

2021 Virtual Wisconsin Cranberry School

The WSCGA Education Committee, the Wisconsin Cranberry Research and Education Foundation, Inc. and UW-Madison Division of Extension are pleased to announce the program and registration for the 2021 Virtual Wisconsin Cranberry School, a two-day program with a wide range of topics for growers and those interested in cranberry production.

The health and safety of our cranberry community, speakers, and Cranberry School attendees is our number one priority. After careful consideration, in light of the COVID-10 global pandemic's current trajectory, the WCREB Board of Directors has decided to cancel the in-person event. To ensure the safety of our community, Cranberry School will now be held as a two-day virtual meeting, January 27-28, 2021, with a condensed program.

The event will be held virtually on Wednesday and Thursday, January 27 and 28, 2021. Registration opens on December 1, 2020. Visit the conference website at: <https://tinyurl.com/y4mu7w5k>. Please note that registration is required for each individual and an email address is required for each attendee.

There will be two, 2-hours sessions held each day for a total of four sessions over the course of the two-day event. The sessions will include presentations by the cranberry research team, grower panels, WSCGA Associate Member lightning talks, and more.

- Day 1 - Session 1: WSCGA Winter Meeting & Industry Updates
(WSCGA members only, separate registration sent to members)
- Day 1 - Session 2: Pathology & Weed Management
- Day 2 - Session 1: Entomology
- Day 2 - Session 2: Physiology & Genetics
- Please see the detailed agenda and program for more information on the sessions, speakers, and topics.

Registration Fee – The registration fee covers all sessions in the event. Each attendee will receive a personalized link via email to access the virtual event platform. The platform will contain event information, access to sponsors and exhibitors, and serve as the starting point to join the virtual sessions.

- Register online at: <https://tinyurl.com/y48z9kaj>
- Registration is required for each individual and an email address is required for each attendee.

Deadlines	Cranberry School Registration Fee	
	WSCGA Members	Non-Members
By Monday – January 11, 2021	\$50 per person	\$70 per person
On or after January 12, 2021	\$60 per person	\$80 per person
On January 27 or 28	\$85 per person	\$105 per person

WSCGA Winter Meeting – The Wisconsin State Cranberry Growers Association will hold their semiannual meeting during the WSCGA Winter Meeting & Industry Update session on Day 1, January 27. Please note, the meeting is open to WSCGA members only. A separate invitation will be sent for members to register.

WSCGA Trade Show – In lieu of the traditional physical Winter Trade Show, the virtual Cranberry School will include an online platform for you to explore the latest from the event sponsors and exhibitors. There will be suggested times for networking with games, activities and prizes involved. A tradeshow wouldn't be the same without bringing home gear from your favorite vendors!

Agenda and Program

January 27, 2021 – Day 1

Session 1: WSCGA Winter Meeting & Industry Updates (*WSCGA members only, separate registration sent to members*)

[WSCGA Virtual Winter Tradeshow: 11:00am to 1:00pm](#)

Session 2: Pathology & Weed Management

Welcome and Opening Comments, *Tom Lochner, WSCGA Executive Director*

Cranberry Research and Extension Team Introductions, *Tom Lochner, WSCGA Executive Director*

1:00 An update on water quality in Wisconsin

Jed Colquhoun, Professor and Extension Specialist, IPM Program Director UW-Madison

In this presentation we'll provide participants with important updates on Wisconsin water quality observations and regulations that may affect current and future pesticide use.

1:15 Cranberry False Blossom

Leslie Holland, Assistant Professor & Extension Specialist, Fruit Crop Pathology, UW-Madison

Talk will focus on what we know about the cranberry false blossom phytoplasma and what we still need to learn with the recent resurgence in WI marshes

1:30 Herbicide & Fungicide Screening Program

Jed Colquhoun, Professor and Extension Specialist, IPM Program Director UW-Madison

Allison Jonjak, Cranberry Outreach Specialist, University of Wisconsin-Madison Division of Extension

An update on the latest results from our 2020 integrated weed management studies.

1:45 Pest Management Grower Panel

Moderator: *Allison Jonjak, Cranberry Outreach Specialist, University of Wisconsin-Madison Division of Extension*

Focused discussion on pest management issues, secondary pests, fruit rot, false blossom; focus on 2020 experiences and steps we'll take for 2021.

2:30 Interactive Grower Survey

Moderators: *Christelle Guedot, Associate Professor, Fruit Crop Entomologist and Extension Specialist, UW-Madison*

Amaya Atucha, Assistant Professor/Fruit crop specialist, UW-Madison

Interactive poll with audience participation to collect data on important production and management practices. It also allows growers to learn what other growers are doing when dealing with crop growing issues.

3:00 Closing Comments

Tom Lochner, WSCGA Executive Director

Agenda and Program

January 28, 2021 – Day 2

Session 1: Entomology

Welcome and Opening Comments

Tom Lochner, WSCGA Executive Director

9:00 **Impact of pollinator gardens on bee diversity and abundance, and cranberry visitation**

Christelle Guedot, Associate Professor, Fruit Crop Entomologist and Extension Specialist, UW-Madison

This talk will summarize three years of data collection during the establishment of pollinator gardens near cranberry beds and the impact these gardens have on increasing bee diversity and abundance and visitation of cranberry flowers.

9:15 **Insecticide Screening Program**

Christelle Guedot, Associate Professor, Fruit Crop Entomologist and Extension Specialist, UW-Madison

This talk will provide an update on new insecticides and their target pests, as well as insecticide efficacy against flea beetle and other important cranberry pests, with considerations on leafhoppers.

9:30 **Novel bio-insecticide development for US cranberries**

Shawn Steffan, Associate Professor, UW-Madison; Research Entomologist, USDA ARS

Updates on bio-insecticide manufacturing, application, and efficacy trials.

9:45 **Entomology Grower Panel**

Moderator: *Allison Jonjak, Cranberry Outreach Specialist, University of Wisconsin-Madison Division of Extension*
Citizen Science! Growers Become Bug Ranchers. Hear from those who raised and applied nematodes in 2020.

10:30 **Interactive Grower Survey**

Moderators: *Christelle Guedot, Associate Professor, Fruit Crop Entomologist and Extension Specialist, UW-Madison*
Amaya Atucha, Assistant Professor/Fruit crop specialist, UW-Madison

Interactive poll with audience participation to collect data on important production and management practices. It also allows growers to learn what other growers are doing when dealing with crop growing issues.

10:45 **WSCGA Associate Member Lightning Talks**

Moderator: *Jenna Van Wychen, WSCGA Treasurer, Vine Vest, Wetherby Cranberry & Van Kow Cranberry*

A series of three 5-minute talks, the Associate Member Lightning Talks will introduce a topic or idea very quickly to provide Grower members with new and relevant information.

11:00 **Closing Comments & Trade Show Time**

Tom Lochner, WSCGA Executive Director

[WSCGA Virtual Winter Tradeshow: 11:00am to 1:00pm](#)

Agenda and Program

January 28, 2021 – Day 2

Session 2: Physiology & Genetics

Welcome and Opening Comments

Tom Lochner, WSCGA Executive Director

1:00 **Fall nitrogen fertilization: What have we learned after 3 yrs.**

Amaya Atucha, Assistant Professor/Fruit crop specialist, UW-Madison

This talk will provide a summary of three years of data including yield, fruit quality and vegetative responses to nitrogen application in the fall.

1:15 **Impact of high soil pH on fruit size**

Jyostna Mura, Cranberry Physiologist, UW-Madison/USDA ARS

This presentation will provide key insights into the effects of high soil pH on cranberry fruit size and the nutrients limiting fruit size/bulkiness.

1:30 **New cranberry breeding plots and first selections at the USDA-UW-Madison program**

Juan Zalapa, Research Geneticist USDA-ARS

Over the last four growing seasons, we have worked diligently to develop hundreds of new cranberry research plots at the Wisconsin Cranberry Research Station and at Saddle Mound Cranberries, Black River Falls, WI. Both research plantings will allow us to study and breed enhanced cultivars for a variety of productivity and quality traits, including color, Brix, acid accumulation, size, firmness, and many other traits.

1:45 **Plant Physiology Grower Panel**

Moderator: *Allison Jonjak, Cranberry Outreach Specialist, University of Wisconsin-Madison Division of Extension*

Before and After Bud Break: hear from growers on their experiences managing cold-hardiness in the spring.

2:30 **Interactive Grower Survey**

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Amaya Atucha, Assistant Professor/Fruit crop specialist, UW-Madison

Interactive poll with audience participation to collect data on important production and management practices. It also allows growers to learn what other growers are doing when dealing with crop growing issues.

3:00 **Closing Comments**

Tom Lochner, WSCGA Executive Director