5th Annual Virginia Berry Production and Marketing Conference

Registration fee is $15.00 per person and includes materials and lunch.

L. Douglas Wilder Building
Virginia State University
Petersburg, VA 23806

March 15, 2012
8:00 am – 4:00 pm

Register online at: tinyurl.com/vaberry2012reg

Anyone requiring special services to attend this event, please contact Dr. Reza Rafie at arafie@vsu.edu or at 804-524-5840 at least one week prior to the event.

From the North (Fredericksburg, Washington, D.C., Maryland, etc.)
Take Interstate 95 South to Exit 54 (Temple Avenue) - Turn left at the traffic light at the end of the exit ramp. Turn left at the second traffic light onto Route 301 (The Boulevard).
Continue to the Fourth Red Light - turn right onto Dupuy Road (Wawa Gas Station on right-hand corner). Travel approx. ½ mile, the University will be on the left, entering at Matthew-Jefferson Drive. Make left into first parking lot entrance. The Cooperative Extension Building is the first brick building on the left.

From the South (Emporia, North Carolina, etc.)
Take Interstate 95 North to exit 54 (Temple Avenue). Take this exit and continue as above.

From the Northwest (Staunton, Charlottesville, etc.)
Travel I-64 East to Rt.288 South to I-95 South to Exit 54 and continue as indicated above.

From the Southwest (Roanoke, Lynchburg, Blackstone, etc.)
Travel 460 East to Interstate 85 North (approximately 10 miles from Petersburg). Take Interstate 85 North to Interstate 95 North. Stay on Interstate 95 North to Exit 54 (Temple Avenue). Continue with above directions.

From the East (Virginia Beach, Norfolk, Wakefield, etc.)
Travel 460 West through Disputanta and Hebron. Stay on 460 West until traffic light at Wagner Road (McDonald's on the right). Turn left on Wagner Road. Stay on Wagner until you see the I-95 North exit on the right. Take 1-95 North to Exit 54 (Temple Avenue). Continue with above directions.
Dr. Reza Rafie is a Horticulture Extension Specialist with Virginia State University. His current research and extension interest is to work with high value specialty vegetables and small fruits. Dr. Rafie takes a marketing approach in identifying crops with proven market trend potential that will ultimately help growers’ bottom line. He has many years of international experience and in the past has worked with privately owned fresh fruit and vegetable companies.

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Please register by March 9
Dr. Gerard Kreuer is Professor Emeritus at University of Georgia, and owner/operator of Harriets Bluff Farm, a worldwide known specialist in blueberries among other fruits. The farm is dedicated to growing blueberries organically. Multiple varieties are grown with the goal in mind of providing the best and tastiest varieties over the season.

Theresa Nartea is an Assistant Professor in the Cooperative Extension Department at Virginia State University (VSU). She provides statewide leadership as a Virginia Cooperative Extension (VCE) Specialist in Marketing and Agribusiness. Working directly with Virginia Cooperative Extension county-based field agents and the Virginia State University Small Farm Outreach Program, she provides science based educational curriculum and outreach support on critical marketing and business issues facing small farm operations across the state of Virginia. She leads the VSU-CE Marketing and Agribusiness program and has expertise in the following areas: Farm Marketing Strategies, Farm Business Development, Effective Product Pricing, Value-Added Farm Product Start-Up, Webpage Development for Farmers, Social Networking for Farmers, Farmers Markets, Community Supported Agriculture, Farm Subscription Systems, Workplace Markets, and Consumer-based Buying Clubs.

Dr. Gary Pavlis is a professor and agricultural agent at Rutgers University. His areas of expertise are blueberry and grape/wine production. His blueberry newsletter, ‘The Blueberry Bulletin’, has an international following. His research on blueberry fertilization has transformed the New Jersey industry. He has been instrumental in the expansion of the New Jersey wine industry by assisting would be grape growers through the production/marketing mine field. He has served nationally on the board of directors on the American Wine Society. Dr. Pavlis writes a wine article in Edible Jersey called Liquid Assets, regularly appears in print, on the radio and television educating the public on the intricacies of growing blueberries and grapes in New Jersey or touting the benefits of eating blueberries and drinking wine.

Dr. Doug Pfeiffer's position deals primarily with fruit IPM and ecological interactions in vineyards, small fruits and orchards. Current Research focus has centered strongly in vineyard pest management, especially brown marmorated stink bug, grape root borer, grape berry moth, Japanese beetle and sharpshooters that transmit Pierce's disease. A new research focus centers on a new invasive species, the spotted wing drosophila. Extension activities include electronic dissemination of fruit IPM information through a web site and e-mail lists, in addition to conventional extension publications and grower meetings. Courses taught are Insect Structure and Function (graduate), Insect Pest Management (undergraduate) and Arthropod Pest Management (graduate). An on-line IPM course, Managing Arthropod Pests, is offered as part of the new on-line Masters of Agriculture and Life Sciences, for which Dr. Pfeiffer is the Director. Dr. Pfeiffer has developed an international component to his program, and is the Site Chair for the West Africa regional project, and the Indian component of the South Asian regional project within the IPM CRS (Integrated Pest Management Collaborative Research Support Program). Ph.D. - Washington State University, 1982. Entomology, M.S. - North Carolina State University, 1978. Entomology. B.S. - University of Massachusetts, 1976. Entomology.

Luis Coral is an agricultural graduate student at Virginia State University. He works on Randolph Farm with Dr. Reza Rafie on berry and soybean projects. His latest project investigates yield and quality of three promising red raspberry (Rubus idaeus) varieties – Autumn Britten, Caroline, and Heritage – in high tunnels.

Dr. Eric Hanson is Professor and Extension Specialist at Michigan State University in East Lansing, Michigan. Dr. Hanson has been involved in a broad range of applied research projects related to fruit production, with an emphasis on berry crops. Dr. Hanson's primary area of interest is the mineral nutrition and fertilizer use in fruit production, but he has studied cover crops and weed management, growth regulator use, and genotype screening for adaptation to Michigan conditions. Crops include blackberries, blueberries, cranberries, grapes, raspberries and strawberries. Some current projects involve: High tunnels to extend the season and improve berry crop yields and quality and for use in organic raspberry production, and weed management approaches for conventional and organic blueberry production. Dr. Hanson also provides berry crop producers with current production recommendations through printed and online resources, meetings, and field demonstrations. He serves as resource person for Extension educational programs in Michigan and elsewhere on berry crop production topics. He provides in-service training for Extension educators, and serves as Education Coordinator for the Michigan State Horticulture Society, coordinating fruit education programs for the Great Lakes Fruit, Vegetable and Farm Marketing EXPO.

Barbara and Jim Jones operate Jones Farms, located in Bailey, NC. The Jones Farms operation is a family affair that Mr. and Mrs. Jones run with their two children, Jimmy and Jessica. Mr. Jones started farming as a teenager with his grandfather in 1974, growing sweet potatoes in the fifth middles of tobacco fields. The next year, he had an acre of sweet potatoes and kept increasing his acreage over the years. In the early 80's he grew 30 to 40 acres and stayed under 100 acres till the 90's. Mr. Jones started buying micropropagated mother plants from NC State University in the mid 90's, soon thereafter becoming a certified plant and seed producer. With confidence in micropropagated seed, the Joneses increased to 250 acres last year and 340 this season. Going into 2002, Jones Farms has increased its acreage to supply customers. Over the years, they have also invested in four new greenhouses. They added bio-protection steps two years ago and now have no mite problems at all. To combat field pests, they try to keep all G-1 plants in seceded areas, away from commercial sweet potato fields. Last year they built a new curing barn and added yet another curing barn this summer. Jones Farms has increased largely because of satisfied customers. "I've never gotten a bad box of seed potatoes," reports one customer. The Joneses also make a habit of sending an additional 100 plants with every 10,000 purchased. They recommend that growers buy some G-1 seed each year, to keep seed stock at its best. As Mr. Jones says, "To raise the best sweet potatoes, you need to start with the best slip you can get and hope for good weather. While we can't do much about the weather, Jones Farms can help you put the best plant in the field to maximize your crop ... and it all starts with micropropagated seed."
Anyone requiring assistance in order to attend this event,

Space is limited and registrations must be received by March 9, 2017.

Mail payment to:

Make checks payable to: Virginia State University

The registration fee is $75.00 per person and must be paid in advance.

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(please print clearly)

Email Address

__________________________

Phone Number

__________________________

City

__________________________

State

Zip

__________________________

Address

__________________________

Name

Petersburg, VA

Virginia State University Campus

1, Douglas Wider Building

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Registration Form