

## 2024 NC Caneberry Association Board Members



- Outgoing President-Mike Pack Jr.- M&M Berry Farm
- 2024 President- Vince Ferrante- Carolina Berry Group
- Vice President-Butler Anderson- Lewis Nursery and Farms, Inc.
- Treasurer-Heather Webb-Faith Farms
- Industry Representative-Alan O'Neal-Coastal AgroBusiness
- Marketing-Tony Haywood-NCDA&CS
- Past President & Research Committee Chair-Dalton Rhodes-Rhodes Berry Farm

#### **New Members for 2024**

**Matthew Moore-Ivanhoe Blueberry Farms** 

**Whit Jones-Cottle Farms** 

#### **Advisors**

Karen Blaedow-NC State Extension Henderson Co.

**Daniel Shires-NC State Extension Cleveland Co** 

# **NCCA & NCDA Marketing Efforts**



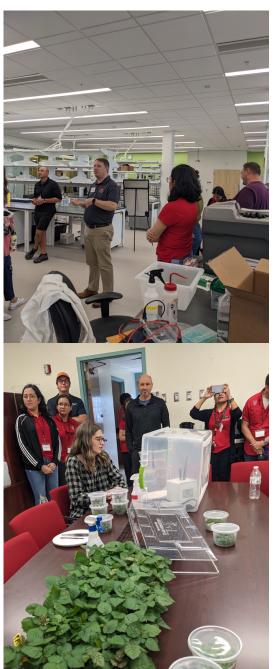






## 2023 Field Day









#### **Save the Date**

### **2024 Caneberry Field Day**

Friday, September 20, 2024 10am-3pm

Rhodes Berry Farm, M&M Berry Farm Hendersonville, N.C.

Field Tours, Raspberry Trial, Complimentary Lunch, Research Updates, and more!



For more information, please contact Karen Blaedow at <a href="mailto:karen blaedow@ncsu.edu">karen blaedow@ncsu.edu</a> or 828-697-4891.

NC Pesticide Credits Available





### Research Proposal Update



### **Projects Funded in 2023**

- Enhancing canopy microclimate to optimize harvest timing and yield of primocane-fruiting red raspberry "Crimson Treasure"-Hannah Lepsch, Gina Fernandez, Tom Kon (\$2,000.00)
- Long Cane Raspberry Fertility-Lisa Rayburn, Gina Fernandez, Brian Jackson (\$1,500.00)

Plans to Fund 1 New Project for 2024

