



Make some history at the North American Raspberry & Blackberry Conference March 1-4, 2016 Williamsburg, Virginia

A full day tour – a packed schedule of educational sessions – and lots of opportunities to network with other growers, researchers and suppliers to the caneberry industry

CONFERENCE TOUR, MARCH 2

A full day of berry fine exploration!

- **Virginia State University Research Farm** – Variety trials and high tunnel raspberry production (in Petersburg)
- **Agriberry Farms** – Raising blackberries and raspberries, with a multifaceted marketing program that includes farmers markets, CSAs, on-farm processing, and wholesale (in Hanover)
- **Relay Foods** – An innovative farm-to-fork delivery service (in Richmond)
- **Hardywood Park Craft Brewery** – An outstanding craft brewery that uses berries from Agriberry in several seasonal brews. We'll enjoy a tour of the brewery, sampling, and dinner at this last stop of the day. (in Richmond)

Travel will be by chartered bus; space on the tour is limited by seats available. Buses load at 7:45 am. Lunch, dinner and beer tasting are included in the fee.

LOCATION

Colonial Williamsburg is no ordinary conference location – it is one of America's premier living history destinations. Many of the buildings have stood since the 18th century, and others have been reconstructed on their original foundations. You can follow guided and self-guided tours, hear knowledgeable historical presentations; talk with skilled tradespeople, see authentic gardens and heritage livestock, visit the Abby Rockefeller Folk Art Museum, and more. There are many other historical sites nearby as well. You may want to bring your family, and come early or stay over to explore all that Colonial Williamsburg and the area have to offer.

HOTEL RESERVATIONS

The **Williamsburg Lodge**, just a block from the Historic Area, is our host hotel and conference site. Our group room rates are very special: \$79 + tax for a "Superior" room, and \$109 + tax for a "Deluxe" room. Superior rooms contain one queen bed; the Deluxe rooms are larger and have either one king bed or two queen beds.

WORKSHOPS

- **Fundamentals of Blackberry & Raspberry Production** (Thursday, March 3) is for novice producers and those who want a refresher. It covers the basics from site selection and planting through harvest and marketing. Numerous presenters; coordinated by Allen Straw, VA Tech.
- **Create a Food Safety Plan for your Farm – right here and now** (Friday, March 4) For growers of any size – even growers who do not need GAPs certification need a plan! Please preregister so you can receive your homework assignments. Leader Megan Shoenfelt is both a Food Safety auditor and a small-scale raspberry producer.

No charge or attendance limit for either workshop, but please indicate on your registration if you plan to attend.



To make hotel reservations: Call the Reservations Office at **800-261-9530** Monday-Friday, 8:30 am- 5:00 pm (Eastern Time). Please use the booking ID code **37853** when calling. You can also make group-rate reservations online from our website. **Our rates are guaranteed through February 5, 2016**, but the block is limited; make reservations soon.

Free for all guests: parking, wireless throughout guest rooms and meeting space, access to the fitness center and pool, shuttle service around the Historic Area, bike rentals, and golf, tennis, and lawn bowling clinics. There is ready access to the nearby golf course.

POSTERS

Posters are invited. Visit www.raspberryblackberry.com for poster submission information.

POST-CONFERENCE OPTIONS

Williamsburg Gardens Tour – A member of Colonial Williamsburg's landscape staff will familiarize you with their efforts to maintain and preserve the gardens during this walking tour in the Historic Area. See how gardens reflected the wealth and status of people living in 18th century Williamsburg and how archaeological and historical documentation are used to recreate the gardens today. 10-20 people; \$15/person.

Taste Studio – Join Williamsburg Inn Executive Chef Travis Brust for a demo and tasting of two very different recipes using raspberries and blackberries and a discussion of berry culinary trends. 20-30 people; \$24/person.

Visit www.raspberryblackberry.com for more conference details and online registration

TOURING COLONIAL WILLIAMSBURG

You can wander through the town and gardens for free, but most tours and demonstrations require a Historic Area ticket. Conference registration offers deeply discounted tickets – only \$20/person with registration, and covers the entire length of your stay (the standard adult ticket price is \$40/person *per day*.)

TRAVEL

By air: The closest airports are Newport News (about 20 miles), Richmond, and Norfolk (both about 45 miles). While convenient, Newport News offers fewer flight options than the larger airports. Travel to/from the Richmond Airport is easier and with less traffic than to/from Norfolk. We are making arrangements with Tidewater Coach Shuttle for discounted group shuttle travel; please see our website. Car rentals are also available at the airports.

By car: Williamsburg is about an hour east of Richmond (via I-64). It is approximately 3 hours from Raleigh, NC, and 3 hours from Washington DC.



GRAND SPONSOR



HOST SPONSORS

For a list of all conference sponsors and information on becoming a sponsor, visit www.raspberryblackberry.com

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

CONFERENCE SCHEDULE

TUESDAY, MARCH 1

2:00-7:00 pm Registration, Williamsburg Lodge

6:30-9:00 pm **OPENING RECEPTION** "Horticulture in Early Williamsburg" – Rollin Woolley, Colonial Williamsburg

WEDNESDAY, MARCH 2

7:00-7:45 am Registration, Williamsburg Lodge

8:00 am-7:30 pm **CONFERENCE TOUR** (buses load at 7:45) Visits VSU Research Farm, Agriberry Farm, Relay Foods, and Hardywood Park Craft Brewery, and wraps up with beer tasting and dinner at Hardywood.

8:00 pm – **Hospitality Room** open for informal discussion & refreshments

THURSDAY, MARCH 3

7:30-9:00 am Registration, Continental Breakfast

Trade show & posters open all day

9:00-10:30 **GENERAL SESSION**

Grower Spotlight – *Joey & Jeff Cole, Cole Berry Farm, Vernon Hill, VA*
"Communicating berry health benefits" – *Dave Stuart, Food & Nutrient Impact, LLC, Hershey, PA*

10:35-12:15 **CONCURRENT SESSIONS (three rooms)**

Pest & Disease: ■ Reducing reliance on insecticides to manage SWD – *Hannah Burrack, NC State* ■ Developing an attract and kill system for SWD – *Tracy Leskey, USDA -ARS* ■ Mold mayhem in mid-Atlantic fall raspberries – *Cassandra Swett, U of Maryland*

Tunnels/Large pests: ■ Raspberry production in high tunnels – *Eric Hansen, Michigan State* ■ Risk factors and management strategies for bird damage in fruit ... and dealing with other critters – *Katherine Lindell, Michigan State & Jeffrey Rumbaugh, USDAAPHIS*

Workshop: ■ Fundamentals of Raspberry and Blackberry Production From site selection and planting through production and harvest
Coordinated by Allen Straw, VA Tech; multiple presenters

12:15-2:15 **Lunch and NARBA Annual Meeting.** "A lifetime in berries"
Charlie O'Dell, retired VA Tech extension specialist and grower

2:15- 4:10 **CONCURRENT SESSIONS (three rooms)**

Production: ■ Fertility management for caneberries – *Bernadine Strik, Oregon State University* ■ Pruning & training primocane fruiting blackberries – *Fumi Takeda USDA-ARS* ■ Broad Mite Update

Marketing/Economics: ■ Influencing eaters: Reaching out to food writers and chefs ■ Adding Value: Managing a Farm Bakery or Restaurant
■ On-Farm Processing

Workshop: ■ Fundamentals of Raspberry and Blackberry Production continues – *multiple presenters*

4:15-5:15 **ROUNDTABLE DISCUSSIONS**

■ Growing old and wiser: succession planning and more* ■ Growing an established enterprise – what direction?* ■ Young Growers Gathering
* Discussions include resource persons. *Interested in leading an additional discussion? Contact the NARBA office.*

5:15 **Discussion:** Proposal for a Blackberry Research & Promotion Program

6:00 **Dinner on your own**

8:00 – **Hospitality Room** open for informal discussion & refreshments

FRIDAY, MARCH 4

7:30-8:30 am Registration, Continental Breakfast, Williamsburg Lodge
Trade show & posters open all morning

8:45-9:45 am **GENERAL SESSION**

Virginia grown: How we manage, harvest and market our berries – *Panel of Virginia growers*

FSMA Update: What You Need to Know about the Final Rule

10:00-11:50 **CONCURRENT SESSIONS (four rooms)**

Varieties: ■ Raspberry Varieties: Let's Talk Flavor – *Courtney Weber, Cornell* ■ Reports on Blackberry Variety Trials – *Reza Rafie, VSU, Jayesh Samtani, VA Tech* ■ Black Raspberry Breeding Update – *Gina Fernandez, NC State* ■ Early reports on primocane-fruiting black raspberries

Technical Showcase: ■ New products from our exhibitors ■ Are there drones on your horizon? ■ Going High Tech: Berry growers experiences

Workshop: ■ Create a food safety plan for your farm – right here, right now – *Megan Shoenfelt, food safety auditor*

Virginia Berry Growers Association sessions: (open to all) ■ Options for organic blackberry production – *Gerard Krewer, U of Georgia (ret), Harriet's Bluff Farm* ■ Blueberry production for Virginia and nearby states – *also Dr. Krewer* ■ The next steps for VBGA

11:50-12:30 **CLOSING GENERAL SESSION** Questions and thoughts for the future (Panel Discussion)

POST-CONFERENCE OPTIONS

1:30-3:30 **Williamsburg Gardens Tour** (see first page)

1:30-3:00 **Taste Studio Workshop** (see first page)

PROCEEDINGS

Proceedings of the Conference will be published online at the NARBA website after the conference. A CD version will also be available.

SCHEDULE IS SUBJECT TO CHANGE. Check www.raspberryblackberry.com and the on-site program for the most detailed and accurate schedule information.

PRESENTERS: Not all presenters are listed here, as some are still being confirmed. Some presenters will speak in additional sessions besides the one with which they are associated here.

■ **CONCURRENT SESSIONS:** Attendees may switch between tracks of concurrent sessions, though breaks between topics may not line up perfectly.

WORKSHOPS are at no extra charge. However, pre-registration is requested to aid planning.

NORTH AMERICAN RASPBERRY & BLACKBERRY CONFERENCE

Williamsburg, Virginia • March 1-4, 2016

REGISTRATION FORM

For online registration, visit www.raspberryblackberry.com

Register by January 30, 2016 for lower Earlybird rates.

Name (primary registrant)* _____

Farm/Company/Institution* _____

Additional farm/company members on this registration* _____

Mailing address _____

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

Phone _____ E-mail _____

* This information will be used on nametags. Please indicate if name or company/location should differ for any registrant or our database.

NARBA MEMBERSHIP DUES

You may join NARBA with your registration to receive the member rates. Membership is per family, farm, or company (at one address). 25% of grower dues goes directly to the NABG Research Foundation.

Growers New \$50 Renewing \$85 _____

plus Acreage charge (\$5/acre planted _____
in caneberries; maximum \$100)

Industry \$150 _____

(suppliers, processors, marketers, etc)

Research, extension, students \$40 _____

I prefer newsletters by mail by email (pdf)

ADDITIONAL NOTES & QUERIES

Children: Contact NARBA about reduced fees.

Refunds: Full refund minus a \$20 processing fee for refunds requested by Feb. 10. After Feb. 10. partial refunds may be available on request.

Dietary/accessibility needs, other comments/questions:

Workshops and planning:

- Prefer to drive tour on our own; send directions.
- Plan to attend Fundamentals Workshop.
- Plan to attend Food Safety Workshop.
- Offer to lead a Thurs pm discussion session on:

PAYMENT Check (make out to "NARBA" – U.S. Funds only) Check Number _____

Credit/debit card Card number _____

Expiration date _____ Name on card _____

SEND REGISTRATIONS TO: NARBA, 197 Spring Creek Rd., Pittsboro, NC 27312 USA Fax: 866-511-6660

Email: info@raspberryblackberry.com **Questions?** info@raspberryblackberry.com, 919-542-4037

REGISTRATION FEES	# persons	\$ amount
<i>All registrations are per-person and include Proceedings and meals and breaks for those days.</i>		
FULL CONFERENCE PACKAGE		
<i>March 1 reception, March 2 tour, March 3-4 sessions</i>		
NARBA Members - Earlybird: \$175 After Jan 30: \$195		
Non-Members - Earlybird: \$225 After Jan 30: \$245		
BY THE DAY REGISTRATION		
Tour only March 2 (may also attend March 1 reception)		
NARBA Members - Earlybird: \$75 After Jan 30: \$85		
Non-Members - Earlybird: \$85 After Jan 30: \$95		
March 3-4 only (no tour)		
NARBA Members - Earlybird: \$125 After Jan 30: \$145		
Non-Members - Earlybird: \$175 Jan 30: \$195		
March 4 only		
NARBA members & Virginia growers - Earlybird: \$25 After Jan 30: \$30		
All others - Earlybird: \$50 After Jan 30: \$60		
COLONIAL WILLIAMSBURG Historic Area Tickets		
\$20/person (for the length of your stay)		
POST-CONFERENCE OPTIONS		
Taste Studio workshop \$24/person		
Williamsburg Garden Tour \$15/person		
MEMBERSHIP FEES (from left)		
TOTAL DUE		