

Michigan State Horticultural Society Program

*FOR THE
130TH ANNUAL MEETING
AND
22nd ANNUAL FARM MARKETING
PROGRAM*

Dec. 5, 6, 7, 2000
**Educational Program
and
Trade Show**

*Grand Center
245 Monroe, N.W.
Grand Rapids, Michigan*

PROGRAM SUMMARY

Tuesday, December 5

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Thursday, December 7

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Everyone Welcome

All interested individuals are invited to attend the Society's annual convention. This event provides an excellent opportunity to obtain current research information on fruit growing, handling and marketing. Orchardists also share fruit production, handling and marketing experiences and present suggestions to help each other improve their individual enterprises. The meetings provide excellent opportunities for making personal contact with others in the fruit industry.

Registration

An official Society registration badge, listing your name and address, is necessary for admittance to the trade show exhibit halls. All attendees must register. The registration desk will be on the main concourse of the Grand Center.

Registration Desk Hours

Dec. 4 (Monday) 1:30 p.m. - 4:00 p.m.
Dec. 5 (Tuesday) 8:00 a.m. - 7:00 p.m.
Dec. 6 (Wednesday) .. 8:00 a.m. - 4:00 p.m.
Dec. 7 (Thursday) 8:30 a.m. - 11:00 a.m.

Registration Fees

Life Member \$15.00*
Member \$35.00*
Spouse \$10.00*
Student (ID required) \$10.00*
Youth under 12 N/C

Prayer Breakfast (Wed.) \$ 8.00
Auxiliary Luncheon (Wed.) \$12.00
Banquet & Program (Wed.) \$17.00**

*Pre-register before November 10 and deduct \$5 per attendee. Pre-registration avoids the long line and wait during registration at the convention. Use a pre-registration form and make checks payable to "MSHS".

**Pay only \$14.00 per banquet ticket when purchased before November 10.

Pre-Registration Address

Sharri German, 11767 Fisk Road, Belding, MI 48809

Regular members unable to attend the convention, but who wish to continue membership and receive the Annual Report may do so by sending \$30 (\$35 after Nov. 10) and the pre-registration form or complete address to the above address. Life members remain MSHS members and receive the Annual Report throughout their lifetime regardless of convention attendance. Purchases of Life Memberships are no longer available.

Room Reservations

Secure motel accommodations early. The Amway Grand Plaza Hotel (800-632-6120 in-state; 800-253-3590 out-of-state) has reserved a block of rooms at a special convention rate of \$81 per night (single or double) through 11/5/00; thereafter, rooms and the special rate are offered only as available.

The Amway also offers free self-serve parking for overnight guests, as space is available. Valet parking is available at an extra charge. Check your bill to be certain you are not charged for self-serve parking if you use it.

The Grand Rapids Convention Bureau (800-678-9859) can provide information about the area and help locate other area motels with rooms available.

Parking

- Grand Center Parking Ramp just north of the Grand Center.
- Amway Grand Plaza Hotel Lot just south of the Hotel on Pearl (free to Amway Hotel guests).
- Government Center ramp just northeast of the Grand Center across Monroe Ave.
- Commercial lots within a few blocks of the Grand Center off Pearl, Ottawa, Lyon & Ionia.
- Gerald Ford Museum North Lot off Bridge St. (\$3 a day, includes museum admission; may use pedestrian bridge to cross the Grand River directly into the Grand Center).
- DASH Lots: \$1 a day with free shuttle, 9 a.m. - 4 p.m. every 15 min. and at 3-1/2 min. intervals 7 - 9 a.m. and 4 - 6 p.m. Area 7 Lot off Sumner (1 mile west of US-131 between Michigan and Pearl on east side of street; shuttle stop on Monroe at the Hall of Justice, just north of Grand Center and DeVos Hall) or Area 6 Lot at corner of Wealthy and Century (beneath US-131 about 7 blocks south of Grand Center; shuttle stop on Lyon at Old Kent Bank). Area 6 Lot requires four quarters.

Message Board

Messages will be accepted and posted on a Message Board located near the registration desk during registration hours. Paging service is not available. Check the Message Board periodically during the convention. Message Center phone no: 616-742-8010.

Society Address

Michigan State Horticultural Society
P.O. Box 63, Morrice, MI 48857
Phone: 517-625-6227 Fax: 517-625-5588
Email: HortShow@aol.com
Website: www.mihortshow.org

Auxiliary Program

Michigan Apple Queen Pageant

Evening, Tuesday, December 5, 2000

All Society members & guests invited. Free admission.

8:00 p.m. Michigan Apple Queen Pageant
Ambassador Ballroom, Amway Grand Plaza Hotel

A Coronation Reception will follow the Pageant.

Luncheon & Tour*

Wednesday, December 6, 2000

A spouse's activity hosted by the Auxiliary (\$12.00)

Purchase tickets (\$12.00) during pre-registration
or at Convention registration desk
Monday or Tuesday, Dec. 4 or 5.

Everyone is welcome to join the Auxiliary for a noontime Luncheon in the Pantlind Room of the Amway Grand Plaza Hotel followed by a guided tour of the nearby Van Andel Museum Center. A magical place for all ages, the Museum will bring alive the sights and sounds of life as it was a century ago. Tour times and details will be available at the Luncheon.

*See page 7 for listing of sponsors



Prayer Breakfast*

7:30 a.m., Wednesday, December 6, 2000

Continental Room, Amway Grand Plaza Hotel

Purchase Tickets in Advance (\$8.00)

Presiding *Ron Bodtke*
Grand Junction, MI

Music *Richard Barden*
South Haven, MI

Special Music 'Amazing Grace' *Lindy Evans*
Frankfort, MI

Prayer for Fellowship *Robert Witte*
Dimondale, MI

Breakfast (Apple juice donated by Gerber Products Company. Dried cherries donated by Graceland Fruit Co-op.)

Words of Welcome *Ron Bodtke*
Grand Junction, MI

Hymn 'O Come All Ye Faithful'

Old Testament Reading *Matt McCallum*
Sparta, MI

New Testament Reading *Lynne Sage*
Morrice, MI

Hymn 'He is Lord'

Prayer for Family, Industry & Nation *Mike Dietrich*
Conklin, MI

Special Presentation
Praise through Song *King's Choraliers*

In existence since 1950, the King's Choraliers is a 34-member men's chorus united by a common desire to share their love for Jesus Christ through song. They frequently present their message in churches, schools and prisons. Although located in the Grand Rapids area, the group has sung throughout the nation. The King's Choraliers are under the direction of Donald Scott and accompanied by Chuck Brower.

Hymn Song of Blessing

Closing Prayer *Nick Nyblad*
Sparta, MI

*See page 7 for listing of sponsors

Industry Banquet and Entertainment*

6:30 p. m., Wednesday, December 6, 2000
Ambassador Ballroom, Amway Grand Plaza Hotel
 (Doors open at 6:15 p.m.)

Purchase tickets in advance:
 \$14 before Nov. 10 or
 \$17 at convention registration desk.

Dinner Music by *Richard Barden*
 South Haven, MI

Invocation *William Grabemeyer*
 Dowagiac, MI

Dinner

Social Program

Master of Ceremonies *Lindy Evans*
 Frankfort, MI

Introduction of Distinguished Guests

Introduction of Industry Donors*
 "Passing the Gavel" *Mark Evans, President*
 Frankfort, MI

Recognition and Awards Presentation

Entertainment

"How to Prevent Humor Impairment"
 *Dr. Stuart Robertshaw*
 LaCrosse, WI

Dr. Stuart Robertshaw is President and CEO of The National Association for the Humor Impaired. He is known throughout the nation as "Dr. Humor". Over the last ten years he has traveled far and wide in an effort to help prevent an epidemic of terminal seriousness. His research has shown that 15% of the people are humor impaired and another 15% at serious risk.

In addition to numerous articles and stories about his work, Dr. Humor has been a featured guest on 134 talk radio interviews and six television shows, including the "Gordon Elliott Show." More information on Dr. Humor and membership in The National Association for the Humor Impaired is available at: www.drhumor.com.

Enjoy an evening of good food, friendship and laughter as the good doctor "leaves you in stitches" without a needle!

*See page 7 for listing of sponsors

Industry Sponsorship

Social Functions

The following businesses and organizations have helped underwrite about half the meal and activity costs of the Breakfast, Auxiliary Luncheon, & Industry Banquet. Due to their generosity, we are able to offer tickets for about half the cost. We greatly appreciate their generosity. Please thank them for their support. (¹ Industry Banquet sponsor; ² Prayer Breakfast, Auxiliary Luncheon & Tour, and Industry Banquet sponsor, ³ Product sponsor).

Thank You Sponsors!

\$500-\$749

Coloma Frozen Foods¹
 Jack Brown Produce, Inc.²
 Kropf Orchards & Storage²
 Mason County Fruit Packers²
 Michigan Farm Bureau¹
 MACMA¹
 Phil Brown Welding¹
 Pro-Fac Coop, Inc./Agri-Link Foods²

\$200-499

Gerber Products Co. ^{2, 3}
 GreenStone Farm Credit Services²
 Hanson Cold Storage Co.²
 North Bay Produce Inc.²
 Peterson Farms, Inc.²
 Riveridge Produce Marketing²
 UAP Great Lakes²

\$100 - \$199

Applewood Orchard ²	Greenridge Fruit, Inc. ²
Barney's Produce Inc. ²	Greg Orchards & Produce ¹
BelleHarvest Sales ²	Rasch Bros. Apple Storage ²
Cherry Growers ²	Rockford Package Supply ¹
Durand Wayland Inc. ²	Summit Sales ²
Graceland Fruit Co-Op ³	Tree Connection ²
Great Lakes Packaging ²	Wilbur-Ellis Co. ²

Michigan State Horticultural Society Scholarships

\$1,000

3M Corporation – Controlled Delivery Products
 MI State Hort Society
 Valent USA (formerly Abbott Laboratories)

\$500

Fruit Growers News
 Michigan Apple Promoters
 Wilbur-Ellis

Special Meetings

Meetings with featured speakers held in conjunction with the convention and open to everyone include:

Monday, December 4, 2000

8:00 p.m. Michigan Apple Committee,
Pantlind Ballroom, Amway Grand Plaza Hotel
Featured Speaker Kraig Naasz, President
US Apple Association, McLean, VA

Wednesday, December 6, 2000

8:30 a.m. Michigan Pear Research Association
Breakfast, Pearl Room, Amway Grand Plaza Hotel
Pear Psylla Trials 2000 (1 cr.)*
Gary Thornton, Dr. Larry Gut, Dave Epstein
Michigan State University

Apple Variety Showcase

Tuesday, December 5, 2000

Visit the Showcase in the West Hall
4:45 – 6:45 p.m. Phil Schwallier
MSU Extension, Clarksville, MI

Apple Cider Contest

- 1) Only Michigan cider producers eligible again this year.
- 2) Submit two 1 gallon cider jugs at the Registration Table, Tuesday, 8:30 - 5:30, or Wednesday, 8:30 - Noon. **Entries are due by Noon Wednesday.**
- 3) Cider contest judging will be Wednesday afternoon in the Vandenburg Room B, Amway Grand Plaza Hotel (not open to the public). Winners will be announced at the Banquet Wednesday evening.
- 4) Tasting of winning ciders, Thursday, 8:30-9:30 a.m., Grand Center Upper Concourse (near registration desk).
- 5) Prizes! 1st place receives a plaque and a traveling trophy; 2nd & 3rd places receive a plaque. The prizes have been sponsored by various industry publications, groups and businesses.
- 6) Entry forms available in advance by contacting Bob Tritten, MSU Extension in Flint: phone: 810-732-2177; fax: 810-732-1400; Email tritten@msue.msu.edu.

Exhibit Hall Hours

Note Extended Hours For Tuesday!

Dec. 5 (Tuesday) 8:30 a.m. - 7:00 p.m.
Dec. 6 (Wednesday) 8:30 a.m. - 5:30 p.m.
Dec. 7 (Thursday) 8:30 a.m. - 1:00 p.m.
(Later hours apply to Tuesday only.)

Poster Presentations

The convention program will include poster presentations available for viewing in the lower concourse of the Grand Center. Posters provide valuable information in an easy-to-view form.

Demonstrations

Techniques on various cultural practices (such as pruning, budding, training, etc.) will be demonstrated in both the East and West Halls. Topics and times will be posted at the Show.

Educational Meetings

Concurrent and/or single sessions will run Tuesday through Thursday. Many reports presented during the sessions will be published in the Society's Annual Report and mailed to Regular and Life Members of the Society in the spring of 2001 (see Registration, page 2).

Pesticide Applicator Re-Certification Credits

Various educational sessions may qualify for re-certification points, pending approval by MDA (see sessions headings with asterisk (*) and number of credits). Confirmation of session eligibility will be posted at the MSHS website, www.mihortshow.org. Instructions and necessary MDA forms will be issued at the beginning of each eligible session.

Commercial Exhibits

The Trade Show occupies three exhibit halls — two in the lower level and one in the upper level. It features an outstanding and extensive display of orchard equipment, horticultural products, nursery supplies, packaging and marketing materials, farm management services, farm market products and other items to assist in the production, handling and marketing of fruit crops. It is an excellent display for all to see!

We offer our sincere thanks and appreciation to the commercial exhibitors. The convention's size and scope, and the Society's activities would be greatly restricted without their exhibit space rental fees. Please be sure to visit all three halls and offer your thanks.

Firms participating in the Trade show and supporting the Convention (to date of this printing) are listed on pages 21-23.

Trust Fund

Your MSHS Trust funded \$51,898 in research & education projects in 2000.

Recipients of a 2000 Trust Fund Grant

- K. Berglund & G. Howell:* Development of fruit brandy industry
- D. Dilley & Z. Wang:* ReTain & ethephon to enhance color
- E. Hanson & J. Clements:* Raspberry variety testing
 - E. Hanson:* Strawberry variety testing
- E. Hanson & J. Nugent:* Irrigation & fertigation on soil pH
- R. Isaacs et al:* MI IPM program for Grape Berry Moth
- A. Jones:* Plum Pox Virus sampling and diagnostics
- J. Landis et al:* Fruit production ecology educational materials
- R. Perry:* Travel support – IDFTA, New Zealand (1999)
 - R. Perry et al:* Photo/slide/film scanner
- R. Perry:* Travel to International Organic Fruit Conference
- P. Schwallier & R. Beaudry:* Maturity testing of Honeycrisp
- P. Schwallier:* Apple fruitlet growth to predict fruitset/thinning
- P. Schwallier:* Evaluation of Apogee on MI apple varieties
- P. Schwallier:* Apple thinning / Accel & NAA combinations
- P. Schwallier et al:* Evaluation of new apple varieties
- J. Tew & D. Ferree:* Evaluation of honeybee attractants

How are your dollars being spent?

Be sure to hear and/or see MSHS Trust and other grower-funded research report presentations:

Educational Program
(Wednesday Afternoon, Blodgett Room,
Grand Center – see back cover)

Poster Presentation
(Lower Concourse,
Grand Center — see back cover)

**Visit the MSHS Trust Fund Booth
in the West Hall.
Special Vacation Package Drawing!**

Your tax-deductible donation will support horticultural research, extension and educational projects. The Trust is organized and operated exclusively for educational and scientific purposes.

Trust Fund Committee

Bill Braman, Chairman
Barry Brand, Trustee
M. John Bukovac, Trustee
Robert Gregory, MSHS Board Liaison

2000 Board of Directors

Officers

Mark Evans, President, Frankfort
William Grabemeyer, President-Elect, Dowagiac
Robert Gregory, Vice President, Traverse City
Sharri German, Treasurer, Belding
Lynnell Sage, Executive Secretary, Morrice
Ronald Perry, Educational Coordinator, East Lansing

Board of Directors

Clifford Foster, Greenville
Eleanor Dietrich, Conklin
Jerry Jollay, Coloma
Will Pugsley, Lawrence
Paul Grantz, Shelby
Chris Hodgman, Grand Junction
James Koan, Flushing
Joe B. Klein, Sparta
Ross Stein, South Haven
Allan Overhiser, South Haven (representing past pres.)
Wayne Loescher, MSU, East Lansing (Ex-officio)

Resolutions Committee

David Smeltzer, Chairman, Bear Lake
Michael Dietrich, Conklin
Chuck Stein, South Haven
Bernie Tennes, Charlotte
Timothy Tubbs, Hart
Kurt Weber, Benton Harbor

1:30 p.m. Mon., Dec. 4, 2000

Resolutions Comm. Meeting
Campau Room, Amway Grand Plaza Hotel

Submit issues, concerns and items for consideration by the committee to a committee member or the Society President before that time.

Educational Program Committee

Bill Grabemeyer Chairman
Ron Perry, Coord. Apples, Organics/Alternatives
Joyce Wendzel Auxiliary President, Committee Rep.
James Bardenhagen Grower Innov. Panel, Labor Issues
Mira Bulatovic-Danilovich Peach/Plum Session
Eric Hanson Blueberry Session
Amy Irish-Brown Grower Innovation Panel
Greg Lang Posters
Mark Longstroth Grape Session
James Nugent Cherry Session
Don Ricks Apple Session, Cherry Session
Philip Schwallier Apple Sessions
Bill Shane Peach/Plum Session
Gary Thornton Pest Management, Cherry Session
Robert Tritten Farm Marketing, Cider Contest & Session

Tuesday, December 5, Morning

Opening Session

Kent Room
 Chairperson: William Grabemeyer
 Dowagiac, MI

Farm Marketing

Michigan Room
 Chairperson: Jerry Jollay
 Coloma, MI

Blueberry Program (1 cr.)*

Blodgett Room
 Chairperson: Chris Hodgman
 Grand Junction, MI

9:45 Presidential Address Mark Evans
 Frankfort, MI

10:00 Innovations & New Products for the
 Fruit Industry Panel
 Panel Moderator Jim Bardenhagen
 MSU Extension, Clarksville, MI

..... Amy Irish-Brown
 MSU Extension, Clarksville, MI

Flamer to Control Weeds Jim Koan
 Al-Mar Orchard, Flushing, MI

Straw Remover for Strawberries
 Rob Long
 Long Family Orchard, Commerce, MI

10:00 Seasonal Market Geared to Young
 Customers Rob & Christy Leeds
 Ostrander, OH

10:30 An Apple Cookbook and More
 Katherine Koziski
 Dexter Cider Mill, Dexter, MI

10:55 Exhibitor Show & Tell

11:05 Direct Farm Marketing - The Legal
 Aspects Dr. Neil Hamilton
 Agricultural Law Center, Drake University, Des Moines, IA

10:00 Blueberry Variety Characteristics and
 Storage Longevity Jim Hancock
 MSU Department of Horticulture, East Lansing, MI

10:30 Suggestions for Weed Management in
 2001 Eric Hanson
 MSU Horticulture Department, East Lansing, MI

11:00 Update on the National Blueberry
 Promotion and Research .. Ron Bodtke
 Cornerstone Ag, South Haven, MI

10:40 Front-Mounted PTO Mower, Flail
 Chopper, Snowblower Ken Engle
 Williamsburg, MI

10:50 Exhibitor Show & Tell

Activities at US Apple for 2001
 Kraig Naasz
 President, US Apple Association, McLean, VA

11:25 Efficacy Trials with New Fungicides for
 Apple Scab and Leaf Spot....
 Dr. Alan Jones
 MSU Dept of Plant Pathology, East Lansing, MI

12:00 Adjourn to Exhibits & Lunch

11:50 Reaching Different Markets With Your
 Products - New Approaches
 Sandy Nordmark,
 MI Integrated Food and Farming Systems

12:00 Adjourn To Exhibits & Lunch

11:15 Experiences with Color Sorting
 Equipment Tom Bodtke
 Cornerstone Ag, South Haven, MI

..... Beverlee DeJonge
 Holland, MI

..... Ernie Kenneway
 Kalamazoo, MI

11:45 Disease Management and Fungicide
 Trial Results in 2000 .. Mark Longstroth
 MSU Extension, Paw Paw, MI

12:00 Adjourn to Exhibits & Lunch

12:00 Adjourn To Exhibits & Lunch

12:15 Adjourn to Lunch & Exhibits

***Estimated MDA Pesticide Applicator
 Re-Certification Credits
 (pending MDA approval)**

**Exhibit Hall Demonstrations –
 Check postings near registration
 desk and outside Exhibit Halls**

**Program changes may be necessary
 due to unforeseen circumstances.
 Visit the Society website at
www.mihortshow.org
 for an up-to-date program.**

**Posters may be viewed in downstairs lobby
 of Grand Center. Authors will host posters
 at designated times.**

EXHIBIT HALL HOURS
 Note extended hours on Tuesday!
 Dec. 5 (Tuesday) 8:30 a.m. - 7:00 p.m.
 Dec. 6 (Wednesday) ... 8:30 a.m. - 5:30 p.m.
 Dec. 7 (Thursday) 8:30 a.m. - 1:00 p.m.
 (Later hours apply to Tuesday only.)

Tuesday, December 5, Afternoon

Plant Growth Regulators & Fireblight (1 cr.)*

Kent Room
 Chairperson: Joe Klein
 Sparta, MI

- 2:00 Does Apogee Suppress Fireblight?
 Dr. Keith Yoder
 Virginia Tech University, Winchester, VA
- 2:40 Experiences with Apogee in 2000
 Panel
- Panel Moderator Phil Schwallier
 MSU Extension, Clarksville, MI
- Panel Tom Rasch
 Belding, MI
- Phil Schwallier
 MSU Extension, Clarksville, MI
- Dr. Alan Jones
 MSU Dept of Botany & Plant Pathology, East Lansing, MI

Farm Marketing Session

Michigan Room
 Chairperson: Eleanor Dietrich
 Conklin, MI

- 2:00 Bringing Urban Toronto Customers to
 the Farm Jim Forsythe
 Forsythe Family Farms, Unionville, Ontario
- 2:35 Avoiding Legal Pitfalls in Farm
 Marketing Neil Hamilton
 Agricultural Law Center, Drake University, Des Moines, IA
- 3:15 Exhibitor Show & Tell
- 3:25 Marketing Quality Hard Cider the Right
 Way Brian Black
 Black & Fagan Cider Company, Ada, MI
- 4:00 Adjourn

Grape Session (1 cr.)*

Blodgett Room
 Chairperson: Will Pugsley
 Lawrence, MI

- 2:00 Integrated Management of Grape
 Diseases in the Midwest .. Dr. Mike Ellis
 Ohio State University
- 2:40 Integrated Crop Management in
 Grapes: The Michigan Experience
 Dr. Charles Edson
 MSU, East Lansing, MI
- 3:05 Exhibitor Show & Tell
- 3:15 Getting the Most from Your Sprayer
 Dr. Gary Van Ee
 MSU Dept of Ag Engineering, East Lansing, MI

3:10 Exhibitor Show & Tell

3:20 The Fireblight Out-Break in Southwest
 Michigan in 2000 Mark Longstroth
 MSU Extension, Paw Paw, MI

..... Bill Shane
 MSU Extension, Benton Harbor, MI

3:40 Challenges Of Controlling Fireblight In
 Michigan Dr. Alan Jones
 MSU Dept. of Botany & Plant Pathology, East Lansing, MI

4:10 Society Annual Business Meeting
 (Blodgett Room)

4:10 Society Annual Business Meeting
 (Blodgett Room)

Apple Variety Showcase
 West Hall

Chairperson: Phil Schwallier
 MSU Extension, Clarksville, MI

4:45 – 5:45 p.m. Program
 5:45 – 6:45 p.m. Open Display/Discussion

*The Exhibit Halls will
 remain open until 7:00!*

8 pm Michigan Apple Queen Pageant
 Ambassador Ballroom
 (See page 4 for more details)

3:40 Diagnosing the Black Leaf Problem in
 'Concord' in Washington State
 Dr. Suzanne Lang
 MSU Department of Horticulture, East Lansing, MI

4:00 Break

Society Annual Business Meeting

Mark Evans, President
 Frankfort, MI

Treasurer's Report Sharri German
 Belding, MI

Trust Report Bill Braman
 Greenville, MI

Resolutions Committee .. David Smeltzer
 Bear Lake, MI

4:45 Adjourn to Showcase
 West Hall

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 unforeseen circumstances. Changes will be
 posted at the convention. Visit the Society
 website at www.mihortshow.org
 for an up-to-date program.**

Wednesday, December 6, Morning

7:30 a.m. 14th Annual Prayer Breakfast

Continental Room (See page 4 for more details)

8:30 a.m. MPRA Breakfast Pear Psylla Trails 2000 (1 cr.*)

Pearl Room (See page 8 for more details)

Apple Culture Session

Kent Room

Chairperson: Clifford Foster
South Haven, MI

Cherry Session

Michigan Room

Chairperson: Paul Grantz
Shelby, MI

Cider Session

Blodgett Room

Chairperson: Robert Tritten
MSU Extension, Flint, MI

10:00 Michigan's Agricultural Processing Renaissance Zones Robert Craig
Karla Campbell
Michigan Department of Agriculture, Lansing, MI

10:00 New Cherry Rootstocks and Performance in Europe
Dr. Anthony D. Webster
Horticulture Research International,
East Mailing, United Kingdom

10:00 Contamination and Washing of Cider Apples Dr. Gerald Sapers
USDA, Eastern Regional Research Center, Wyndmoor, PA

10:40 **The Jerome Hull, Jr. Distinguished Lecture:** Performance of Apogee on Apples and Sweet Cherries in Washington State Dr. Don Elfving
Washington State University, Wenatchee, WA

10:40 Question and Answers
Dr. Anthony D. Webster
Horticulture Research International,
East Mailing, United Kingdom

10:45 Pathogen Reduction in Cider Production Mike Beck
Uncle John's Cider Mill, St. Johns, MI

Exhibitor Show & Tell

11:20 Exhibitor Show & Tell

10:50 Exhibitor Show & Tell

11:10 Michigan's New Unified Food, Cider & Other Regulation Changes

11:30 Factors That Affect Chemical Thinning Results on Apple Dr. Rich Marini
Virginia Tech University, Blacksburg, VA

11:00 Optimizing Fruit Quality for the Sweet Cherry Fresh Market Dr. Greg Lang
MSU Department of Horticulture, East Lansing, MI

11:25 Cider Safety Research Advances & New Technologies... Dr. Gerald Sapers
USDA, Eastern Regional Research Center, Wyndmoor, PA

12:00 Adjourn to Exhibits & Lunch

11:40 Tart Cherries and the International Market Joe Lothamer
Cherry Marketing Institute, DeWitt, MI

12:00 Adjourn to Exhibits & Lunch

Exhibit Hall Demonstrations

Check postings near registration desk and outside Exhibit Halls.

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(Later hours apply to Tuesday only.)

**Posters may be viewed in
downstairs lobby of Grand Center.**

Wednesday, December 6, Afternoon

Apple Culture Session

Kent Room
Chairperson: Mark Evans
Frankfort, MI

Peach/Plum Session

Michigan Room
Chairperson: Ross Stein
South Haven, MI

Fruit Research Reports

Blodgett Room
Chairperson: Robert Gregory
Traverse City, MI

1:50	The New Dynamics of Produce Buying and Selling Debra Perofio Cornell University, Ithaca, NY	2:00	Growing and Selling Stone Fruit in Western New York Jim Bittner Singer Farms, Appleton, NY	2:00	MSHS Trust Funded Projects and other grower funded research will be presented. Schedule will be posted on Internet at www.mihortshow.org and at convention, or contact Society office.
2:20	The Martin John Bukovac Distinguished Lecture: Controlling Growth in Apple by Roots, Rootstocks & Growth Regulators... Dr. A.D. Webster Horticulture Research International East Malling, United Kingdom	2:40	Techniques for Managing Peach Harvest and Storage Dr. Randy Beaudry MSU Department of Horticulture, East Lansing, MI	4:00	Adjourn to Exhibits
3:10	Exhibitor Show & Tell	3:10	Exhibitor Show & Tell	6:30	Industry Banquet & Entertainment Ambassador Ballroom, Amway Grand Plaza Hotel (See page 6 for more details)
3:20	Factors Affecting Productivity in Apple. Dr. Don Elfving Washington State University, Wenatchee, WA	3:20	Pruning Peaches to Improve Fruit Size Dr. Rich Marini Virginia Tech University, Blacksburg, VA		
		4:00	Adjourn to Exhibits		

4:00 Adjourn to Exhibits

1:30 Apple Cider Judging

..... Bob Tritten
MSU Extension, Flint MI
Vanderburg Room B,
Amway Grand Plaza Hotel (Not open to the public)

Taste the winning cider Thursday
from 8:30-9:30 a.m. in the Upper Concourse

Thursday, December 7

Kent Room

Chairperson: James, Koan, Flushing, MI

8:30-9:30 a.m. Tasting of Winning Ciders, Grand Center, Upper Concourse, Bob Tritten
New Chemistries & Alternative Approaches to Pest Management (2 cr.)*

10:00 Michigan Plum Pox Virus Survey Update Gary King
MDA, Lansing, MI

10:30 Organic Apple Growing in Western NY Jim Bittner
Singer Farms, Appleton, NY

11:00 Exhibitor Show & Tell

11:10 New Insecticide Chemistries: Their Pest Spectrum and Measure of Performance
..... Dr. John Wise
MSU Dept. of Entomology, East Lansing, MI

12:20 Adjourn

* Estimated MDA Pesticide Applicator
Re-Certification Credits
(pending MDA approval)

Exhibit Hall Demonstrations –
Check postings near registration desk and
outside Exhibit Halls

Posters may be viewed in downstairs
lobby of Grand Center. Authors will host
posters at designated times.

Notes

Exhibitors 2000

Company Name	Hall
Adams County Nursery	W
Agra Quest	E
Agro-K Corporation	E
AgTec Division of	
Ag-Chem Equipment Co, Inc.	E
Agtrol International	E
Alternative Health & Wellness	W
American Fruit Grower	E
Aventis Crop Science	E
Barrett Donut Mixes. Inc.	E
Barwacz Farms	G
BASF Corp.	E
Bayer Corporation	E
B.D.I. Machinery Sales Company	E
B.E.I. Inc.	G
Berthoud / Korvan	G
Phil Brown Welding Corp.	G
Burnips Equipment	E
Cartecay Clothing	W
Centennial Candy Co.	W
Century Rain Aid	G
C & O Nursery	W
Coe Orchard Equipment	G
C.S.I. Chemical Corp.	E
Daisy Farms	W
John Deere Company	G
Dillman Farms, Inc.	W
DolavUSA	E
Dow AgroSciences	E
DuPont Agricultural Products	E
Durand Wayland Inc.	G
DuRussel Insurance Agency	E
Ecker Fruit & Vegetable	
Washing & Grading Equipment	W
Ecogen	E
Eden Valley Distributing	W
Elf Atochem Agrichemicals	G
Ellis Sales	E
Farmco	E
Farmer's Choice Foods	W
Firm Yield Pollen & Hort. Supplies	W
Firman Pollen Company	E
First Union Securities	E
Flamin' Fury Peaches	W
Food Bank Council of Michigan	W
The Fruit Growers News	W
Fruit Picking Equipment Company	E
Gavin Chev-Buick-Pontiac, Inc	G
Gillison's Variety Fabrication, Inc.	G
Goodnature Products Inc.	G
Gowan Company	W
Great Lakes Belting	E
Great Lakes Sales	
of Production Equipment	E

Exhibitors 2000 (continued)

Company Name	Hall
GreenStone Farm Credit Services	E
Harbor Packaging	W
Helena Chemical Co.	E
Herbruck's Poultry Ranch	G
Herd Seeder Company	E
Hilltop Nurseries L.L.C.	E
House of Webster	W
Innovative Fence Systems	E
International Plant Management, Inc.	W
Jersey Asparagus Farms	W
John Bean Company	G
Kent Power Equipment	E
Kilby Manufacturing	W
Klug Korner's	E
Krohne Plant Farms	E
Ledebuhr Industries	E
3-M Corp. Controlled Delivery Products	E
MACMA	W
Macro Plastics, Inc.	E
Maddy Farm Service	G
Michigan Agricultural Statistics Service	E
Michigan Apple Committee	W
Michigan Apple Promoters	W
Michigan Cherry Committee	W
Michigan Chief Sales, Inc.	G
Michigan Department of Agriculture (Migrant Housing)	W
Michigan Department of Agriculture (Plant & Pesticides)	W
Michigan Department of Agriculture (Select Michigan)	W
Michigan Groundwater Stewardship Program	W
Michigan Industrial Equipment Co.	E
Michigan Department of Career Development	W
Michigan Orchard Supply	G
Michigan Peach Sponsors	W
Michigan Plum Advisory Board	W
Michigan State Horticultural Society Trust	W
Midwest Arborist Supply	E
Miksaneck Enterprises	W
Miller Chemical & Fertilizer	E
Monte Package Company	E
New York Sprayer Supply	W
Nourse Farms, Inc.	W
Novartis Crop Protection	G
OESCO, Inc.	G
Olde Tradition Spice	W
Orchard Machinery Corp.	G
PACE International	E
Patterson Tractor Repair	E

Exhibitors 2000 (continued)

Company Name	Hall
PBN Supply	W
Peach Ridge Orchard Supply	E
Plummer Supply Company	E
Putnam Plastics	W
Rain Bird Agri-Products Co.	E
Reister's Grower Services	E
Rockford Package Supply Inc.	W
Rohm and Haas Company	G
Rusty's Ag Sales	W
Sleepy Hollow Gifts & Accessories	E
Tom Smith Tractor	E
Solubor DF	E
Sparta Farm & Lawn Equipment	W
Spectrum Technologies	E
Spring Brook Irrigation Inc.	E
The St. George Co. Ltd.	G
Stark Bro's Nurseries	E
Storage Control Systems, Inc.	E
Summit Sales	W
Telmark LLC	G
Tew Manufacturing	G
Tree Connection	E
UAP Great Lakes	G
Uncommon USA Inc.	G
Uniroyal Chemical Company	E
US Borax	E
USDA - PACA Branch	E
Valent USA	W
Van Manen Oil & Propane	E
Van's Industrial Equipment	G
Van Well Nursery	E & W
Warwick Orchards & Nursery	W
West Michigan Power & Equipment	G
Wilbur-Ellis Company	E
Wiles Sales	G
Willow Drive Nursery	W
The Wright Place	W
Zeneca Ag Products	E
Zirk Welding & Irrigation	E

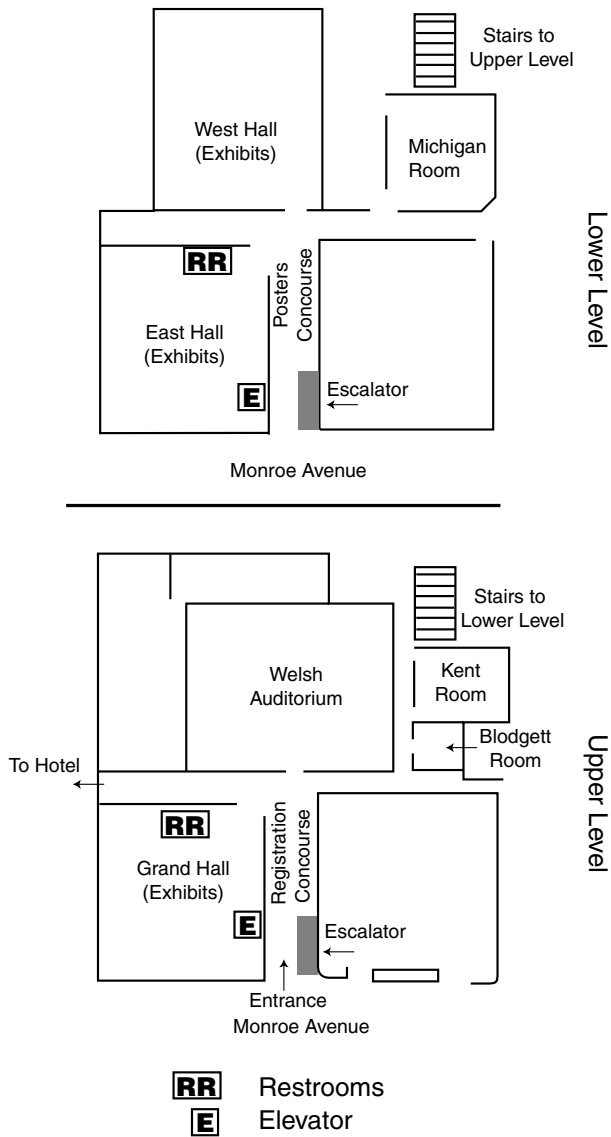
G=Grand Hall; E=East Hall;
W=West Hall

Special Note

The above is a partial list of the 2000 MSHS Trade Show exhibitors and their hall location in the Grand Center. A complete list and floor plan showing each exhibitor's location within the hall is posted at the entrance to each of the three exhibit halls.

The map on the back cover shows the location of the exhibit halls and educational program meeting rooms within the Grand Center complex.

Floor Plan



The map shows the location of the exhibit halls and educational program meeting rooms within the Grand Center complex.