



North American Berry Conference December 4-6, 2016 – Grand Rapids, Michigan

in association with the Great Lakes Fruit, Vegetable, and Farm Market Expo

OVERVIEW

This conference is a joint meeting with the North American Strawberry Growers Association. Our activities December 4-5 will be held at the Amway Grand Plaza Hotel in downtown Grand Rapids. Our December 6 sessions are embedded in the Great Lakes Expo. These sessions, the many other Expo educational sessions and the Expo trade show will be held at the adjoining DeVos Place Convention Center (303 Monroe Avenue NW). Over 4000 attendees and 450 exhibitors typically participate in the Great Lakes Expo.

HOTEL RESERVATIONS

Make hotel reservations immediately; they can be hard to get. The following host hotels all connect to DeVos Place Convention Center through enclosed walkways. Mention group code GREAT LAKES EXPO:

Amway Grand Plaza, 187 Monroe Avenue NW, 800-253-3590, 616-774-2000; convention room rate is \$118 for up to four persons. Free self-parking in the Amway's ramp if your room is reserved at the convention rate.

Courtyard by Marriott Downtown, 11 Monroe Avenue NW, 877-901-6632, 616-242-6000; convention room rate is \$122 for up to four persons. \$10/day self-parking.

JW Marriott, 235 Louis Street NW, 877-901-6632, 616-242-1500, Convention room rate is \$168 for up to four persons. \$10/day self-parking. Additional hotels further away also offer convention rates. See www.glexpo.com/attend-register/location-lodging

TRAVEL

Flying: Gerald R. Ford International Airport (GRR), located about 20 minutes southeast of downtown, serves Grand Rapids. None of the downtown hotels operate airport shuttles. Metro Cab (616-827-6500) offers curbside service available outside Door 4 at the airport. The fare to downtown Grand Rapids is approximately \$35 one way.

Driving: Free self-parking is offered by the Amway Grand for registrants with reservations at the hotel. The other nearby hotels have daily parking fees. For more information visit www.glexpo.com/attend-register/driving-parking-flying

REGISTRATION

Conference registration is being handled by the Great Lakes Expo. You can register on paper with the form here, with the form in the Expo preconference booklet, or online at www.glexpo.com. Our conference is shown in Expo materials as a "preconference activity." Berry Conference registration includes the Sunday evening reception, the Monday program, and continental breakfast and lunch on Monday. To attend Tuesday's Berry Conference sessions you must also register for the Great Lakes Expo. Your Expo registration gives you access to its huge trade show and all other educational sessions Tuesday-Thursday. There is no Tuesday-only option. NARBA/NASGA members receive a registration discount to the Berry Conference and the workshops. You may join or renew your membership with your registration.

Pre-register by November 16 for lower registration fees. Your receipt, name badge and any special event tickets will also be mailed to you prior to the Expo, saving, you time at arrival. On-site registration will be available, but lunch Dec. 5 and workshops cannot be guaranteed for walk-ins.

WORKSHOPS

■ **Getting Started in Raspberries and Blackberries** Tuesday, Dec. 6, 9:00-12:00). For novice and potential growers. The workshop covers the basics from site selection and planting through harvest and marketing. It will be led by Dr. Marvin Pritts (Cornell), and Dr. Eric Hanson (Michigan State). Participants will receive a USB drive of resource materials. Registration limited. \$20 fee to members, \$25 non-members.

■ **Create a Food Safety Plan for Your Farm – right here and now** (Tuesday, Dec. 6, 2:00-4:30) Even growers who do not need GAPs certification need a plan! Oriented especially towards raspberry, blackberry, and blueberry growers, but will be helpful to any smaller-scale produce grower with limited food safety experience or training. Leader Megan Shoenfelt is both a Food Safety auditor and a small-scale raspberry producer. Fee covers packet of handouts and worksheets. Registration limited. \$15/members, \$20/non-members.

KEYNOTE

Britt Burton-Freeman will speak on berry health benefits. Dr. Burton-Freeman is the Director of the Institute for Food Safety and Health's Center for Nutrition Research at the Illinois Institute of Technology. Her current research interests are in mitigating disease processes through dietary approaches focused on health promoting properties of foods. Specific disease targets include cardiovascular disease, metabolic syndrome and obesity.

POSTERS

Posters are invited for both the Berry Conference and the GL Expo. The "presenting" author will receive complimentary Expo registration. Learn more at www.raspberryblackberry.com/submitted-a-poster/

Visit www.raspberryblackberry.com and www.glexpo.com for more details, updates, and links to online registration



The Amway Grand Plaza from the Grand River in Grand Rapids.

Sunday, December 4 – at the Amway Grand Plaza			
2:00-5:30	NARBA and NASGA Board Meetings		
7:00-9:00	Opening Reception and Exhibits		
Monday, December 5 – at the Amway Grand Plaza			
7:30-9:00	Continental Breakfast in Exhibit Area		
9:00-10:30	General Session: Grower Spotlight: Bardenhagen Berries (Michigan) “Heart health, obesity, and diabetes: Berries can make a difference” <i>Britt Burton-Freeman</i>		
	Caneberry	Tunnels / Organic	Strawberry
10:45-12:00	Exclusion netting and harvest frequency for SWD management Sustainable options for disease management in caneberries	Choosing tunnel plastics to meet your needs Potential effects of tunnel plastics on pesticides and pest management Approaches for blackberry production in high tunnels	Biofungicides and organic options for disease control in strawberries Tackling tough weeds in strawberries
12:00-2:00	Lunch and NARBA/NASGA Annual Meetings		
2:00-3:30	The expansion of primocane-fruited blackberry production – From idea to reality Wholesale production: What are caneberry shipper/ marketers looking for? Marketer Panel	Grower experiences with high tunnels: Panel discussion	Managing Spotted Wing Drosophila in Strawberries – What Works Sprayer technology for strawberries Strawberry varieties – Grower panel
3:45-5:00	Intensive trellising improved our bottom line Getting two crops from your raspberries: Does it make economic sense?	Using high tunnels for organic raspberry production in humid regions Organic berry production: Grower panel	What Facebook has done for our farm Technology/smart phone apps: Growers share what works for them
6:00-	Dinner on your own		
7:30-8:30	Evening Roundtable on Production Issues Join in to this open, moderated discussion.		
8:00-11:00	Berry Conference Hospitality Room, Amway Grand Plaza		
Tuesday, December 6 – at DeVos Place Convention Center (Great Lakes Expo)			
Also at the Great Lakes Expo on Tuesday: Trade show, sweet corn, farm markets, food safety, greenhouse production, cucumbers, tomatoes, and more.			
	Caneberry	Workshops	Strawberry
9:00-12:00	Grower spotlight: K & K Farm (Michigan) Bramble varieties for today & tomorrow Arkansas blackberry varieties – What are people planting and why? How the National Clean Plant Network helps growers Virus diseases and their management	Getting Started in Raspberries and Blackberries. For novice and potential growers. Limited registration; pre-registration recommended	Silica treatments for strawberry disease control Emerging technologies – How can these help strawberry growers Getting the most out of your irrigation system Home-grown innovations – Show and tel
12:00-2:00	Lunch, visit trade show		
2:00-4:30	SWD management update and new research Sprayer technology for caneberries Growing blackberries in a colder climate: Grower panel	Create a Food Safety Plan for Your Farm – Right here and now Limited registration; pre-registration recommended	Soil health assessment / Soil health and composts Building soil health for perennial crops Intro to substrate culture: Top ten principles for growing strawberries in substrate Low tunnels for plasticulture strawberries
8:00-11:00	Berry Conference Hospitality Room, Amway Grand Plaza		
Wednesday - Thursday, December 6-7 – at DeVos Place Convention Center (Great Lakes Expo)			
Great Lakes Expo trade show and educational sessions on many topics. See program details at www.glexpo.com			

Look Who's Talking	<i>This list contains many, but not all, of the presenters at the Berry Conference.</i>
Research and Extension: Hannah Burrack, NC State University • John Clark, University of Arkansas • Kathy Demchak, Penn State University • Jason Deveau, Ontario Ministry of Food & Ag. • Pam Fisher, Ontario Ministry of Food & Ag. • Britt Burton-Freeman, Illinois Institute of Technology • Eric Hanson, Michigan State University • Rufus Isaacs, Michigan State University • Bob Martin USDA-ARS (Corvallis) • Marvin Pritts, Cornell • Annemiek Schilder, Michigan State University • Yannis Tzanetakakis, University of Arkansas • Bernie Zandstra, Michigan State University	
Growers: Gary Bardenhagen (Michigan) • John Cooper (Ontario) • Kevin Edberg (Minnesota) • Tom Heeman (Ontario) • George Elder (Kansas). Shirley Klein (New Jersey) • Fred & Linda Koenigshof (Michigan) • Nate Nourse (Massachusetts) • Dale Illa Riggs (New York) • Megan Shoенfelt (Ohio) • Blaine & Leonna Staples (Alberta), Daniel Trudel (Ohio) • Bernie Ware (Michigan)	

2016 NORTH AMERICAN BERRY CONFERENCE

Grand Rapids, Michigan.

in association with the Great Lakes Fruit, Vegetable & Farm Market Expo

REGISTRATION FORM

You can register with this form, with the GL Expo form, or online at www.glexpo.com

Name(s) _____

Business/Organization _____

Mailing address _____

City _____

State/Province _____ Zip/Postal code _____ Country _____

Phone #1 _____ home work cell

Phone #2 _____ home work cell

E-mail _____

Website _____

TO ATTEND THE FULL BERRY CONFERENCE DEC. 4-6: REGISTER FOR BOTH OF THESE:

◆ BERRY CONFERENCE REGISTRATION (DEC 4-5)

Reception Sunday, Monday breakfast & lunch, and all Monday sessions and activities

By 11/16 After 11/16

NARBA or NASGA Member \$75 \$90 \$ _____

Non-Member \$125 \$145 \$ _____

◆ GREAT LAKES EXPO REGISTRATION (DEC. 6-8)

All Tuesday berry sessions, plus the trade show and all other tracks of educational sessions Tuesday-Thursday. There is no Tuesday-only option.

By 11/16 After 11/16

Registrant \$80 \$95 \$ _____

Spouse \$30 \$30 \$ _____

Use a separate form for unrelated individuals. Children under 18 are free. Names and ages: _____

WORKSHOPS

Getting Started in Raspberries and Blackberries (Tues am) # _____ \$ _____

\$20 NARBA/NASGA member \$25 non-members

Create a Food Safety Plan for Your Farm (Tues pm) # _____ \$ _____

\$15 NARBA/NASGA member \$20 non-members

MEMBERSHIPS

You may join/renew with your registration to take advantage of lower member registration rates. Memberships are per family/farm/location, not per person. If you joined in the last few months, you do NOT need to renew here.

NARBA DUES

NARBA Dues Amount \$ _____

Grower: \$50 new member \$85 renewal

Plus Grower acreage charge of \$5/acre in caneberries (maximum \$100)

_____ acres x \$5 = \$ _____

Research/extension/students \$40

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

NASGA DUES

NASGA Dues Amount \$ _____

Business Membership (Grower, nursery, supplier)

Renewing: \$175 for USA, Canada & Mexico \$190 for other countries

New Member: \$85 for USA, Canada & Mexico \$95 for other countries

Individual Membership (Research, Extension, Student)

\$55 for USA, Canada & Mexico \$65 for other countries

TOTAL DUE (Conference Registration plus Membership) \$ _____

SEND REGISTRATION TO GL Expo, 139 Eisenhower Place, Ann Arbor, MI 48108

Fax to: 734-677-2407

PRE-REGISTER BY 11/16/2016 TO SAVE \$\$\$ AND TIME

If you register by 11/16, your receipt, name badge and any special event tickets you order will be mailed to you. At the conference, just pick up your badge holder and program at the Pre-Registration Booth. If we receive your registration after 11/16/2016, you will need to pick them up onsite at the Registration Help Desk. Pre-registration fees will be refunded for any request made by 11/16/16. A \$10 processing fee will be charged for refunds.

PERMISSION TO USE PHOTOS: Please be aware that this registration form also serves as an agreement to appear in photographs taken at the 2016 Great Lakes Fruit, Vegetable & Farm Market EXPO and the Michigan Greenhouse Growers EXPO. These photos may be used for publicity or general information purposes and may be seen by the general public.

HOTEL: Do you plan to stay at one of these hotels during the EXPO? Amway Grand Plaza JW Marriott Courtyard by Marriott

CHECK ALL THAT APPLY:

- FRUIT GROWER** (also check crops grown)
 Apples Cherries Peaches Pears Plums
 Blueberries Grapes Strawberries
 Raspberries/Blackberries Other Small Fruit
- VEGETABLE GROWER** (also check crops grown)
 Asparagus Carrots Celery Cole Crops
 Peppers Pickling Cucumbers Pumpkins
 Squash Other Vine Crops Onions Potatoes
 Snap Beans Sweet Corn Tomatoes
 Other Veg Crops
- GREENHOUSE GROWER** **FARM MARKETER**
 ORGANIC GROWER
 AG SUPPORT BUSINESS **OTHER**

PAYMENT INFORMATION

Payment must accompany this form: Mail to: Great Lakes Expo, 1390 Eisenhower Place, Ann Arbor, MI 48108.
Fax to: 734-677-2407.

Payment by Check: Check # _____
Make check payable to: Great Lakes EXPO

Payment by Credit Card: Visa Mastercard
 Discover American Express

Card Number _____

CVV Code _____ Exp. Date _____
(3 or 4-digit number on back of card)

Print Name as it appears on credit card _____

Billing Street Address of Credit Card _____

Billing City/State/Zip _____

Cardholder Signature _____