

Affiliated Organizations

Alabama Cooperative Extension System

Alabama Fruit & Vegetable Growers Association

Alabama Sustainable Agriculture Network

Alcorn State University

Auburn University

Louisiana State University AgCenter

Louisiana Vegetable & Fruit Growers Association

Mississippi Department of Agriculture & Commerce

Mississippi Fruit & Vegetable Growers Association

Mississippi State University Extension Service

Mississippi Agriculture & Forestry Experiment Station

REGISTRATION AND GENERAL SESSION INFORMATION.....

GENERAL SESSION – WEDNESDAY MORNING, DEC. 3, 2008

Food Safety Issues in the Fresh Produce Industry.....

CONCURRENT SESSIONS – WEDNESDAY AFTERNOON, DEC. 3, 2008

Organic Fruit and Vegetable Production

Energy Wise Farming.....

Getting Started in Horticultural Enterprises.....

Marketing Horticultural Crops.....

Cut Flower Production.....

CONCURRENT SESSIONS – THURSDAY DECEMBER 4, 2008

Agritourism.....

Blueberry Production.....

Fruit Production.....

Vegetable Production.....

MEETING SPACE FLOOR PLANS.....

PROGRAM PARTICIPANTS.....

2008 EXHIBITORS.....

REGISTRATION – PRECONVENE AREA, 2ND FLOOR

TUESDAY3:00 PM – 6:00 PM
WEDNESDAY.....7:30 AM – 5:00 PM
THURSDAY.....7:30 AM – 12:00 PM

VISIT WITH EXHIBITORS AT THE TRADESHOW—BON SECOUR BAY I

WEDNESDAY.....8:00 AM – 5:00 PM
THURSDAY.....8:00 AM – 8:00 PM

EDUCATIONAL POSTERS & DISPLAYS – RIVERBOAT, 1ST FLOOR

LEARN ABOUT CURRENT RESEARCH AND FIND OUT WHAT AGENCIES ARE OUT THERE THAT CAN HELP FARMERS!

WEDNESDAY.....8:00 AM – 5:00 PM
THURSDAY.....8:00 AM – 5:00 PM

STATE GROWER ASSOCIATION ANNUAL MEETINGS

THURSDAY, DECEMBER 4 ■ 1:15 PM – 2:00 PM

Alabama Fruit & Vegetable Growers Association.....Clipper
Louisiana Vegetable & Fruit Growers Association.....Schooner
Gulf South Blueberry Growers Association..... Mobile Bay Ballroom
Texas Blueberry Growers Association.....Grand Bay Ballroom
Mississippi Fruit and Vegetable Growers Association.....Jubilee Suite

THURSDAY, DECEMBER 4 ■ 4:50 PM – 5:30 PM

Mississippi Agritourism Association.....Windjammer

SPECIAL EVENTS ■ THURSDAY, DECEMBER 4

- GROUP LUNCHEON—12:00 PM – 1:00 PM.....BON SECOUR BAY II & III
 - *BE SURE TO BRING YOUR TICKET TO GET INTO THE LUNCHEON!!!*

- TASTE OF THE SOUTH RECEPTION—6:00 PM–8:00 PM...BON SECOUR BAY BALLROOM

GENERAL SESSION

Wednesday, December 3, 2008

9:00 am – 12:00 pm

FOOD SAFETY ISSUES IN THE FRESH PRODUCE INDUSTRY

Wednesday, December 3 Bon Secour Bay II & III

Section Chair – Dr. Dave Picha, Professor – Horticulture, LSU AgCenter

Moderator: Dr. Dave Picha

7:30 **REGISTRATION – PRECONVENE AREA, 2ND FLOOR**

9:00 **INTEGRATED FOOD SAFETY MANAGEMENT PRACTICES FOR FRESH PRODUCE**

Dr. David Picha, Professor – Horticulture, LSU AgCenter

9:30 **TRAINING FARM WORKERS ON THE BASICS OF FOOD SAFETY**

Dr. Juan Silva, Professor – Food Science, Mississippi State University

10:00 **HOW TO PREPARE FOR A FOOD SAFETY AUDIT**

Beth Bland, Georgia Fruit and Vegetable Growers Association, LaGrange, Georgia

10:30 **BREAK & Time to Visit Exhibitors – Bon Secour Bay I & Foyer**

10:45 **FRESH PRODUCE TRACEABILITY SYSTEMS**

Andy Kennedy, FoodLogiQ, Durham, North Carolina

11:15 **FRESH PRODUCE FOOD SAFETY: TODAY AND TOMORROW**

Dr. David Gombas, United Fresh Produce Association, Washington, DC

12:00 **LUNCH – ON YOUR OWN**

CONCURRENT SESSIONS

WEDNESDAY, 3 DECEMBER 2008

ORGANIC FRUIT AND VEGETABLE PRODUCTION

Wednesday, December 3Bon Secour Bay II

Section Chairs – Karen Wynne, Executive Director, Alabama Sustainable Ag Network

Dr. Carl Motsenbocker, Horticulturist, LSU AgCenter

Moderator – Karen Wynne

1:30 **TRANSITIONING TO ORGANIC PRODUCTION**

Relinda Walker, Walker Organic Farm, Sylvania, Georgia

2:30 **GROWER PROFILE**

YaSin Muhaimin, Yard Bird Farms, Zachary, Louisiana

- 3:00 **BREAK & Time to Visit Exhibitors – Bon Secour Bay I & Foyer**
- 3:30 **ORGANIC INPUTS: WHAT'S ALLOWED AND WHAT WORKS**
Karen Wynne, Exec. Director, Alabama Sustainable Ag Network, Huntsville, Alabama
- 4:00 **OPPORTUNITIES FOR ORGANIC PRODUCERS**
Moise Essaga, Whole Foods, Birmingham, Alabama
Chris Bell, InterNatural Marketing, Lake Worth, Florida
- 4:30 **DISCUSSION**

ENERGY WISE FARMING
Wednesday, December 3Windjammer
 Section Chair – Dr. Roberto Barbosa, Assistant Professor, LSU Ag Center
 Moderator: Dr. Roberto Barbosa

- 1:30 **MAXIMIZING YIELDS WHILE CONSERVING ENERGY**
Dr. Randy Raper, USDA-ARS-NSDL, Auburn, Alabama
- 2:00 **CARBON EFFICIENCY: CHALLENGES & OPPORTUNITIES TO AGRICULTURAL PRODUCERS**
Dr. Clyde Fraisse, Assistant Professor, University of Florida
- 2:30 **AGRICULTURAL ENERGY CONSERVATION OPPORTUNITIES AND FUNDING ASSISTANCE**
Steve Faust, Ensave, Richmond, Vermont
- 3:00 **BREAK & Time to Visit Exhibitors – Bon Secour Bay I & Foyer**
- 3:30 **AN OVERVIEW OF BIODIESEL AND OILSEED PRODUCTION**
Dr. Gary Breitenback, Professor, LSU AgCenter
- 4:00 **ENERGY CONSERVATION IN IRRIGATION**
Dr. Bill Branch, Professor Emeritus, LSU AgCenter
- 4:30 **GEOSPATIAL TOOLS FOR SMART FARMING**
Dr. Keith Morris, Assistant Professor, LSU AgCenter
- 5:00 **RURAL DEVELOPMENT’S FINANCING OPPORTUNITIES**
Mary Clayton, US Department of Agriculture, Montgomery, Alabama

GETTING STARTED IN HORTICULTURAL ENTERPRISES

Wednesday, December 3.....Bon Secour Bay III

Section Chair – Chip East, Regional Extension Agent, Alabama Cooperative Extension System

Moderator: Chip East

- 1:30 **PEACH PRODUCTION FOR NEW GROWERS**
Mike Reeves, Regional Extension Agent, Alabama Cooperative Ext. System
- 2:00 **SATSUMAS IN ALABAMA**
John Neighbors, Grower, Alexander City, Alabama
- 2:30 **PERSIMMON PRODUCTION FOR NEW GROWERS**
John Neighbors, Grower, Alexander City, Alabama
- 3:00 **Break & Time to Visit Exhibitors – Bon Secour Bay I & Foyer**
- 3:30 **GETTING STARTED WITH VEGETABLES**
Andy Kemp, Grower, Gallant, Alabama
- 4:00 **MARKETING PRODUCE – COMMUNITY SUPPORTED AGRICULTURE**
Bryan Hunt, Grower, Prattville, Alabama
- 4:30 **BASIC IRRIGATION FOR FRUIT AND VEGETABLE PRODUCTION**
Mike Reeves, Regional Extension Agent, Alabama Cooperative Ext. System

MARKETING HORTICULTURAL CROPS

Wednesday, December 3Schooner

Section Chair – Rachael Carter, Ext. Associate – Ag Economics, Mississippi State University

Moderator: Rachael Carter

- 1:30 **MARKETING PROGRAM AT MAYHEW TOMATO FARMS**
M. C. Ellis, Grower, Mayhew, Mississippi
- 2:00 **MEDIA MATTERS**
Nellie Neal, Garden Mama, Jackson, Mississippi
- 2:45 **DIRECT MARKETING**
Dr. Ken Hood, Extension Professor– Ag Economics, Mississippi State University
- 3:00 **BREAK & Time to Visit Exhibitors – Bon Secour Bay I & Foyer**
- 3:30 **EXPANDING LOCAL RETAIL MARKETING OPPORTUNITIES FOR FRUITS & VEGETABLES**
Dr. Deacue Fields, Extension Specialist–Ag Economics, Auburn University
Dr. Ronald Rainey, Extension Economist, University of Arkansas

4:00 **THE “NET” EFFECT ON HORTICULTURE MARKETING**
Dr. Kim Morgan, Assistant Professor– Ag Economics, Mississippi State University

CUT FLOWER PRODUCTION – EXPANDING YOUR MARKET
Wednesday, December 3Clipper
Section Chair – Dr. Jeff S. Kuehny, Professor – Horticulture, LSU Ag Center
Moderator: Dr. Jeff Kuehny

1:30 **BASICS OF CUT FLOWER GROWING**
Covering topics from tools, equipment, irrigation, IPM (common pest of flowers and controls that work), variety selection, harvesting, post harvest care, vase life testing, supply sources and delivery methods.
Kim Martin and Laurie Bostic, Barking Cat Farm, Heath, Texas

2:30 **MARKETING CUT FLOWERS**
Covering topics such as market selection, understanding wholesale markets, pricing retail sales, Flower CSA’s, selection of varieties, where to find information, customer satisfaction, money makers and money losers.
Kim Martin and Laurie Bostic, Barking Cat Farm, Heath, Texas

3:00 **BREAK & Time to Visit Exhibitors – Bon Secour Bay I & Foyer**

CONCURRENT SESSION
Thursday, December 4, 2008

AGRITOURISM
Thursday, December 4Windjammer
Section Chair – Gary Bridges, Mississippi Department of Agriculture and Commerce
Moderator: Gary Bridges

7:30 **REGISTRATION**

8:45 **WELCOME AND OPENING REMARKS**
Welcome – Jo Lynn Mitchell, M.A.A. President
Programs – Stanley Wise, M.A.A. Vice President

9:00 **BLOGGING**
Ms. Rachael Carter, Extension Associate, Mississippi State University
INTERNET MARKETING, BRINGING IN THE “TOURIST” HARVEST
Dr. Kimberly Morgan, Ag Economist, Mississippi State University

10:00 **TOURISM**
Mike Jones, Mississippi Development Authority – Div. of Tourism, Jackson, Mississippi

10:50 **BREAK & Time to Visit Exhibitors – Bon Secour Bay I & Foyer**

- 11:00 **MARKETING – PROMISELAND FARMS**
Stacey & Maurice Necaise, Owners, Kiln, Mississippi
- 12:00 **GROUP LUNCHEON – Bon Secour Bay II & III**
- 1:15 **STATE GROWER ASSOCIATION MEETINGS**
SEE FRONT OF PROGRAM FOR TIME AND ROOM FOR LISTING OF STATE ASSOCIATION MEETINGS
- 1:15 **THE COTTON PICKIN’ PUMPKIN FARM**
Jackie & Steve Tate, Farmers, Meridianville, Alabama
- 2:00 **JIM’S PUMPKIN PATCH AND CORN MAZE**
Jim and Lynn Newman, Farmers, Rolling Fork, Mississippi
- 3:00 **BREAK & Time to Visit Exhibitors – Bon Secour Bay I & Foyer**
- 3:30 **Q & A SESSION WITH THE FARMERS**
JACKIE & STEVE TATE, COTTON PICKIN’ PUMPKIN FARM
JIM AND LYNN NEWMAN, JIM’S PUMPKIN PATCH AND CORN MAZE
- 4:00 **SWAP MEET FOR AGRITOURISM OPERATORS**
- 4:50 **MISSISSIPPI AGRITOURISM ASSOCIATION MEETING**
- 6:00 **TASTE OF THE SOUTH RECEPTION—BON SECOUR BAY BALLROOM**

BLUEBERRY PRODUCTION

Thursday, December 4Mobile Bay Ballroom
Section Chair – Dr. John Braswell, Horticulturist, Mississippi State University
Moderator – Dr. John Braswell

- 7:30 **REGISTRATION**
- 9:00 **BLUEBERRY DISEASES AND FUNGICIDE OPTIONS**
Dr. David Ingram, Plant Pathologist, Mississippi State University
- 9:30 **INSECT MANAGEMENT IN BLUEBERRY PRODUCTION**
Dr. Blair Sampson, Entomologist, Mississippi State University
- 10:00 **New ADVANCEMENTS IN BLUEBERRY GRADING EQUIPMENT AND TECHNOLOGY**
Butch Greiffendorf, BBC Technologies, South Haven, Michigan
- 10:15 **USING WIND MACHINES FOR FROST PROTECTION**
Don Gaab, Orchard Rite, Fresno, California

- 10:30 **BREAK & Time to Visit Exhibitors – Bon Secour Bay I & Foyer**
- 11:00 **H1A AND H2A LABOR CERTIFICATION FOR NON-IMMIGRANT LABOR**
Charles Baker, US Department of Labor
- 11:30 **WAGE AND HOUR LAWS AFFECTING FARM LABOR**
Charles Baker, US Department of Labor
- 12:00 **GROUP LUNCHEON – Bon Secour Bay II & III**
- 1:15 **GULF SOUTH BLUEBERRY GROWERS ASSOCIATION MEMBERSHIP MEETING**
- 1:15 **STATE GROWER ASSOCIATION MEETINGS**
SEE FRONT OF PROGRAM FOR TIME AND ROOM FOR LISTING OF STATE ASSOCIATION MEETINGS
- 2:00 **CONSIDERATIONS FOR GROWING SOUTHERN Highbush BLUEBERRIES IN HIGHLY AMENDED SOILS**
Dr. Jeff Williamson, Professor, University of Florida
- 2:30 **PERFORMANCE OF BLUEBERRY VARIETIES RELEASED FROM THE NORTH CAROLINA BREEDING PROGRAM**
Dr. Jim Ballington, Professor – Horticulture, North Carolina State University
- 3:00 **ESTABLISHMENT AND RESULTS OF A BLUEBERRY VARIETY TRIAL IN NORTH ALABAMA**
Arnold Caylor, Superintendent, North Alabama Horticulture Res. Ctr., Auburn University
- 3:30 **BREAK & Time to Visit Exhibitors – Bon Secour Bay I & Foyer**
- 4:00 **GROWING CONDITIONS, FERTILIZER RATE, LOCATION AND CULTIVAR SELECTION OF BLUEBERRY, BLACKBERRY, MUSCADINE, STRAWBERRY AND KIWI ON THE ANTIOXIDANT CONTENT**
Dr. Floyd Woods, Associate Professor – Horticulture, Auburn University
- 4:30 **UNDERSTANDING AND USING PACA TO PROTECT YOU IN THE MARKETPLACE**
Evert Gonzalez, USDA-PACA Branch, Fort Worth, Texas
- 5:00 **ADJOURN**
- 6:00 **TASTE OF THE SOUTH RECEPTION — BON SECOUR BAY BALLROOM**

FRUIT PRODUCTION

Thursday, December 4Clipper

Section Chairs – Dr. David Himelrick, Professor – Horticulture, LSU Ag Center
Dr. Elina Coneva, Extension Fruit Specialist, Auburn University

Moderator: Dr. David Himelrick

7:30 **REGISTRATION**

9:00 **NEW SMALL FRUIT CULTIVARS FOR THE GULF COAST REGION**

Dr. Steve Stringer, Research Geneticist, USDA-ARS, Poplarville, Mississippi

9:30 **BLACKBERRY RESEARCH UPDATES FROM CENTRAL ALABAMA**

R. T. Boozer, Dr. E. Coneva, and J.A. Pitts, Auburn University

10:00 **SMALL FRUITS: BREEDING AND PERFORMANCE IN NORTH CAROLINA**

Dr. Jim Ballington, Professor – Horticulture, North Carolina State University

10:30 **BREAK & Time to Visit Exhibitors – Bon Secour Bay I & Foyer**

11:00 **UNRAVELING COLD STRESS TOLERANCE MECHANISMS IN SATSUMA**

Dr. Fenny Dane, Ying Huang, and Shasha Meng, Auburn University

11:30 **GREENING DISEASE OF CITRUS – A SITUATION OVERVIEW**

Dr. Don Ferrin, Assistant Professor – Plant Pathology, LSU AgCenter

Dr. Natalie Hummel, Assistant Professor – Entomology, LSU AgCenter

12:00 **GROUP LUNCHEON – Bon Secour Bay II & III**

1:15 **STATE GROWER ASSOCIATION MEETINGS**

SEE FRONT OF PROGRAM FOR TIME AND ROOM FOR LISTING OF STATE ASSOCIATION MEETINGS

2:00 **MAYHAW PRODUCTION**

Dr. John Pyszner, Extension Specialist, LSU AgCenter

2:30 **COST OF PRODUCTION BUDGETS FOR FRUIT TREES - A MAYHAW EXAMPLE**

Dr. Roger Hinson, Professor – Agricultural Economics, LSU AgCenter

3:00 **PROBLEMS, POTENTIAL AND PERFORMANCE: GROWING LOW-CHILL PEACH CULTIVARS IN HUMID, SUB-TROPICAL CLIMATES**

Dr. Jeff Williamson, Professor – Horticulture, University of Florida

3:30 **BREAK & Time to Visit Exhibitors – Bon Secour Bay I & Foyer**

- 4:00 **OVERVIEW OF STRAWBERRY CULTIVARS**
Dr. David Himelrick, Professor – Horticulture, LSU AgCenter
- 4:30 **PRELIMINARY RESULTS ON THE INCIDENCE AND OCCURRENCE OF XYLELLA FASTIDIOSA AND ITS VECTOR - GLASSY WINGED SHARP SHOOTERS (GWSS) IN SELECTED ALABAMA-GROWN FRUIT CROPS**
Xing Ma, MS Candidate & Dr. E. Coneva, Extension Fruit Specialist, Auburn University
- 5:00 **MUSCADINE CULTIVARS PERFORMANCE IN CENTRAL ALABAMA**
Dr. Elina Coneva, Extension Fruit Specialist, Auburn University
- 5:30 **ADJOURN**
- 6:00 **TASTE OF THE SOUTH RECEPTION — BON SECOUR BAY BALLROOM**

VEGETABLE PRODUCTION

Thursday, December 4Schooner

Section Chair – Dr. Rick Snyder, Horticulturist, Mississippi State University

Moderator: Dr. Rick Snyder

- 7:30 **REGISTRATION**
- 9:00 **SWEET CORN FOR FARMERS MARKETS**
Dr. David Nagel, Horticulturist – Vegetable Crops, Mississippi State University
- 9:30 **BT SWEET CORN VARIETY TRIAL RESULTS**
Dr. James E. Boudreaux, Horticulturist – Vegetable Crops, LSU AgCenter
- 10:00 **MINT AND OTHER HERB CROPS FOR YOUR FARM**
Dr. Valtcho Jeliaskov, Assistant Professor, Mississippi State University
- 10:30 **BREAK & Time to Visit Exhibitors – Bon Secour Bay I & Foyer**
- 11:00 **THE NATIONAL VEGETABLE CROP INITIATIVE**
Dr. David Gombas, United Fresh Produce Association, Washington, DC
- 11:30 **SEEDED WATERMELON VARIETY TRIAL RESULTS**
Dr. James E. Boudreaux, Horticulturist – Vegetable Crops, LSU AgCenter
- 12:00 **GROUP LUNCHEON – Bon Secour Bay II & III**
- 1:15 **STATE GROWER ASSOCIATION MEETINGS**
SEE FRONT OF PROGRAM FOR TIME AND ROOM FOR LISTING OF STATE ASSOCIATION MEETINGS

- 2:00 **ONION VARIETY TRIAL RESULTS**
Dr. James E. Boudreaux, Horticulturist – Vegetable Crops, LSU AgCenter
- 2:30 **DESIGN AND CONSTRUCTION OF A HIGH TUNNEL FOR YOUR CROP AND LOCATION**
Dr. Lewis W. Jett, Horticulture Extension Specialist, West Virginia University
- 3:00 **CROP CHOICES FOR HIGH TUNNELS**
Dr. Lewis W. Jett, Horticulture Extension Specialist, West Virginia University
- 3:30 **BREAK & Time to Visit Exhibitors – Bon Secour Bay I & Foyer**
- 4:00 **PROPER USE OF FUNGICIDES FOR DISEASE CONTROL IN Veggies**
Dr. David M. Ingram, Extension Plant Pathologist, Mississippi State University
- 4:30 **INSECT MANAGEMENT IN COMMERCIAL VEGETABLE PRODUCTION**
Dr. Blake Layton, Extension Entomologist, Mississippi State University
- 5:00 **ADJOURN**
- 6:00 **TASTE OF THE SOUTH RECEPTION — BON SECOUR BAY BALLROOM**

2008 Deep South Fruit and Vegetable Growers Conference Planning Committee

Planning Committee

Alabama

Dr. Joe Kemble – Auburn University, Auburn, AL
Bobby Boozer – Auburn University, Clanton, AL
Dr. Elina Coneva – Auburn University, Auburn, AL

Louisiana

Dr. David Himelrick - LSU AgCenter, Baton Rouge, LA
Dr. Dave Picha – LSU AgCenter, Baton Rouge, LA
Dr. John Pyzner – LSU AgCenter, Shreveport, LA

Mississippi

Dr. John Braswell – Miss. State University, Poplarville, MS
Dr. Richard Snyder – Miss. State University, Crystal Springs, MS
Paige Manning – Miss. Department of Agriculture, Jackson, MS

Section Chairs

Food Safety Issues in the Fresh Produce Industry – Dr. Dave Picha, LSU AgCenter, Baton Rouge, LA

Organic Fruit and Vegetable Production – Karen Wynne, Alabama Sustainable Agriculture Network, Huntsville, AL

Energy Wise Farming – Dr. Roberto Barbosa, LSU AgCenter, Baton Rouge, LA

Getting Started in Horticultural Enterprises – Chip East, Auburn University, Ashland, AL

Marketing Horticulture Crops – Rachael Carter, Miss. State University, Starkville, MS

Cut Flower Production – Dr. Jeff S. Kuehny, LSU AgCenter, Baton Rouge

Agritourism – Gary Bridges, Miss Department of Agriculture, Booneville, MS

Blueberry Production – Dr. John Braswell, Miss. State University, Poplarville, MS

Fruit Production – Dr. David Himelrick, LSU AgCenter, Baton Rouge, LA & Dr. Elina Coneva, Auburn University, Auburn AL

Vegetable Production – Dr. Richard Snyder, Miss. State University, Crystal Springs, MS

Trade Show

Guy Feltenstein, Miss. Department of Agriculture, Meridian, MS

Paige Manning, Miss. Department of Agriculture, Jackson, MS