

## 2019 Wisconsin Cranberry School

The WSCGA Education Committee, the Wisconsin Cranberry Research and Education Foundation, Inc. and University of Wisconsin Extension are pleased to announce the program and registration for the 2019 Wisconsin Cranberry School, a two-day program with a wide range of topics for growers and those interested in cranberry production.

The event will be held Wednesday and Thursday January 23-24 at the Holiday Inn Hotel and Convention Center, 1001 Amber Avenue, Stevens Point, Wisconsin 54481. A mail-in registration form is enclosed. Please mail early to take advantage of the best rates.

On Wednesday, January 23 Cranberry School begins at 8:00 AM for Registration and the WSCGA Winter Trade Show. The first General Session begins at 9:30 AM and adjourns at 4:45 PM. A Social Hour will be held for School Participants and Exhibitors from 4:45 PM to 5:45 PM that evening.

On Thursday, January 24 Cranberry School begins with sessions at 8:00 AM and will adjourn at 3:00 PM.

**Registration Fee** – The registration fee includes all meeting materials, breaks, lunch each day, and hors d'oeuvres & a complimentary beverage at the social hour. Name badges are included in your meeting materials and must be worn to all school sessions, trade show areas, lunches, and the social hour. Please pick up your Cranberry School materials at the WSCGA registration table on Wednesday morning.

**Lodging** – All sessions will be held at the Holiday Inn Hotel and Convention Center in Stevens Point, WI. A block of guest rooms has been reserved until January 11 at a special group rate of \$99 plus tax (single, double, triple or quad occupancy). Suite rates are available on request.

- **Phone** - Call Stevens Point Holiday Inn at 715-344-0200, press #3, and request “CRN” room block.
- **Online** - Visit <https://tinyurl.com/yd6be429> to book guest rooms with “CRN” room block code.
- **Be sure to use the “CRN” code for the special group rate and benefits:**
  - Your room will be charged upon check-in.
  - Free Cancellation until 6:00 PM local hotel time on January 21, 2019.
  - No room deposit required.
- **Make your reservation by January 11 to get the special group rate**

**WSCGA Winter Meeting** – Wisconsin State Cranberry Growers Association will hold the annual Winter Meeting from 1:00-2:30 PM on Wednesday, January 23. Advance registration is not required, however the meeting is open to WSCGA members only. Grower members may pick up a Board election ballot at registration table prior to the meeting.

**WSCGA Trade Show** – The Winter Trade Show is held in conjunction with Wisconsin Cranberry School and WSCGA Winter Meeting on Wednesday, January 23. Trade show is open 8:00 AM - 3:30 PM. **Remember: You must have a name badge to enter the Trade Show area.** There is a \$10.00 admission charge for non-WSCGA members to attend the show.

### **Pesticide Applicator Training and Certification – Wednesday, January 23**

A pesticide applicator training and certification session will be held on Wednesday, January 23 beginning at 8:00am. Please register through the Wood County Extension Office at least 5 days in advance of the training session by calling 715-421-8440. Please note:

- Registration for this session is \$35 and is separate from Cranberry School registration.
- Because of regulatory requirements, walk-in registrations on the day of training are prohibited.
- Contact your local County Extension Office to find out about other training opportunities and certification programs.



## 2019 Wisconsin Cranberry School - Registration Form

Company: \_\_\_\_\_

Mail Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

<b>Completed Registration Form &amp; Check Payment Received at WSCGA Office:</b>	<b>Cranberry School Registration Fee</b>	
	<b>WSCGA Members</b>	<b>Non-Members</b>
By Monday – January 14, 2019	\$90 per person	\$110 per person
On or after January 15, 2019	\$100 per person	\$120 per person
On-site at Cranberry School (Jan. 23-24)	\$125 per person	\$145 per person

**Please print names & emails of school registrants:**

- |                |              |
|----------------|--------------|
| 1. Name: _____ | Email: _____ |
| 2. Name: _____ | Email: _____ |
| 3. Name: _____ | Email: _____ |
| 4. Name: _____ | Email: _____ |
| 5. Name: _____ | Email: _____ |
| 6. Name: _____ | Email: _____ |
| 7. Name: _____ | Email: _____ |
| 8. Name: _____ | Email: _____ |

**# of Attendees: \_\_\_\_\_ x School Registration Fee: \$ \_\_\_\_\_ = Total Due: \$ \_\_\_\_\_**

**MAKE CHECKS PAYABLE & MAIL TO:** Wisconsin Cranberry Research & Education Foundation (WCREF)  
 PO Box 365  
 Wisconsin Rapids, WI 54495

**For early bird pricing, return registration and payment  
 to WCREF by Monday, January 14, 2019  
 (no telephone reservations will be accepted)**

# 2019 Wisconsin Cranberry School

## Tentative Agenda

### Day 1 – Wednesday January 23

	Session A	Session B	
8:00 AM	<b>Registration</b> <b>Trade Show Opens</b>	<b>Pesticide Applicator Training</b> Training: 8:00 am to 10:30am Exam: 10:30 am PAT Exam  <i>Matt Lippert, Wood County Extension</i>	
9:30	<b>Opening Session – Industry Awards</b>  <b>Industry Updates</b> <i>Wisconsin Cranberry Board, Inc.- Robert Detlefsen</i> <i>Cranberry Institute- Terry Humfeld</i> <i>Cranberry Marketing Committee- Michelle Hogan</i>  <b>Strategic Plan Presentation</b> <i>Karen Timberlake, Michaels Best Strategies</i> <i>Dani Faber, WCREf</i> <i>Steven Bartling, WSCGA</i> <i>Mike Gnewikow, WCB</i>		
10:45	<b>Break in Trade Show Area</b> <i>Registration for WSCGA Annual Meeting</i>		
11:30	<b>Lunch</b> <b>Trade Show time</b>		
	<b>Session A</b>		
1:00 PM	<b>WSCGA Annual Meeting</b>	<b>Vendor Presentations</b> <i>Christine Clark, AgSource Laboratories</i> <i>Bryan Wehler, Schaeffer Mfg.</i> <i>Rose Timmer, Rose Timmer &amp; Associates</i> <i>Mike Keller, JAX Inc.</i>	1:00 PM
		<b>Media Dos and Don'ts</b> <i>Kathryn Whitlock, Laughlin Constable</i>	1:45 PM
2:30	<b>Break in Trade Show Area</b>		
3:30	<b>“Are all your eggs in one basket? Managing against herbicide-resistant weeds”</b> <i>Jed Colquhoun</i>		
4:00	<b>Evaluating Changes in Management Practices on Your Farm</b> <i>Jed Colquhoun</i>		
4:15	<b>Grower/Researcher Panel</b> <i>Jed Colquhoun</i>		
4:45	<b>Adjourn</b>		
4:45- 5:45	<b>Social Hour</b>		

## 2019 Wisconsin Cranberry School Tentative Agenda

<b>Day 2 – Thursday, January 24</b>	
<b>General Session</b>	
8:00 AM	<b>Live CLKR Survey on Management Practices</b> <i>Christelle Guédot &amp; Matt Lippert</i>
9:00	<b>Development of fruit texture techniques and characterization of fruit quality in cranberry cultivars</b> <i>Juan Zalapa</i>
9:30	<b>Effect of fungicide on pollen foraging by honey bees</b> <i>Christelle Guédot, Ben Jaffe, and Abby Lois</i>
9:45	<b>Red-Headed Flea Beetle: Basic Biology, Density Feeding Patterns, and Spatial Distribution</b> <i>Ben Jaffe and Christelle Guédot</i>
10:15	<b>Bumble bees and flowers in cranberry country: landscape suitability for bumble bees</b> <i>Jeremy Hemberger and Claudio Gratton</i>
10:30	<b>Break</b>
10:45	<b>Grower Panel – Pollination</b> <i>Christelle Guédot</i>
11:15	<b>Cranberry False Blossom: A New Old Disease</b> <i>Patty McManus</i>
11:30	<b>Cold hardiness in cranberry, what have we learned?</b> <i>Amaya Atucha</i>
12:00 PM	<b>Lunch</b>
1:00	<b>Fall Nitrogen applications, effect on yield and fruit quality</b> <i>Amaya Atucha</i>
1:30	<b>Moth lure quality comparisons from 2018</b> <i>Elissa Chasen, Christelle Guédot, and Shawn Steffan</i>
1:45	<b>Virulent bio-insecticides for flea beetle and caterpillar control</b> <i>Shawn Steffan and Shane Foye</i>
2:00	<b>Grower Panel – Integrated Pest Management</b> <i>John Stauner</i>
2:30	<b>A Review of Wisconsin Cranberry Pesticides</b> <i>Jack Perry</i>
3:00	<b>Adjourn</b>

# WISCONSIN CRANBERRY SCHOOL

WEDNESDAY – JANUARY 23, 2019

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## *Morning Sessions*

### **Breakout Session A**

#### **9:30 AM Opening Session**

The opening session will feature presentation of awards by the WSCGA including the 2019 Service to Industry Award and recognition of the 2018 WSCGA Summer Meeting, Field Day and Trade Show hosts, as well as recognition of David Amundson's nine years of service on the WSCGA Board of Directors.

#### **Wisconsin Cranberry Board, Inc. Update**

*Robert Detlefsen, President*

The WCB administers the Wisconsin Cranberry Marketing Order. The Board invests grower resources in research, education and promotion projects. Detlefsen will update growers on the projects of the WCB.

#### **Cranberry Institute Update**

*Terry Humfeld, Cranberry Institute*

Humfeld will provide an update including work on health benefit research, horticultural research and issues around bringing new products through the EPA registration process.

#### **US Cranberries Update**

*Michelle Hogan, US Cranberry Marketing Committee*

The marketing committee has the responsibility of promoting cranberry consumption domestically and internationally. Executive Director Michelle Hogan will provide an update on the programs and efforts for the past year and plans to grow markets in the future.

#### **Wisconsin Cranberry Industry Strategic Plan**

*Karen Timberlake, Michaels Best Strategies*

*Dani Faber- WCREF, Steven Bartling- WSCGA, Mike Gnewikow- WCB*

The groups that represent Wisconsin cranberry growers – WSCGA, WCB, and WCREF – have been engaged in a strategic planning process for the past year. Representatives of the three groups worked closely with project facilitators from Michael Best Strategies. The team worked to evaluate current programming, as well as collect data on needs identified by growers and advice from experts outside the industry. The team has created a strategic plan with the input and support of each of the group's Board of Directors. Each Board has approved the plan and is entering the execution and implementation phase.

### **Breakout Session B**

#### **8:00AM Pesticide Applicator Training/Exam**

*Matt Lippert, Wood County Extension*

The University of Wisconsin Extension will be conducting a private pesticide applicator training and certification session. The Pesticide Applicator Training program requires a separate, advance registration through UW-Extension. To register for the session contact Matt Lippert at the Wood County Extension Office, 715-421-8440. The cost of the session is \$35. Due to regulations all participants must register in advance of the session and no walk in registrations can be allowed.

## *Afternoon Sessions*

### **Breakout Session A**

#### **1:00 PM WSCGA Annual Winter Meeting**

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WEDNESDAY – JANUARY 23, 2019

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## Breakout Session B

### **1:00 PM Vendor Presentations**

In effort to provide Grower members with new and relevant information, the WSCGA Education Committee has developed a Vendor Presentation Program. Proposals were solicited from Associate members participating in the Winter Trade Show under the theme “Bringing Value to Cranberry Growers”. The Committee selected the following for 10-minute presentations:

- **Cranberry Soil pH-** *Christine Clark, AgSource Laboratories*
- **Crop Enhancements-** *Bryan Wehler, Schaeffer Mfg.*
- **Optical Sorters-** *Rose Timmer, Rose Timmer & Associates*
- **Food-Grade Lubricants-** *Mike Keller, JAX Inc.*

### **1:45 PM Media Dos and Don'ts**

*Kathryn Whitlock, Laughlin Constable*

As a grower, how do you put your best foot forward with the public? In this session, the communication professionals from Laughlin Constable will provide some tips for social media and website messaging.

## General Session

### **3:30 PM Are all your eggs in one basket? Managing against herbicide-resistant weeds**

*Jed Colquhoun, UW Madison*

Weed management options are limited in cranberry. In this session we'll learn how to optimize their use while protecting against resistant weeds.

### **4:00 PM Evaluating Changes in Management Practices on Your Farm**

*Jed Colquhoun, UW Madison*

Growers are constantly looking for better ways to farm. But how do you best evaluate practices? Researchers will offer thoughts on how to collect data to make informed decisions.

### **4:15 PM Grower/Research Discussion**

*Moderator- Jed Colquhoun, UW Madison*

This panel discussion will review the presentations from the afternoon and offer thoughts and discussion on their experiences.

### **4:45 PM Adjourn**

**Wednesday, January 23**

**4:45 PM – 5:45 PM Social Hour**

# WISCONSIN CRANBERRY SCHOOL

THURSDAY – JANUARY 24, 2019

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## *Morning General Sessions*

### **8:00 AM Live CLKR Survey on Management Practices and Experiences in the 2017 Growing Season**

*Christelle Guédot, UW Madison / UW-Extension*

Always a popular session, the CLKR survey is an interactive poll with attendees that allows for live audience participation in collecting data on important production and management practices. It also allows growers to learn what other growers are doing when dealing with crop growing issues.

### **9:00 AM Development of fruit texture techniques and characterization of fruit quality in cranberry cultivars**

*Juan Zalapa, UW Madison / USDA-ARS*

To address the lack of information, an investigation into the textural properties of cranberries is being conducted using a texture analyzer. We are determining how fruit firmness relates to fruit size, internal structure, and color development using fruit from ten different cultivars.

### **9:30 AM Effect of fungicide on pollen foraging by honey bees**

*Christelle Guédot\*, UW Madison / UW-Extension; Ben Jaffe, UW Madison; Abby Lois, UW Madison*

Fungicides are often sprayed during bloom and we evaluated how some fungicides may affect honey bee pollen foraging in cranberry.

### **9:45 AM Red-Headed Flea Beetle: Basic Biology, Density Feeding Patterns, and Spatial Distribution**

*Ben Jaffe\*, UW Madison; Christelle Guédot, UW Madison / UW-Extension*

Red-headed flea beetle is an emerging pest in Wisconsin cranberry. This talk covers some of the recent work in the Guédot lab focusing on the behavior, biology, and distribution patterns of this pest as we look to gain insights to develop management strategies.

### **10:15 AM Bumble bees and flowers in cranberry country: landscape suitability for bumble bees**

*Jeremy Hemberger\*, UW Madison; Claudio Gratton, UW Madison*

Because of their importance as pollinators, bumble bees have become a research focus in agricultural systems, including cranberry. This talk will feature results from a multi-year survey of wildflowers and bumble bees and discuss how to identify landscapes likely to harbor an abundance of bumble bees.

### **10:45 AM Grower Panel – Pollination**

*Moderator- Christelle Guédot, UW Madison / UW-Extension*

A panel of Wisconsin cranberry growers will discuss topics related to pollination, including different pollinators, experience with pollinator gardens and bee hive inspection.

### **11:15 AM Cranberry False Blossom: A New Old Disease**

*Patty McManus, UW Madison*

False blossom disease was considered the greatest threat to cranberry production in the 1920 and 1930s but subsided after that time. In 2018, false blossom was again confirmed in Wisconsin. This presentation will cover biology and management of this "new old" disease.

### **11:30 AM Cold hardiness in cranberry, what have we learned?**

*Amaya Atucha, UW Madison / UW-Extension*

This talk will give an update on the work we have been doing for the last 3 years on evaluating cold hardiness in cranberry buds, as well as the shifts in hardiness during fall and spring.

## *Afternoon Sessions*

### **1:00 PM Fall Nitrogen applications, effect on yield and fruit quality**

*Amaya Atucha, UW Madison / UW-Extension*

This talk will present the first year results of the effect of after harvest nitrogen fertilization on vine overwintering, yield, and fruit color, size and firmness.

*\* All project collaborators are listed. Presenters are indicated with an asterisk.*

# WISCONSIN CRANBERRY SCHOOL

THURSDAY – JANUARY 24, 2019

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## **1:30 PM Moth lure quality comparisons from 2018**

*Elissa Chasen\**, UW Madison / USDA-ARS; *Shawn Steffan*, UW Madison / USDA-ARS; *Christelle Guédot*, UW Madison / UW-Extension

Pheromone loading in pest lures, across various suppliers, was examined in 2018. There were significant differences in terms of pheromone components and concentrations. Field trapping was initiated given the major lure-to-lure differences.

## **1:45 PM Virulent bio-insecticides for flea beetle and caterpillar control**

*Shane Foye\**, UW Madison / USDA-ARS; *Shawn Steffan*, UW Madison / USDA-ARS

Native nematodes represent highly effective bio-insecticides. Their application in field scale trials shows that they have great promise for cranberry insect pest management.

## **2:00 PM Grower Panel – Integrated Pest Management**

*Moderator- John Stauner, James Lake Farms*

Growers will discuss their experiences and thoughts on IPM strategies on their farms.

## **2:30 PM A Review of Wisconsin Cranberry Pesticides**

*Jack Perry\**, UW Madison; *Jed Colquhoun*, UW Madison; *Patty McManus*, UW Madison; *Christelle Guédot*, UW Madison / UW-Extension

A presentation on cranberry insecticides, herbicides, and fungicides - what provided the best and the most reliable levels of insect, weed and disease controls in the University of Wisconsin field trials. What is the future of our pesticide toolbox, both positive and negative?

## **3:00 PM Adjourn**

*\* All project collaborators are listed. Presenters are indicated with an asterisk.*