



Come to the North American Raspberry & Blackberry Conference February 24-26, 2010 Monterey, California

The North American Raspberry & Blackberry Association invites you to join growers, researchers, and others in the industry from all across the continent for a full program of educational sessions, tours, and informal networking and discussion.

THE PROGRAM

Visit www.raspberry.com for the most up-to-date program information. Schedule subject to change.

Wednesday February 24

8:30 am -5:30 pm **Caneberry Farm Tour** Details on next page.
6:30 - 9:00 pm **Opening Reception**, Beach Resort Monterey.

Thursday, February 25

All activities at the Beach Resort Monterey.

7:30-9:00 **Registration** and Continental Breakfast.

9:00-12:00 **General Sessions**

- “Grower Spotlight” *Chris Matthews, Garroute Farms, Watsonville, CA*
- Worldwide Trends in Caneberry Cultivars and Production Practices
- What We Know about Blackberry/Raspberry Plant Nutrition
- Delivering Quality Fruit to Consumers

12:00-1:30 **Lunch and NARBA Annual Meeting.** “Building Profits through Building Markets” *Tom Krugman, Washington Red Raspberry Commission*

1:30-5:30 **Breakout Sessions** *Attend the sessions of your choice.*

Time	Room 1	Room 2
1:30	Post-harvest Handling & Fruit Quality	Getting Started in Caneberry Production
2:15	Worker Training for Food Safety	
3:15	High Tunnel Production	Raspberry Training & Pruning
4:00	Extending Your Season with Greenhouse Production	Blackberry Trellising & Pruning
4:45	Pollination Issues in Caneberries	Developing a Good IPM Program

6:00 **Dinner on your own.**

8:00 **Open Roundtable Discussion.** Bring your questions, problems, successes, and solutions.

Friday, February 26

7:30-8:30 Continental breakfast

8:30 9:15 **General Session:** “Grower Spotlight” *Robert Brown, Brown’s Berry Patch/Orchardale Fruit Co., Waterport, NY*

9:15-11:00 **Breakout Sessions** *Attend the sessions of your choice.*

Time	Room 1	Room 2
9:15	Virus Management in Raspberries & Blackberries	Direct Marketers Roundtable
10:15	Emerging Invasive Pest Problems: Spotted Wing Drosophila & more	Organic Caneberry Production

11:00 **General Session** What’s Ahead for Our Industry? Production & Marketing Roundtable

12:00 **End of conference.**

12:30 **Berry Science Tour** and **California Agriculture Tour** start. See details on next page.

PRESENTERS

Presenters at the conference include:

Mark Bolda, University of California Co-op. Extension • **Robert Brown**, Brown’s Berry Patch, Waterport, NY • **Chad Finn**, USDA-ARS, Corvallis, OR • **Mark Gaskell**, University of California Co-op. Extension • **Bob Martin**, USDA-ARS, Corvallis, OR • **Chris Matthews**, Garroute Farms, Watsonville, CA • **Nathan Milburn**, Milburn Orchards, Elkton, MD • **Nate Nourse**, Nourse Farms, South Deerfield, MA • **Penny Perkins-Veazie**, NC State University • **Tom Peerbolt**, Peerbolt Crop Management, Portland, OR • **Bernadine Strik**, Oregon State University • **Ioannis Tzanetakis**, University of Arkansas • **Tom Wood**, All Season Fruit Company, Centralia, WA • and more.

The North American Raspberry & Blackberry Association (NARBA), formerly the North American Bramble Growers Association, has been serving the industry since 1987. For more information about the Association, visit www.raspberryblackberry.com.

THE TOURS

◆ Caneberry Farm Tour, Wednesday, Feb. 24

Leaves hotel at 8:30 am, returns at 5:30 pm. This tour visits farms in the Watsonville area with raspberry and blackberry field production, high tunnel production, and organic production, visits shipping/cooler facilities, and talks with the farmers and farm managers. While most farms in this area grow for wholesale shipping, our lunchtime stop, Gizdich Farm, also has a thriving pick-your-own and retail market operation. It raises, apples, strawberries, and caneberries, processes juices and other products on farm, and has a gift shop and bake shop – lunch will feature their home-made pie. The tour will be led by Mark Bolda, NARBA board member and Santa Cruz County Farm Advisor. Cost: \$100/person.

◆ Berry Science Tour, Friday, Feb. 26

Leaves hotel at 12:30, returns approximately 5:30 pm. This tour visits three sites:

- Plant Sciences, Inc. This company is a leading breeder of proprietary varieties for both strawberries and caneberries; they also do other research, such as pesticide efficacy studies.
- Driscoll's Tissue Culture Laboratory. Follow the process of creating and replicating plant stocks from test tube to field nursery at this new, state-of-the-art facility.
- University of California Cooperative Extension Strawberry Field Trials. Learn about large-scale California-style strawberry production, see publicly-bred strawberry varieties and trials of alternative production methods and fumigation options. Box lunches are included; dessert and coffee are sponsored by Plant Sciences, Inc.. Cost: \$75/person.

◆ California Agriculture Tour, Friday, Feb. 26

Leaves hotel at 12:30, returns approximately 7:00 pm. The diversity and scale of farming in the Monterey area make it one of the world's most valuable agriculture areas and the "Salad Bowl of the World". Led by an expert guide specializing in agriculture, this tour visits with farmers and views production of strawberries, artichokes, and winter vegetables (broccoli, cauliflower, etc.) and visits the packing/shipping facilities of D'Arrigo Bros., one of the largest producers of fresh produce in the country. It finishes up with a vineyard walk and wine tasting. Box lunches and wine-tasting fees are included in the price of the tour. Cost: \$75/person.

All tours are on a first-come basis and have limited registration to preserve the quality of the tour experience. A wait-list will be used to fill any vacancies that develop. Tour participants should plan to wear comfortable shoes for walking in the field and be prepared in case the weather is cold and wet (dress warmly in layers, bring rain gear). Rainy weather may cause changes in schedule or stops.

Exhibitors/Sponsors

Companies interested in exhibiting at or sponsoring this conference should contact NARBA at 919-542-4037 or info@raspberryblackberry.com.



Our hotel is right on the beach. All rooms open onto the wrap-around balconies.

Hotel & Conference Site

Our host hotel is the **Beach Resort Monterey**. A full-service hotel in the Best Western chain, it is located about two miles north of downtown Monterey (you can walk to downtown on the beach or on a parallel bike path). All rooms have flat screen TVs, free Wi-Fi, refrigerator, and in-room coffee. There is free parking for all attendees. (Visit www.montereybeachresort.com)

To make reservations call 831-394-3321 or 800-242-8627. The special conference rate is \$125/night (single/double occupancy) for non-oceanside rooms and \$155/night for oceanside. Rooms will be available at these rates for several days before and after the conference if you would like to extend your stay. **To receive conference rates, reservations must be made by February 2.** Be sure to mention "Raspberry & Blackberry Conference."

Travel

By car: The Beach Resort Monterey is just off Hwy 1 on the north side of Monterey at Exit 403 (after exiting, simply turn towards the ocean). The street address is 2600 Sand Dunes Drive, Monterey, CA 93940.

By air: The nearest airport is Monterey, only a few minutes from the hotel. San Jose is about 1.5 hour away and San Francisco is 2 hours away; shuttle service from both to Monterey is available through Monterey Airbus, online at www.montereyairbus.com, or call (831) 373-7777. Rental cars are available at all airports.

The Local Area

Monterey is a great destination at any time of year. The average high temperature in February in Monterey is 58.1° F and the average low is 41.7°. Highlights include the world-famous Monterey Bay Aquarium, John Steinbeck's Cannery Row, and the museums and Fisherman's Wharf on the downtown waterfront, where you can also sign up for whale watching and other excursions. Nearby are Point Lobos State Park, Big Sur, Carmel Valley, lots of wineries, and the Salinas Valley (where much of the nation's lettuce is raised). For more information, visit the Monterey County Convention and Visitors Bureau website at www.seemonterey.com or call 877-MONTEREY.

Registration Notes

Children under 5 are free; age 5-15 are half price; over 15 full price. **Full refunds** minus a \$15 processing fee available if requested by Feb. 15. After Feb. 15, partial refunds may be available. **Can't come to the conference?** You can still use the registration form to join NARBA or renew your membership.

Raspberry & Blackberry Conference Registration Form

Name (primary registrant) _____

Additional farm/company members on this registration: _____

Farm/Company/institution name _____

Mailing address _____

City _____ State/Province _____ Zip/Postal code _____ Country _____

Phone #1 _____ (home work farm cell toll-free)

Phone #2 _____ (home work farm cell toll-free)

E-mail _____

Fax _____ Website _____

CONFERENCE REGISTRATION				
MEMBERS	By January 31	After January 31	# persons	\$ amount
Primary registrant	\$110	\$125	(1 only)	
Additional persons	\$85	\$100		
NON-MEMBERS	By January 31	After January 31	# persons	
Each registrant	\$125	\$150		
TOURS	on first come basis		# persons	
Caneberry Farm Tour (Wed)	\$100/person			
Berry Science Tour (Fri)	\$75/person			
California Agriculture Tour (Fri)	\$75/person			
TOTAL REGISTRATION FEES				
MEMBERSHIP FEES (from box below)				
TOTAL DUE				

North American Raspberry & Blackberry Association MEMBERSHIP FEES

Conference discounts for 2010 NARBA members. You may join/renew with this registration. Annual membership includes a subscription to the quarterly newsletter, The Bramble, and other benefits.

Grower Renewal: Base Fee: \$85 (25% goes to the NABG Research Foundation) S _____
 Plus Acreage Charge: \$5 per acre, maximum charge \$100 S _____

Grower New Member: \$50 S _____
(Acreage charge waived for new members joining with their conference registration)

Researchers, extension, students: \$40 S _____

Industry (suppliers, processors, marketers, etc.): \$150 S _____

I prefer to receive the newsletter: through the mail by email (pdf file)

PAYMENT Check (make out to NARBA) or Credit Card: Mastercard Visa Discover

Card number _____ Expiration date: _____

Name on card _____

Send registrations to: North American Raspberry & Blackberry Association (NARBA)
 1138 Rock Rest Rd., Pittsboro, NC 27312 or fax to 866-511-6660.

Questions? Email info@raspberryblackberry.com or call 919-542-4037.