



North American Strawberry Growers Annual Meeting and Conference

February 6-8, 2012

Harrah's Hotel and Casino, Las Vegas, Nevada

Monday February 6, 2012

3:00 PM NASGA Board of Directors Meeting
Parlour B

2:00 – 4:00 PM NASG Research Foundation Meeting
Parlour C

Registration

6:00 – 9:00 PM

Reception

7:00 – 9:00 PM Las Vegas Room
Presentation by Lassen Canyon Nursery

Tuesday February 7, 2012

General Session Tahoe Room

7:30 Registration

8:30 How strawberry varieties have changed over the last century and what
can we expect in the future?
Marvin Pritts, Cornell University

9:00 Grower Profile: Four Corners Farm
Bob Gray, VT

9:45 Managing the New UC Day Neutral Cultivars
Kirk Larson, University of California

10:15 Break

10:45 Extending the Strawberry Season with Low Tunnels
Kim Lewers, USDA- ARS

11:15 Spotted Wing Drosophila – A New Challenge for the Berry
Industries
Rufus Isaacs, Michigan State University

- 11:45 NASGA Annual General Meeting and Lunch
Las Vegas Room
- 1:45 Panel: Trends in Strawberry PYO and Marketing
- 2:45 Northern Variety Update
Jim Luby, University of Minnesota
- 3:15 Break
- 3:45 Grower Profile: Polter's Berry Farm
Steve Polter, Fremont, OH
- 4:15 Black Root Rot Management Update
Marvin Pritts, Cornell University
- 7:00 Meet at Carnival Court for Socializing and Networking**

***Silent Auction – Laughlin Room – Tuesday and Wednesday**

Wednesday February 8, 2012

- 7:00 Nurseryman's Breakfast Meeting
Studio 1
- 8:00 New Pest Management Tools for Insects and Mites
Rufus Isaacs, Michigan State University
- 8:30 Soil Conditioning
Mark Hutchinson, University of Maine
- 9:00 Grower Profile: Unger Farms
Matt Unger, Cornelius, Oregon
- 9:45 Social Media Introduction
Will Heeman. Heeman's Strawberry Farm, London, ON
- 10:00 Break
- 10:30 General Session or Social Media Workshop
- Social Media Workshop** (limited spaces available)
Las Vegas Room
- 10:30 Introduction to social media, covering the bases. Whether someone is starting out, wanting to understand the little things they might have missed when beginning with social media or wants a refresher on how to post and how to navigate Facebook and Twitter.
- 12:00 Lunch

1:30 Part 2 is focused on new developments in social media on key channels, understanding how they will change/improve our reach with consumers and how to better understand our audience. Look at reading analytics, third party applications and how to increase engagement with your audience

General Session

10:30 Rotating with Cover Crops Improves June Bearing Strawberry Production and Soil Quality
Dennis Portz, Iowa State University

11:00 Organic Production Strategies
David Handley, University of Maine

11:30 High Tunnel and Field Production Systems for Day-Neutral Strawberries in Eastern North America
Gail Nonnecke, Iowa State University

12:00 Lunch – Las Vegas Room

1:30 Making Quality On-Farm Compost
Mark Hutchinson, University of Maine

2:00 Grower Profile: Heeman's Strawberry Farm
Florence and Rudy Heeman

2:45 Break

3:15 Round Tables – Choose 3 of 5 (30 minutes each)

1. Cover Crops, Compost and soil Conditioning – Mark Hutchinson, Dennis Portz
2. Insect and Mite Management – David Handley
3. Tunnel Production – Kim Lewers, Gail Nonnecke
4. Marketing Ideas – Leona Staples
5. Strawberry Varieties – Nate Nourse, Jim Luby, Kirk Larson

5:00 Adjourn

7:00 **Meet at Carnival Court for Socializing and Networking**

Thursday February 9, 2012

Post Conference Tours – On Your Own