the NWA for five years, previously with the Florida Department of Citrus as the Director of Domestic Marketing for fresh citrus fruit and orange juice. Previous to his agricultural involvement in the association business, assignments included Regional Manager for PIA Merchandising Company, Buyer & Merchandiser with The Kroger Company and Store Management with Albertsons, Inc. "My career path has provided a unique insight into three key aspects of the supply chain – retailer, supplier and promotions."

#### **Rick Murdock**

Rick Murdock is the Vice President and Co-owner of Ag Connections, a firm specializing in the development of software for crop production management and compliance. The company has software clients in 30 states in the USA as well as Brazil, Mexico and Canada.

Rick has responsibilities for new market development and coordinates the software development teams at Ag Connections. Rick brings to Ag Connections a global lifetime experience in farming systems. From production agriculture, agricultural retail and agricultural manufacturing, these experiences helped to pull together the Ag Connections business model: Connecting Land, People and Technologies.

Working with business partner Pete Clark, the two have put together a staff with a common passion in software development, sales and service.

Rick is also a co-owner of Green Source Irrigation and Ponderosa Farms. Ponderosa Farms is a Calloway county, Kentucky, 1500 acre corn, soybean and catfish operation. The farming operation was a 1989 national winner of the National Endowment for Soil and Water Conservation Award for the work done by Ponderosa Farms to promote soil and water conservation practices and public education around stewardship commitments. Green Source Irrigation is an irrigation dealership that represents Valley pivots and ABI Travelers in the Western Kentucky marketplace that was started in 2009.

#### **Conor O'Hara**

Conor O'Hara is the Global Marketing Director for the 3M Purification Inc Food & Beverage division. He has over 25 years of experience in filtration and is a frequent speaker at industry events around the globe.

#### **Johnny Park**

Dr. Johnny Park is a research assistant professor in the School of Electrical and Computer Engineering at Purdue University. His research interests span various topics in distributed sensor networks, computer graphics, computer vision, and robotics. He received his bachelor's, master's, and PhD degrees all from the School of Electrical and Computer Engineering at Purdue University.

#### **John Pike**

John Pike is an economic development educator with University of Illinois Extension. Both his master's and bachelor's degrees are in agribusiness economics from Southern Illinois University, Carbondale.

Pike specializes in alternative agriculture enterprise development, value-added agriculture, and agritourism.

#### **Tom Roney**

Tom Roney is co-owner of Tuttle Orchards in Greenfield. They grow 22 different kinds of apples on 4750 apple trees on 32 acres, along with an additional 30 acres of other fruits and vegetables. New farming practices replace the old, as old trees are removed and new varieties take their place.

#### **Shubin Saha**

Dr. Shubin Saha is a vegetable specialist at Purdue University based at the SW Purdue Ag Program in Vincennes. He joined the Purdue staff this year after completing Doctor of Plant Medicine and Ph.D. programs at the University of Florida.

#### **Larry Satek**

Dr. Larry Satek, along with his wife Pam, started and operate Satek Winery near Fremont and Angola, Indiana. He is president of the Indiana Winery and Vineyard Association. Before becoming a grape grower and wine maker, Dr. Satek was a college chemistry professor and a research scientist.

#### **Ann Schmelzer**

Annie Schmelzer is the Program Manager for Entrepreneurship and Diversified Agriculture at the Indiana State Dept. of Agriculture.

#### **Dave Shenefield**

Dave Shenefield is the owner of Clover Blossom Honey, producer of honeybees, honey, beeswax and supplier of pollination services. He is one of Indiana's largest beekeepers and honey producers with 40 years of beekeeping experience. Shenefield manages over 2200 hives of bees and is President of Indiana State Beekeepers Association and Chairman of the Honeybee Committee for Indiana Farm Bureau.

#### **Mary Shepherd**

Mary Shepherd is editor and publisher of Farmers' Markets Today magazine.

#### **Kris Thomas**

Kris Thomas has been involved in food protection for 14 years spending the last six years as a member of the Food Protection Program at the Indiana State Department of Health. She is a Food Specialist conducting both retail and wholesale inspections in Northeast Indiana. Kris also provides training to Food Specialists at local health departments in Northeast Indiana. As a Training Specialist, she provides training in food safety and food regulations to regulators and industry alike throughout the Northern portion of the state.

#### **Debbie Trocha**

Debbie joined the Indiana Cooperative Development Center in August, 2006. Prior to joining the ICDC, she was the Executive Director for the Indiana Small Business Development Center network funded by U.S. SBA for eight years. She has over 16 years economic development experience. Debbie received her M.B.A. with a marketing concentration from the University of Alabama and a B.S. in Marketing from the University of West Alabama.

She has served on a number of boards including the Indiana Rural Development Council (IRDC), Indiana Cooperative Development Center (ICDC), and the Association of Small Business Development Centers (ASBDC). She has participated as a member and committee member with the Indiana Chamber of Commerce, CooperationWorks (CW!), Southern Indiana Rural Development Project (SIRDPP), National Cooperative Business Association (NCBA), Indiana Economic Development Association (IEDA) and ASBDC. In 2005, Governor Joseph Kernan acknowledged Trocha's efforts in assisting Indiana's small businesses and entrepreneurs by awarding her a Sagamore of the Wabash.

#### **Elizabeth Wahle**

Dr. Elizabeth Wahle provides leadership in food crop horticulture research and Extension programs in southern and central Illinois with an emphasis on commercial fruit and vegetable production. She has a Ph.D. in horticulture from University of Illinois with a focus on weed science, a B.S. in commercial horticulture from Purdue University and an M.S. in horticulture from University of Illinois. She joined University of Illinois Extension in March, 2002 as a horticulture educator at the Edwardsville Extension Center, later to accept the role of Extension specialist.

#### **Alan Walters**

Dr. Alan Walters is currently an Associate Professor of Vegetable Science and Breeding at Southern Illinois University in Carbondale (SIUC). He obtained his B.S. from the University of Georgia in 1988, and M.S. and PhD degrees in Horticultural Science from North Carolina State University in 1991 and 1996, respectively. He has been at SIUC since 1998 and is responsible for teaching several classes including Home Gardening, Commercial Vegetable Production, and Crop Physiology. His research has focused on

many different applied cultural management issues in vegetable production, including pollination ecology of cucurbitous crops (especially pumpkin), reduced tillage practices for vegetable production; vegetable disease and weed management; local, sustainable vegetable production; and horseradish production and breeding.

#### **Robert Wersen**

Wersen and his wife, Sharman had lived in wine country in California, and Robert started linking Iowa agriculture with wine about 1999. "I believed (in pre-ethanol days) there was a higher and better use for agricultural land than corn and soybeans. Pork and beef were down. I was looking for a higher value crop. Grape growing and winemaking offered an interesting opportunity, and I became convinced a winery had merit." After researching the industry, Wersen constructed Tassel Ridge Winery. Wersen is active in the winery, in wine design and marketing. He spends time in the tasting room working with blends, and he'll work special events. "I learn from our customers," he says. "I like the strategic dimension of the business, the mental exercise, but it is most satisfying from the people dimension. I have lots of fun." His goal with the winery is to create good, stable jobs. The business has to be "carefully considered, financially solid, and run responsibly." He expects Tassel Ridge Winery to potentially draw 100,000 people a year to Iowa who wouldn't otherwise come. He believes it creates good jobs: there are five full-time and six part-time positions at Tassel Ridge Winery now, and those numbers will increase.

#### **Fred Whitford**

Dr. Fred Whitford is Director of Purdue Pesticide Programs. He received a B.S. in wildlife management from Louisiana Tech University, and an M.S. and Ph. D. in entomology from Iowa State University. He has authored more than 200 research, extension, and regulatory publications and has delivered over 2000 presentations to a wide array of audiences. The mission of Purdue Pesticide Programs encompasses implementation of pesticide education outreach program directed at pesticides user groups and the general public.

#### **Julia Wickard**

Julia A. Wickard is the State Executive Director of the USDA Farm Service Agency in the State of Indiana. Wickard was appointed by President Barack Obama in August 2009. She administers programs of FSA as directed through the 2008 Farm Bill and works every day representing the over 430 employees in the 79 field offices across the Hoosier state. Most recently, Wickard served as the Executive Vice President of the Indiana Beef Cattle Association. She also has worked for Indiana Farm Bureau Inc. and served eight years as Deputy Director in the Office of the Commissioner of Agriculture. Wickard, her husband, Chris, and their two children, Jordyn and Jacob, reside in Hancock County on their family farm where they raise Registered Angus Cattle and operate a corn, soybean, hay operation with her family.

#### **Brad Wunning**

Brad Wunning has been farming since 1980 at Wunning Melon Farms, Inc. His wife Diane and son Jeff are partners in the business. The farm grows about 115 acres of watermelon, 105 acres of cantaloupe and a few hundred acres of grain.

#### **Stuart Woolf**

Stuart Patrick Woolf is President and CEO of Woolf Farming & Processing. Woolf Farming & Processing is a family owned operation whose primary business is the production and processing of agricultural commodities. The Company was named the 2004 Agribusiness of the Year in Fresno County and the Family Business of the Year (2004) by the Family Business Institute at Fresno State University. He also serves as the managing partner for two related entities; Harris Woolf California Almonds and Los Gatos Tomato Products. Harris Woolf is a processor and handler of raw almonds. Los Gatos manufactures bulk tomato paste for industrial users. The company also owns two frozen vegetable companies; Coastal Green Vegetable Company in Oxnard and Patterson Vegetable Company in Patterson California. He received a bachelor's degree in Liberal Arts from the University of California at Berkeley and an MBA at Boston College. Mr. Woolf has served as Chairman of the California League of Food Processors and the Almond Board

of California. He is a member of the Young Presidents Organization's Golden Gate Chapter, Chairs the UC President's Commission of Agriculture and Natural Resources and serves on the board of Ruiz Food Products.

#### **Dean Zimmerman**

I have worked as a district wildlife biologist for the Indiana Division of Fish and Wildlife in west-central Indiana for the past 38 years. My job duties include assisting private landowners with habitat improvement on their property, responding to deer and Canada goose damage complaints, running surveys on various wildlife, and public relations activities like giving presentations, writing news releases, and doing interviews. I have been a member of The Wildlife Society's Wildlife Damage Management working group for many years, and attended three of their national conferences.

I grew up in Noble County in northeastern Indiana, and received a B.S. in agriculture with a major in wildlife science in 1971. My wife and I have three grown children, two sons and a daughter, and two grandchildren. I enjoy fishing, gardening, landscaping, traveling, and spending time with family.

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# Notes and Comments

# Adam's Mark Hotel

