

Monday, November 14, 2011		
10:00 AM	2:00 PM	Exhibitor Setup Time
11:30 AM	6:30 PM	Registration Opens
1:00 PM	5:00 PM	Insurance Workshop "Man, my worker took my house" <i>(South Group Insurance)</i>
1:00 PM	5:00 PM	Strawberry Workshop "Start to Finish with Plasticulture" <i>(Jim Goodson of G&W Nurseries)</i>
3:00 PM	7:00 PM	Trade Show Opens
5:00 PM	7:00 PM	"Magnolia Fresh" Reception (heavy hors d'oeuvres) in Trade Show area Silent Auction Begins
6:30 PM	8:30 PM	Beginning Grower Round Table <i>(moderator Van Cheeseman with Flora at Bluebird Farms)</i>

Tuesday, November 15, 2011 Meeting Rooms 1 and 2 (General Session) moderated by James Richmond MFVGA President		
7:30 AM		Registration Opens
8:30 AM	8:45 AM	Introduction of MSU directors
8:45 AM	9:15 AM	Soil Building: Minerals, the Forgotten Component <i>(Michael Labelle with Mighty Grow)</i>
9:15 AM	9:45 AM	Cover Crops <i>(Danielle Treadwell with the University of Florida)</i>
9:45 AM	10:15 AM	Break (Snacks in the trade show area)
10:15 AM	10:45 AM	Deer Control <i>(Dr. Christine Coker with MSU)</i>
10:45 AM	11:15 AM	New Laws for Traceability & Selling Acidified Foods at Certified Farmers Markets <i>(Dr. Anna Hood with MSU & Andy Prosser with MDAC)</i>
11:15 AM	12:15 PM	Local Food Trends/ What Chefs Want / MS Market Maker <i>(Grady Griffin with MS Restaurant Association & Dr. Kim Morgan with MSU)</i>
12:15 PM		Lunch in the trade show area

**FRUIT & VEGETABLE PRODUCTION
ORGANIC
BLUEBERRY
& AGRITOURISM
SESSIONS ON PAGES 2-3**

<p style="text-align: center;">Tuesday, November 15, 2011 Meeting Room 1 (Fruit Production Session) moderated by Dr. David Ingram with MSU</p>		
1:15 PM	2:00 PM	Peaches (<i>grower Bill Fontaine with Fontaine's Peach Outlet in Quitman, MS</i>)
2:00 PM	3:00 PM	Blackberries (<i>grower Robert Hays with Hays Berry Farms in Dumas, MS</i>)
3:00 PM	3:30 PM	Break (Snacks in the trade show area)
3:30 PM	4:00 PM	MFVGA Member Meeting in Meeting Room 1
4:00 PM	4:30 PM	Muscadines (<i>grower Tim Cooper with Cooper's Berry Farm in Morton, MS</i>)
4:30 PM	5:00 PM	Growing Mushrooms (<i>Wanda Millis with MS Natural Products in Newhebron, MS</i>)

<p style="text-align: center;">Tuesday, November 15, 2011 Meeting Room 2 (Organic Session) moderated by Dr. Bill Evans with MSU</p>		
1:30 PM	2:00 PM	Simplifying Organic Record Keeping (<i>Kelly Carney, North Pulaski Farms in Jacksonville, AR</i>)
2:00 PM	2:30 PM	Back Yard Farming (<i>Jim Ewing -Farmer/Columnist Clarion-Ledger</i>)
2:30 PM	3:00 PM	Major Success with Minor Crops (<i>Gary Bachman, M.S.U. Coastal R&E</i>)
3:00 PM	3:30 PM	Break (Snacks in the trade show area)
3:30 PM	4:00 PM	MFVGA Member Meeting in Meeting Room 1
4:00 PM	4:30 PM	Pollination and Pollinators (<i>Michael Everett with Chase, Inc./ Honeybee Farm</i>)
4:30 PM	5:30 PM	What Flew/Flopped Grower Talk

<p style="text-align: center;">Tuesday, November 15, 2011 Meeting Room 3 (Blueberry Session) moderated by Greg Saulters Gulfsouth Blueberry Association President</p>		
<p><i>Visit Trade Show or Attend General Session</i></p>		
11:15 AM	12:15 PM	Blueberry Production and Management (<i>John Braswell, PhD. Horticulturist</i>)
12:15 PM	1:30 PM	Lunch in the trade show area
1:30 PM	2:00 PM	Update on New and Future Blueberry Varieties (<i>Steve Stringer with USDA</i>)
2:00 PM	2:30 PM	New and Improved Fertilization Practices (<i>Jay Castleman with Agro-Culture Liquid Fertilizer</i>)
2:30 PM	3:00 PM	Quality from Field to Fhelf, Temperature Controls (<i>Donna Marshall with USDA</i>)
3:00 PM	3:30 PM	Break (Snacks in the trade show area)
3:30 PM	4:00 PM	MFVGA Member Meeting in Meeting Room 1
4:00 PM	4:40 PM	How to Prepare for a Food Safety Audit (<i>Dr. Juan Silva with MSU</i>)
4:45 PM	5:30 PM	Round Table Discussion - Labor Issues (<i>Moderated by Greg Saulters</i>)

<p style="text-align: center;">Tuesday, November 15, 2011 Meeting Room 4 (Agritourism Session) moderated by Stanley Wise MS Agritourism Association President</p>		
9:00 AM	9:50 AM	Value Added Products to Enhance Agritourism (<i>Rachael Carter with MSU</i>)
9:50 AM	10:15 AM	Break (Snacks in the trade show area)
10:15 AM	11:00 AM	Pricing Your Farm's Agritourism Experience (<i>Rachael Carter with MSU</i>)
11:15 AM	12:15 PM	The Good, Bad & Ugly of Growing Pumpkins in MS (<i>Reid Nevin with MSU and grower in Clay Country</i>)
12:15 PM	1:30 PM	Lunch in the trade show area
1:30 PM	2:20 PM	Basics of Social Networking as a Marketing Tool (<i>Pamela Bartholomew, Tennessee Dept. of Ag.</i>)
2:30 PM	3:20 PM	Advanced Social Networking as a Marketing Tool (<i>Pamela Bartholomew, Tennessee Dept. of Ag.</i>)
3:20 PM	3:30 PM	Break (Snacks in the trade show area)
3:30 PM	4:00 PM	MFVGA Member Meeting in Meeting Room 1
4:00 PM	5:15 PM	Creating Amateur Videos for Promoting Your Agritourism Business (<i>Dr. Dawn Manning and Melissa Grimes, MSU Dept. of Wildlife, Fisheries & Aquaculture</i>)

Wednesday, November 16, 2011
Meeting Room 1 (Vegetable Production Session)
 moderated by Dr. David Ingram with MSU

9:00 AM	9:45 AM	Melon Production (grower Steve Richardson with Richardson Farms in Senatobia, MS)
9:45 AM	10:15 AM	Traditional Greens (grower Harris Virden with Virden Farms in Jackson, MS)
10:15 AM	10:30 AM	Break (Snacks in the trade show area)
10:30 AM	11:00 AM	Field Tomatoes (grower Danny Robinson with Robinson Farms in Mize, MS)
11:00 AM	11:30 AM	Greenhouse Tomatoes (grower Barry Corley with Corley Farms in Holcomb, MS)
11:30 AM	12:00 PM	Brassicas (grower Charles Wingard with South Carolina Vegetable Growers Association)

Wednesday, November 16, 2011
Meeting Room 2 (Organic Session)
 moderated by Dr. Bill Evans with MSU

9:00 AM	10:00 AM	Using Biological Controls & Other Organic Pest Management Tactics (Dr. Donn Johnson, Univ. Ark. Dept. Entomology)
10:00 AM	10:30 AM	A twist on CSA's (grower Will Reed with Native Son Produce in Tupelo, MS)
10:30 AM	10:45 AM	Break (Snacks in the trade show area)
10:45 AM	11:15 AM	Cover Crops (Carl Motsenbocker with LSU AgCenter & Preston Sullivan (Farmer in Franklin County, MS)
11:15 AM	12:00 PM	Our Hoop House Production Experiences (Kelly Carney with North Polaski Farms in Jacksonville, AR)

12:00 PM	1:45 PM	Lunch on your own
1:45 PM		Plastic Mulch Laying Demo offsite (weather permitting) at Freeman Farms, Bovina MS Meet in the parking lot between MS Hardware & Convention Center to form caravan - Workshop to begin approx. 2:30 pm

Wednesday, November 16, 2011
Meeting Room 3 (Blueberry Session)
 moderated by Greg Saulters GulfSouth Blueberry Association President

9:00 AM	9:45 AM	Food Safety, How to properly train employees (Dr. Juan Silva with MSU)
9:45 AM	10:15 AM	Pests and How to Control Them (Blair Sampson with USDA)
10:15 AM	10:30 AM	Break (Snacks in the trade show area)
10:30 AM	11:00 AM	Proper Water Management for Blueberries (Dr. Wayne Porter with MSU)
11:15 AM	12:30 PM	2011 Crop Report and 2012 Projections (Luis Monterde) Farm Management Practices - Grower Panel (Joe Ellzey with LZ Farms in Moselle, MS Jeremy Edwards with Great Souther Farms in Richton, MS John Aust with Aust Farms in Maxi, MS Tim Goggins with Sandy Run Farms in Hattiesburg, MS Jerry Hutto with Ambers Blueberry Farm in Waynesboro, MS)

Wednesday, November 16, 2011
Meeting Room 4 (Agritourism Session)
 moderated by Stanley Wise MS Agritourism Association President

8:00 AM	8:50 AM	Transitioning the Farm to Agritourism and the Next Generation (Dennis and Nelda Mitchell, Mitchell Farms in Collins, MS)
9:00 AM	9:50 AM	Farm Showcase – Lazy Acres Plantation Pumpkin Patch, Corn Maze & Christmas Tree Farm (Michael & Kathy May in Chunky, MS)
10:00 AM	10:50 AM	Farm Showcase – Ard Dairy Farm
10:50 AM	11:10 AM	Break (Snacks in the trade show area)
11:10 AM	12:00 PM	Keeping Your Event Audience Involved – Creating a Fan Base (Rachael Carter with MSU)
12:00 PM	2:00 PM	Lunch on your own
2:00 PM	4:30 PM	2:00 - 3:00 – Networking Time - Assemble at Onward's Store on Hwy 61 near Valley Park (Pie & Coffee compliments of MS Agritourism Association) 3:00 - 3:20 – Travel Caravan to Farmer Jim's Pumpkin Patch (weather permitting) in Rolling Fork 3:20 - 4:30 – Farm Tour by Jim & Lynn Newman