

Blackberry & Raspberry Conference

All activities at the Savannah International Trade and Convention Center (SITCC) unless otherwise noted.

THURSDAY, JANUARY 7, 2010

- 8:00 - 5:00 p.m. **EXHIBITOR REGISTRATION OPEN**
Riverview Concourse
 Exhibitor and Poster Set-Up
- 9:00 - noon **CONCURRENT WORKSHOPS**
Attendance is limited. Please pre-register.
Places cannot be guaranteed for walk-in registrants.
- Workshop I**
Getting Started in the Blackberry Business
Caneberry Basics / The Plan Before The Planting / Site Prep to First Harvest / Pests You Can't Ignore / Developing a Market. This workshop focuses especially on smaller-scale production for local and direct markets. For growers just thinking about it through those in their first few years of production. Fee includes a resource notebook.
 Wayne Mitchem, NCSU/UGA/Clemson and grower, Mitchem's Farm, Vale, NC; Guy Moore, Larriland Farm, Woodbine, MD; David Lockwood, University of Tennessee, Knoxville, TN; Josh Beam, Sunny Ridge Farm, Lincolnton, NC
- Workshop II**
Caneberry Marketing Strategies
PYO, Direct, local, wholesale... what choice or combination is best for you? Developing a "Go To Market" Strategy. Types of Agreements, how to negotiate them and resolve issues. Open to both new and experienced growers.
 John Shelford, Shelford Associates/FreshXperts, Naples, FL; Ervin Lineberger, North American Raspberry & Blackberry Association, Kildeer Farm, Kings Mountain, NC; Marketing Specialist, US Department of Agriculture, PACA
- 12:00 p.m. **LUNCH**
 Sandwiches, snacks and drinks will be available at the Convention Center
- 1:30 p.m. **GFVGA BOARD OF DIRECTORS MEETING**
SITCC

- 1:30 - 5:00 p.m. **EDUCATIONAL SESSIONS**
No pre-registration required. Open to all conference attendees.
- 1:30 p.m. **Understanding Viruses & Developing a Strategy for Viruses on Your Farm**
 Yannis Tzanetakis, University of Arkansas, Fayetteville, AR; Zvezdana Pesic-VanEsbroeck, North Carolina State University Department of Plant Pathology, Raleigh, NC
- 2:30 p.m. **Post-harvest Handling & Evaluation of Blackberries: Which Varieties Work for You?**
 Penny Perkins-Veazie, North Carolina State University Plants for Human Health Institute, Kannapolis, NC
- 3:15 p.m. **BREAK**
- 3:30 p.m. **Pollination of Blackberries & Insect Update**
 Hannah Burrack, North Carolina State University, Raleigh, NC
- 4:00 p.m. **Grower Panel: How Blackberries Work for Us**
 Guy Moore, Larriland Farm, Woodbine, MD; Ben Strickland & Michelle Patten, Lakeland, GA and Shelby, NC
- 4:00 p.m. **GFVGA ANNUAL MEETING**
SITCC
- 6:00 p.m. **BRAMBLE GROWERS DINNER**
 Dutch treat. Location to be announced.

This program coordinated in partnership with the North American Raspberry and Blackberry Association.

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FRIDAY, JANUARY 8, 2010

- 7:00 - 5:00 p.m. **ATTENDEE REGISTRATION OPEN**
Riverview Concourse
- 7:00 - 10:00 a.m. **EXHIBITOR MOVE IN**
Exhibitors must be in place by 9:00 a.m.
- 8:00 - 11:00 a.m. **EDUCATIONAL SESSIONS**
- 8:00 a.m. **Industry Updates - What's New and Important for the Blackberry & Raspberry Industry, from Pest Control to Policy**
Ervin Lineberger, President of NARBA, and other presenters
- 8:45 a.m. **Blackberry Varieties and New Developments In the Southeast: Success and Potential**
John R. Clark, University of Arkansas, Fayetteville, AR
- 9:30 a.m. **Just What's Happening Out There? Implications of Blackberry Volume and Price Behavior in Commercial Shipping Markets**
Mike Thomsen, Department of Agricultural Economics & Agribusiness, University of Arkansas, Fayetteville, AR
- 10:00 a.m. **Developing Industry-wide Promotion for Blackberries - Panel and Roundtable Discussion**
John Shelford, Shelford Associates/FreshXperts, Naples, FL; Keith Mixon, SunnyRidge Farm, Winterhaven, FL; Phil Neary, Sunny Valley International, Glassboro, NJ; Tom Krugman, Washington Red Raspberry Commission, Lynden, WA
- 10:00 - 6:00 p.m. **TRADE SHOW OPEN**
- 11:00-12:00 p.m. **PRODUCT RECALL CRISIS MANAGEMENT FORUM - Auditorium**
- 12:00 - 1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Three Day and Friday Only Registrants)
- 4:45 p.m. **WELCOME RECEPTION - TRADE SHOW AREA**
(Open to all registered attendees)
- 5:45 p.m. **LIVE AUCTION IN EXHIBIT HALL**
- 6:00 p.m. **TRADE SHOW CLOSSES**
- Evening **DINNER ON YOUR OWN**

SATURDAY, JANUARY 9, 2010

- 8:30 - 2:30 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 9:00 a.m. **GENERAL SESSION – Auditorium**
- 10:30 - 2:30 p.m. **TRADE SHOW OPEN**
- 12:00 - 1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Three Day and Saturday Only Registrants)
- 2:00 p.m. **SILENT AUCTION CLOSSES**
- 2:30 p.m. **TRADE SHOW CLOSSES**
- 6:00 p.m. **RECEPTION - Westin Savannah Harbor**
(open to all attendees)
- Evening **DINNER ON YOUR OWN**

SUNDAY, JANUARY 10, 2010

- 8:00 - 8:30 a.m. **WORSHIP SERVICE - Westin Savannah Harbor**
- 8:30 a.m. **INDUSTRY ROUNDTABLE (all associations)**
Westin Savannah Harbor
Continental breakfast with fellow growers to discuss industry issues.
- 10:30 a.m. **CONVENTION ADJOURNS**
- HAVE A SAFE TRIP HOME!**

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