

## 2018 SOUTHEASTERN APPLE GROWERS MEETING

Sponsored by the North Carolina Apple Growers, Inc.

DoubleTree By Hilton Asheville - Biltmore

January 9-10, 2018

### Tuesday, January 9, 2018

- 10:00 AM **Welcome and Opening Remarks**  
Presiding - Mr. Kenny Barnwell, President, NC Apple Growers, Inc.
- 10:15 **Social Media 101-Increasing Your Customer Base**  
Ms. Molly Nicholie, Program Director for the Local Food Campaign, ASAP, Asheville
- 10:50 **How Wholesale Buyers Would like to Work with Individual Growers**  
Ingles Retail Buyer Representative, Asheville
- 11:25 **Direct Market Strategies to Differentiate Your Farm and Maximize Sales**  
Ms. Molly Nicholie, Program Director for the Local Food Campaign, ASAP, Asheville
- 12:00 PM **Lunch and Visit Exhibit Area**
- 1:30 **The ABC's of Food Safety**  
Elena Rogers, Area Specialized Agent Food Safety- Fresh Produce, North Carolina State University
- 2:00 **What are the Differences Between GAP/Food Safety Certifications and FSMA's Produce Safety Rule - Panel**  
Moderator: Ms. Elena Rogers  
--Mr. Vincent Wyche, Senior GAP/GHP Auditor, North Carolina Department of Agriculture and Consumer Services  
--Mr. Chris Harris, Agriculture Program Specialist, North Carolina Department of Agriculture & Consumer Services, Food & Drug Protection Division
- 2:30 **Options for Insuring Your Apple Crop**  
Dr. Rod Rejesus, Dept. of Ag. and Resource Economics  
NCSU, Raleigh
- 3:00 **Break**
- 3:20 **TBA**
- 3:50 **Apple Cultivars for the Southeast Now and Ahead – Panel**  
Moderator: Dr. Mike Parker  
--Mr. Tom Callahan, Adam's County Nursery, Aspers, PA  
--Mr. Greg Nix, Apple Wedge Packers & Cider, Hendersonville, NC  
--Mr. Chuck McSpadden, Apple Valley Orchard, Cleveland, TN
- 4:30 **Adjournment**
- 6:30 **2018 Southeastern Apple Growers Meeting Banquet**  
Moderator: Mr. Chuck Francis, Waynesville, NC

### Wednesday, January 10, 2018

- 8:30 AM **Coffee in Exhibit Area**
- 8:45 **Welcome -**  
Presiding - Ms. Lola Coston, Secretary, NC Apple Growers Association, Inc.
- 9:00 **Healthy Herbicide Use**  
Mr. Wayne Mitchem, Orchard Floor Management Specialist, NCSU, Clemson and UGA
- 9:30 **5 Essential Tips for Successful Orchard Production**  
Dr. Mike Parker, Horticultural Science, NCSU, Raleigh
- 10:00 **Managing Fruit Quality and Preharvest Drop**  
Dr. Tom Kon, Regional Apple Physiologist, NCSU, Clemson, and UGA
- 10:30 **Break**
- 10:45 **Getting the Most Out of Your Fertility Dollar**  
Dr. David Lockwood, Horticulturist, University of TN, Knoxville
- 11:15 **Putting the Damper on Fire Blight Infection**  
Dr. Kerik Cox, Plant Pathology, Cornell University, Geneva, NY
- 11:45 **Adjourn to the Exhibit Area for Lunch**  
--Sandwiches, chips and drink will be provided in the Exhibit Area
- 12:45 PM **Brown Marmorated Stink Bug Management**  
Dr. Jim Walgenbach, Dept of Entomology and Plant Pathology, NCSU, Mills River
- 1:15 **Introducing the New and Improved MyIPM App**  
Dr. Brett Blaauw, Entomologist, Clemson and UGA
- 1:45 **Stress, Alcohol, and Opportunistic "Friends": An Update on Rapid Apple Decline**  
Dr. Sara Villani, Dept. of Entomology and Plant Pathology, NCSU, Mills River  
Dr. Kerik Cox, Plant Pathology, Cornell University, Geneva, NY
- 2:30 **Bitter Rot Management: Good, Bad and Ugly**  
Dr. Phil Brannen, Plant Pathology, UGA
- 3:00 Individual State Business Meetings Followed by  
Adjournment of the 2018 Southeastern Apple Growers Meeting

#### -----Auxiliary Program-----

### Tuesday, January 9

- 8:00AM Registration  
10:00 Hospitality Room Opens  
6:30 PM Banquet and Program Speaker

### Wednesday, January 10

- Noon Luncheon