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| 2023 CONFERENCE | Apple | Business Strategies/ Tourism | Berry | Vegetable | Christmas Tree | Grape | Winery |
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Sunday, Jan 29, 2023

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| SUNDAY 1pm - 2pm REGISTRATION OPEN | | | | | | | |
| SUNDAY 2pm - 3pm REGISTRATION OPEN | | | | | | | |
| SUNDAY 3pm - 4pm REGISTRATION OPEN | Grower Roundtable: Running a Successful Pick Your Own Operation - Olivia Telschow, Helene's Hilltop Orchard, Seth Tully, Northwoods Orchard & Joe Fahey, Peck & Bushel | Badger State Winery Cooperative Annual Meeting | | | WCPTA Board Meeting 2pm - 5pm | Joint Grape/Winery Topical Discussion: Quality, Quantity, Variety - What do Wineries Want? - Craig Carpenter, Jim Cocchiola, Mark Hart, Wis Grape Growers & Erin Rasmussen, Philippe Coquard & Ryan Prellwitz, Wineries (invited) | |
| SUNDAY 4pm - 5pm REGISTRATION OPEN | | | | | | | |
| SUNDAY 6:00pm | Taste of Wisconsin Dinner Buffet | | | | | | |

Monday, Jan 30, 2023

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| | Apple | Business Strategies/ Tourism | Berry | Vegetable | Christmas Tree | Grape | Winery |
| Room Captain | | David Muehl | | Natasha Paris | | Courtney Cameron | Jessica Bell |
| MONDAY 7:00am | | | | | | | |
| MONDAY 8:00 - 8:30am | New Thinning Product - Brad Gunnink, Valent USA (Invited) | Tax Strategies for Small Business - How to Reduce your | Root Diseases of Strawberry - Leslie Holland, UW-Plant Pathology | Rising Fertilizer Price, Cover Crops, and Water Quality - Guolong Liang, UW Water Quality Extension Specialist | Tree Growing 101: Learn everything you need to know | The Year in Review - Ernie Betker, Aimee Arrigoni, Nick | Marketing Trends for Your Winery in |

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| MONDAY 8:30 - 9:00am | Personal Protection Equipment (PPE) - What should you be wearing to protect yourself - Gemplers (Invited) | Tax Liability - Cheryl Wittmann CPA, CVA, Wegner CPA's | Weed Control - Jed Colquhoun, UW-Horticulture | Fresh Market Vegetable Pricing and Future Trend - Paul Mitchell, UW - Agricultural and Applied Economics | about how to start growing Christmas Trees | Michigan, Nick Havlik, Grower Panel | 2023 - Maggie Zeman, SVP Wine |
| MONDAY 9:00 - 9:15am | BREAK | BREAK | BREAK | BREAK | | BREAK | BREAK |
| MONDAY 9:15 - 9:45am | Bitter Rot Disease - Leslie Holland, UW-Plant Pathology | Rising Energy Costs - Top 5 Ways to Save! - Focus on Energy (Invited) | Blueberry Soil Preparation - Cheyenne Sloan, Michigan State University | Good Practices to Improve Soil Health - Jamie Patton, UW-Horticulture | Alternatives to Roundup Herbicides - Bill Lindberg, MSU Extension | Mechanization of Pruning, Canopy Management, and Harvest in Winegrape Vineyards - Sahap Kutural, UC Davis (Virtual) | Carbonating Wine - Josie Boyle, Mousse Sparkling Wine Company, Jordan, MN |
| MONDAY 9:45 - 10:15am | Round Up Alternatives for Spring & Fall - Jed Colquhoun, UW-Horticulture | | Blueberry Fertility Management for Production - Cheyenne Sloan, Michigan State University | Integrated Disease Management in Pumpkin - Amanda Gevens, UW-Plant Pathology | | Mechanical Harvesting - The Pros & Cons - Grower Experiences - Bruce Reeve (invited), Elmaro (Invited), Dancing Dragonfly (Invited) | |
| MONDAY 10:15am | BREAK | BREAK | BREAK | BREAK | | BREAK | BREAK |
| MONDAY 10:30 - 11:00am | Fire Blight - What's New? - Kerik Cox, Cornell University (Virtual) | Managing your Operation with Physical Challenges - Andrea Klahn, AgrAbility, UW-Madison | Raspberry Cultivars - Brian Smith, UW-River Falls | Exotic and Invasive Pests that affect Vegetable Production - PJ Liesch, UW-Entomology | WCTP Members join WATA Board Members to learn why Wisconsin is "America's Agricultural Tourism Destination." | Managing social wasps in vineyards using mass trapping - Shane Foye, UW-Entomology | Wines of Nova Scotia - Tidal Bay Wines - Haley Brown, Wines of Nova Scotia (Virtual) |
| MONDAY 11:00 - 11:30am | | Creative Ideas to Solve Labor Shortages - VISA Worker Program - Bobbie Pearce, Pearce Farm Market; Bonnie Keyes, Mulberry Lane Farm; and Jacob | Plastic Mulch effects on Raspberry Production - Hannah McIntosh, UW-Horticulture | Protecting Pollinators while still using Insecticides - Hannah Gaines Day, UW-Entomology | Join Business Strategies Session on Creative ideas to Solve Labor Shortages | Alternative Weed Management - A New Method - | |
| MONDAY 11:30 - Noon | Annual Meeting | Eugster, Eugster's Farm Market | | Annual Meeting | | Keeping Birds out of the Vineyard - Annie Klodd, University of Minnesota | |

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| MONDAY Noon - 1:00pm | | | | | | | |
| MONDAY 1:00pm - 1:30pm | | Agricultural Tourism Models; Ways to Get Started Inviting Guests onto your Working Farm - Mark Wroczynski, Four Winds Farm, Fitchburg and Dorothy Harms, Valley Springs Bed & Breakfast, Reedsburg | | | | Annual Meeting | InnoVint - A winery software solution - Maggie Manteuffel, InnoVint |
| MONDAY 1:30pm - 2:00pm | | | Day Neutral Strawberry Production - Jarret Miles-Kroening, UW-Horticulture | | Annual Meeting WCTPA Members Only | | |
| MONDAY 2:00 - 2:30pm | Obtaining, Installing & Using Hail Netting - Annie Klodd, University of Minnesota & Sally Nelson, Graduate Research Assistant, UMN Dept of Entomology | Trends in Agricultural Tourism - Wisconsin: America's Agricultural Tourism Destination - Drew Nussbaum, Wisconsin Department of Tourism, Sylvia Burgos-Toftness & Sheila Everhart, WATA's Marketing Committee. | Tarnished Plant Bug - Matt Hetherington, UW-Entomology | Development of Elite Fresh Market Sweet Corn Varieties - Bill Tracy, UW-Agronomy | Wreath Production : Open discussion on how to make larger quantities of wreaths | Managing Japanese beetle with attract and kill in vineyards Mitchell Lannan - UW-Entomology | Door County Wine Trail - The In's & Outs - Beth Levendusky, Door County Winery (Invited) |
| MONDAY 2:30 - 3:00pm | Hail Netting Grower Panel - How it worked for them - Sara Ecker, Ecker's Apple Farm & John Jacobsen, Pine Tree Orchard | | Annual Meeting | Nutrition & Biologicals - Gary Schaffer, Integrated Soil & Plant Technologies (Invited) | | Organic or Reduced Spraying in Vineyards - Courtney Cameron, UW-Plant Pathology | Music Licensing - How to Handle it - Jeff Glazer, Ogden, Glazer & Schaefer Law |
| MONDAY 3:00 - 3:15pm | Break | Break | Break | Break | | Break | |

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| MONDAY 3:15 - 3:45pm | Battling the Cold: Update on Cold Hardiness Research Amaya Atucha, UW-Horticulture | Agricultural Tourism - Educational Tours (school field trips), Summer | New Ventures: Successes & Failures, Growing Season Recap & To Spray or Not to Spray, How do you make your spraying Decisions on your Farm? - Grower Panel | Weather & Climate and its Effect on Agriculture - Trent Ford, Illinois State Climatologist | What is my farm worth?: Appraising your tree plantation and land - Ed Steigerwaldt, | Grape Cooperative - What might it look like and what might it be able to do for the industry? - Jason Fischbach, UW-Extension, Upper Midwest Hazelnuts | Annual Meeting |
| MONDAY 3:45 - 4:15pm | | Camps (Children & Adults), Experiential Tours (Adults/Bus Tours) - Kiley Pagel, Pagel's Ponderosa, | | | Abigail Winkel, Farm Wisconsin Discovery Center, and Bonnie Keyes, Mulberry Lane Farm. | | |
| MONDAY 4:15pm - 6pm | Social in Trade Show Area - Everybody Welcome! | | | | | | |
| Tuesday, Jan 31, 2023 | | | | | | | |
| Tuesday 7:00 - 8:00am | | | | | | | |
| Tuesday 7:30am - Noon | TRADE SHOW OPEN 7:30am - Noon | | | | | | |
| | Apple | Success Strategies | Berry | Vegetable | Christmas Tree | Grape | Winery |
| Room Captain | | David Muehl | | Natasha Paris | | | Jessica Bell |
| Tuesday 8:00 - 8:30am | Plum Curculio - New Tips & Tricks - Anne Nielsen, Rutgers University (Virtual) | Social Media Marketing - Brian & Melissa Schuett, Schuett Farms | Planning for Emergencies, Disasters and the Unexpected - Rich Durkee, Secura Insurance Companies | What are Customer Expectations from Farmers at the Farmers Market? - Carol Reed, Burlington FM; Veronika Zazovkaya, Menominee FM; Bobbi Harvey, Brookfield FM | Creative ideas in Wreaths, containers and all things live greenery! Come see what is new! | Grape Cooperative Discussion - Where do we go from here? | Legislative Forum - Tom Fonfara & Scott Meyer, Wis Capitol Solutions |
| Tuesday 8:30 - 9:00am | | | | | | | |
| Tuesday 9:00 - 9:15am | Break/Change Tracks | | | | | | |

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| Tuesday 9:15 - 9:45am | Hard Cider - The Economics, the Process, the Licensing - Matt Raboin, Brix Cider | Protecting your Assets while Inviting Guests onto your Working Farm - Marsha Salzwedel, National Farm Medicine Center, and Jean Bahn, Fairview Event Barn | Sales Tax Questions - To Pay or Not to Pay - Trivia Sales Tax Course - Holly Hoffman, Sales & Income Tax Advisory Network | Development of New Elite Fresh Market Potato Varieties - Jeff Endelman, UW-Horticulture | Awards and Accomplishments. Wreath winners and other awards presented | Phomopsis and Eutypa dieback - Leslie Holland, UW-Plant Pathology | How to get your wines into Local Restaurants - Restaurant Panel |
| Tuesday 9:45 - 10:15am | | | | New Products for Insect Control on Vegetable Crops - Russ Groves, UW-Entomology | Christmas Tree: Promotion update: Marsha Gray, Real Christmas Tree Board | Using Sheep in the Vineyard - Justine Vanden Heuvel, Cornell (Virtual) | |
| Tuesday 10:15 - 10:30am | Break/Change Tracks | | | | | | |
| Tuesday 10:30 - 11:00am | Building your own Deer Fence - Mike Bloomquist, Gays Mills | 10 Commandments of Customer Satisfaction - UW | Dealing with Difficult People/Customers - Lori Severson, Severson & Associates | Cut Flower School | Soil Properties: Maintaining productive soils throughout multiple tree rotations. Bill Lindberg, MSU Extension. | Worker Protection Standard Inspections - Alyssa Foss, Worker Protection Program Manager, Wis Dept of Agriculture, Trade & Consumer Protection | Private Blends - What's it Take? |
| Tuesday 11:00 - 11:30am | | | | New Flower Farmer | | | How do our wines stack up on the |

Tuesday 11:30am - Noon

Innovative strategies to produce effective and consistent biocontrol agents against apple fire blight and citrus canker - Ching-Hong Yang, Department of Biological Sciences, UW-Milwaukee

Badger Talks (invited)

Insights into Food Safety for Direct to Consumer Products - Jason Culotta, Midwest Food Products Association

Cut Flowers Grower Panel - Steve Scheller, King Berry & Scott Koster, Geneva Lakes Produce

Ask the expert: Bill Lindberg will answer specific questions if you bring your soil sample test

Resources Available from the UW Fruit Team

International Playing Field?: A comparison - Jessica Bell, WWA Executive Director

Conference Adjourns & Trade Show Closes