

# Illinois Specialty Crops & Agritourism Conference

Wednesday, January 7:

## **Federal Insurance Coverage for Specialty Crops under AGR-Lite**

**6:30-7:30 p.m.**

Presenter: Griffin Schnitzler, Agent, F.A.R.M. Insurance Co., Peoria, IL

## **A Dialogue on Labor & Legal Issues**

**7:30 – 9:30 p.m.**

Presenter: Rich Schell, Law and Consulting Offices of Kurt A. Wagner, Des Plaines, IL

*Gayle: Lowell would like to see this Wed. session at the bottom of the Wed. workshop listing and then again at the beginning of the conference section (which is technically Thursday-Friday). We will need to discuss how this can be done without repetition.*

---

## **Thursday, January 8: General Sessions (Keynote & Banquet)**

9:00 a.m. Keynote speakers: Chefs and Culinary Educators Michael and Brigitta McGreal, Joliet Junior College

### **Topic: Foods That Heal - Cooking Quick, Nutritious, and Delicious Gourmet Meals**

*Learn how to incorporate gourmet healthy foods shown to reduce cancer rates and fight obesity into daily meal production. Use this exercise in healthy food preparation and healthful eating to improve the overall health of your family. These chefs have presented "Foods That Heal" cooking demonstrations for cancer survivors across the country. Find out how to take charge of your health, your life, and your future as you learn the principles of quick and healthy gourmet cooking. Supporting your local farmer is the best place to start!*

-----  
6:30 pm Banquet speaker: Matt Lohr, Farmer, Speaker and Virginia State Legislator, Harrisonburg, VA

### **Topic: Making an Impact**

*In the world today, there are those who simply make an impression and those who are truly leaving their mark. In order to be our best and live life to the fullest, we must strive to make an IMPACT on those around us. This presentation is designed to inspire and challenge all those involved in today's agricultural industry to preserve and protect our great heritage. If we can stand strong for our beliefs, communicate the good news about the agricultural industry, and live life with tremendous determination, we will Make an Impact on the world and soar to new heights.*

Presentation of Cider Awards and Display Contest Award

# Fruit Program

## **Thursday, January 8**

### 1:00-3:30 p.m.

- 1:00 Simple Rules for Pruning Apple and Peach Trees  
Wesley Autio, University of Massachusetts
- 2:00 Disease Management in Peaches, With a Focus on Brown Rot  
Patty McManus, University of Wisconsin
- 2:45 Controlling Growth in the Tops of Apple Trees  
Wesley Autio, University of Massachusetts

## **Friday, January 9**

### 9:00-11:30 a.m.

- 9:00 Modes of Action and Target Pests for Apple and Peach Insecticides  
Rick Weinzierl, University of Illinois
- 9:45 A Top Ten of Do's and Don'ts for Orchard Establishment and Maintenance  
Chris Doll and grower panel
- 10:45 An Ounce of Prevention: Early-Season Disease Management in Apples  
Patty McManus, University of Wisconsin

### 1:30-3:30

- 1:30 Horticultural Characteristics and Quality Attributes of Disease-Resistant Apple Cultivars  
Mosbah Kushad, University of Illinois
- 2:10 Monitoring the Orchard Environment: Technologies, Interpretation, and Application  
Mohammad Babadoost and grower panel
- 3:00 Orchard Weed Management When Heavy Rains Lead to Herbicide Failures  
Elizabeth Wahle, University of Illinois

# Vegetable Program

## **Thursday, January 8**

1:00-3:30 p.m.

- 1:00 Bacterial Diseases of Tomatoes  
Mohammad Babadoost, University of Illinois
- 1:40 Evaluations of OMRI-listed Organic Insecticides for Vegetable Insect Control  
Galen Dively, University of Maryland
- 2:20 Modes of Action and Target Pests for Vegetable Insecticides  
Rick Weinzierl, University of Illinois
- 3:00 Sustainable Vegetable Production Techniques  
Alan Walters, Southern Illinois University

## **Friday, January 9**

9:00-11:30 a.m.

- 9:00 Disease Resistance and Disease Management in Sweet Corn  
Jerald Pataky, University of Illinois
- 9:45 Bt Sweet Corn: Options, Effectiveness, and Management  
Galen Dively, University of Maryland
- 10:30 Updates on Corn Earworm Management  
Rick Weinzierl, University of Illinois
- 11:00 Non Bt Sweet Corn Cultivar Evaluations  
Jeff Kindhart and Elizabeth Wahle, University of Illinois

1:00-3:30 p.m.

- 1:30 Chile's are Hot and Here's How You Handle Them  
Bill Shoemaker, University of Illinois Extension
- 2:00 Irrigation Do's and Don'ts for the Too-Busy Grower  
Jeff Kindhart, Bill Shoemaker, and Grower Panel
- 2:50 Mini-Watermelons for Illinois Markets  
Alan Walters, Southern Illinois University

# Herb Program

## **Thursday, January 8**

### **1:00-3:30 p.m.**

- 1:00 Old Roses for the Herb Garden  
Greg Stack, University of Illinois Extension Educator
- 1:45 Helping Your Customers Down the Information Highway  
Jananne Finck and Jennifer Fishburn, U of I Extension Educators
- 2:45 What's Bugging Your Herb Garden?  
Dr. Phillip Nixon, University of Illinois

## **Friday, January 9**

### **9:00 -11:30 a.m.**

- 9:00 Diversification and Flexibility: Keys to Succeeding in the Herb Business  
Liz Fiorenza, Wind Ridge Herbs, Caledonia, IL
- 9:45 Help Wanted: Using Interns and Apprentices  
Susanna Reppert, The Rosemary House, Mechanicsburg, PA
- 10:45 From Garden to Home: Making Herbs Work for You  
Kay Carnes, Willow Branch Herbs, Monticello, IL

### **1:00-3:30 p.m.**

- 1:00 What Does the Future Hold for the Herb Industry?  
Susanna Reppert, The Rosemary House, Mechanicsburg, PA
- 2:00 Designing with Herbs  
Dianne Noland, University of Illinois

# **Agritourism/Marketing Program**

## **Thursday, January 8**

1:00-3:30 p.m.

- 1:00 Illinois Bureau of Tourism Programs-Creating a Successful Tourism Partnership  
Brooke Doggett, IL Bureau of Tourism  
Bonnie Heimbach, Northern IL Tourism Development Office
- 2:00 Virginia Agritourism – The Story of the Lohr Farm  
Matt Lohr, Virginia House of Delegates  
Lohr's Farm, Harrisonburg, VA

## **Friday, January 9**

9:00 -11:30 a.m.

- 9:00 Safety Considerations for Agritourism Operations  
John Pike, University of Illinois Extension
- 9:45 Marketing Options - Capitalizing on Evolving Consumer Trends  
Dar Knipe, University of Illinois Extension
- 10:30 Illinois Agritourism Panel  
Bruce Curry, Country Corner Farm Market, Alpha, IL  
Randy Graham, Curtis Orchard, Champaign, IL

1:00-3:30 p.m.

- 1:30 Media Relations Panel  
Local News Media and Public Relations Representatives
- 2:30 20 Ideas (and more) To Increase On-Farm Sales  
John Pike, University of Illinois Extension