



## 2017 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 2017 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 18-19 at Holiday Inn Hotel and Convention Center, 1001 Amber Avenue, Stevens Point, Wisconsin 54481. Mail-in registration form is enclosed. Please mail early for best rates.

On Wednesday, January 18, Cranberry School begins with 8:00 AM Registration and the WSCGA Winter Trade Show. The first General Session begins at 9:30 AM, followed by a morning break, and adjourns by 4:30 PM. A Social Hour will be held for School Participants and Exhibitors from 4:30 PM to 5:30 PM that evening.

On Thursday, January 19, Cranberry School begins with sessions at 9:00 AM, and the school will adjourn by 3:30 PM.

**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 at a special group rate of \$97 plus tax (single, double, triple or quad occupancy). Suite rates are available on request.

- **Phone** - Call Stevens Point Holiday Inn at 715-344-0200 and request “CGA” room block.
- **Online** - Visit [www.holidayinn.com](http://www.holidayinn.com) to book guest rooms with “CGA” room block code.
- **Be sure to use the “CGA” code for the special group rate and benefits:**
  - Room charged upon check-in.
  - Free Cancellation until 6:00 PM local hotel time on January 16, 2017.
  - No room deposit required.

**WSCGA Winter Meeting** – Wisconsin State Cranberry Growers Association will hold the annual Winter Meeting from 1:00-2:30 PM on Wednesday, January 18. 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 18. 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 18**

A pesticide applicator training and certification session will be held on Wednesday, January 18<sup>th</sup> 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.



## 2017 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 Grower Members</b>	<b>NON-MEMBERS</b>
By Friday – January 6, 2017	\$75 per person	\$100 per person
On or after January 7, 2017	\$100 per person	\$125 per person
On-site at Cranberry School (Jan. 18-19)	\$125 per person	\$150 per person

**PLEASE PRINT NAMES OF SCHOOL REGISTRANTS FOR NAME BADGES:**

Name: _____	Name: _____
Name: _____	Name: _____
Name: _____	Name: _____
Name: _____	Name: _____
Name: _____	Name: _____

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

**MAKE CHECKS PAYABLE & MAIL TO:** Wisconsin Cranberry Research & Education Foundation (WCREF)  
 PO Box 365  
 132 E Grand Ave, Suite 202  
 Wisconsin Rapids, WI 54495

**For early bird pricing, return registration and payment  
 to WCREF by Friday, January 6, 2017**  
*(no telephone reservations will be accepted)*

# 2017 Wisconsin Cranberry School

## *Tentative Agenda*

<b>Day 1 – Wednesday January 18</b>		
	<b>Session A</b>	<b>Session B</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</b> <b>Industry Awards</b> <b><i>UW Extension Reorganization</i></b> <b><i>Cranberry Weed Management</i></b> <i>Jed Colquhoun</i> <b><i>Cranberry Institute Update</i></b> <i>Terry Humfeld, Executive Director</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>	<b>Session B</b>
1:00 PM	<b>WSCGA Annual Meeting</b>	<b><i>Nutrient Management Planning</i></b> <b><i>Re-Qualification Session</i></b>
2:30	<b>Break in Trade Show Area</b>	
3:30	<b><i>Changes to Worker Protection Standards and Pesticide Applicator Training – Update</i></b> <i>DATCP</i> <b><i>US Cranberry Marketing Committee Communication Programs</i></b> <i>CMC</i>	<b><i>Nutrient Management Planning</i></b> <b><i>Re-Qualification Session</i></b> <b><i>Continued</i></b>
4:00	<b><i>Unmanned Aerial Vehicle for use in Cranberry update</i></b> <i>Brian Luck</i>	
4:30 – 5:30	<b>Adjourn—Social Hour</b>	

**2017 Wisconsin Cranberry School**  
***Tentative Agenda, cont'd***

<b>Day 2 – Thursday, January 19</b>	
<b>General Session</b>	
9:00 AM	<b>Live CLKR Survey on Management Practices</b> <i>Christelle Guédot</i>
10:00	<b>Root Phenology</b> <i>Amaya Atucha, Beth Workmaster</i>
10:30	<b>Break</b>
10:45	<b>Understanding Cranberry Winter Hardiness</b> <i>Amaya Atucha, Beth Workmaster</i>
11:15	<b>Pollination</b> <i>Christelle Guedot</i>
11:30	<b>Lunch</b>
12:30 PM	<b>Cranberry Disease – Fruit and Field Rot Management in 2017 Growing Season</b> <i>Patty McManus</i>
12:45	<b>Opportunity to use Native Nematodes for pest control</b> <i>Shane Foye</i>
1:00	<b>USDA ARS Genetic Improvement Program</b> <i>Juan Zalapa, USDA ARS</i>
1:30	<b>Update on SPLAT Deployment and Cranberry Fruitworm Degree-Days</b> <i>Elissa Chasen</i>
2:00	<b>Break</b>
2:15	<b>Grower Panel on Hybrid Management</b>
3:00	<b>Cranberry Screening Program</b> <i>Jack Perry</i>
3:30	<b>Adjourn</b>

# WISCONSIN CRANBERRY SCHOOL

WEDNESDAY – JANUARY 18, 2017

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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. Senator Tammy Baldwin and Representative Sean Duffy will receive the Service to Industry Award. Jim Bible and Brockway Cranberry will be recognized for their hosting the 2016 WSCGA Summer Meeting Field Day and Trade Show. John Stauner will be recognized for his 9 year service on the WSCGA Board of Directors.

#### **10:00 AM      Cranberry Weed Management – UW Extension Reorganization**

*Jed Colquhoun, UW Madison*

Jed will split his time to address two topics. First, he'll give a high-level overview of the UW Cooperative Extension reorganization that's currently underway and will affect how we do programming for cranberry farmers. Jed will then provide an update on weed management, including "new" herbicides!

#### **Cranberry Institute Update**

*Terry Humfeld, Executive Director – 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. CI has also been active in working with both USDA and FDA on nutritional labeling and the added sugar issue.

### **Breakout Session B**

#### **8-10:00AM      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**

#### **3:30 PM      Changes to Worker Protection Standards and Pesticide Applicator Training**

*Jane Larson, Wisconsin DATCP*

This past year the US EPA adopted changes to both the Worker Protection Standards and the Pesticide Applicator training and Certification Program. DATCP is responsible for implementing these changes. Jane Larson from the department will provide growers with an update on the changes, their impact on grower practices and how DATCP plans to implement the changes.

#### **3:45 PM      US Cranberry Marketing Committee Communication Programs**

*Karen Gibson, Communications & Marketing Specialist, US Cranberry Marketing Committee*

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

# WISCONSIN CRANBERRY SCHOOL

WEDNESDAY – JANUARY 18, 2017 CONTINUED

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**4:00 PM Unmanned Aerial Vehicle for use in Cranberry update.**

*Brian Luck, UW Madison*

Unmanned aerial vehicles (UAVs) provide producers with a means of taking aerial photos and remote sensing data of their marshes. These tools allow for rapid information gathering so that problem areas within the marsh can be identified and addressed. The Federal Aviation Administration recently released new rules for commercial UAV operation which will be covered. 2016 Normalized Difference Vegetative Index data will be presented as well.

**Breakout Session B**

**1:00 PM Nutrient Management Planning Re-Qualification Session**

WSCGA, UW Extension and USDA NRCS are sponsoring a workshop to re-qualify cranberry growers to write their own nutrient management plan, in accordance with DATCP requirements. If you completed the course or were part of the re-qualification group in 2013 you will have to complete the half-day session again this year. Pre-registration is required – please contact WSCGA at 715-423-2070.

**Wednesday, January 18  
4:30 PM – 5:30 PM Social Hour**

# WISCONSIN CRANBERRY SCHOOL

THURSDAY – JANUARY 19, 2017

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## ***Morning General Sessions***

### **9:00 AM      Live CLKR Session on Management Practices**

*Christelle Guedot, UW Madison*

Always a popular session, the CLKR survey 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.

### **10:00 AM      Root Phenology and Cold Hardiness**

*Amaya Atucha and Beth Workmaster, UW Madison*

An update on the second and final season of the root growth patterns and on bud cold hardiness: how cranberry buds survive the winter will be presented.

### **11:15 AM      Pollination**

*Christelle Guédot, UW Madison*

Pollination services are essential for optimal cranberry production. Most growers rely on honeybees for cranberry pollination and we will discuss ways to improve pollination services while protecting pollinators from pesticide exposure.

## ***Afternoon General Session***

### **12:30 PM      Cranberry Disease – Fruit and Field Rot Management in the 2017 Growing Season**

*Patty McManus, UW Madison*

The severity of cranberry fruit rot varies greatly among marshes, among beds within a marsh, and from one year to the next. Sometimes fruit rot subsides from one year to the next, despite not spraying fungicides, and sometimes it is severe despite intensive treatment. This suggests that factors other than fungal pathogens play a major role in fruit rot. The possible role of environmental and cultural factors will be discussed.

### **12:45 PM      Opportunity to use Native Nematodes for Pest Control**

*Shane Foye, USDA ARS*

This talk will be about a new nematode species that was discovered in a Wisconsin cranberry marsh. There will also be an evaluation of its potential to control red-headed flea beetles and sparganothis fruitworms. Possible future studies related to these nematodes will also be mentioned.

### **1:00 PM      USDA ARS Genetic Improvement Program**

*Juan Zalapa, USDA ARS*

We have completed our cranberry molecular mapping efforts and have now developed three fully saturated SSR and SNP maps for three crosses (MQxCQ, MQxST, and GRYG). We also generated an integrated consensus high-density cranberry map based on the three populations. Our work represents the most advanced and sophisticated molecular mapping effort ever performed in the entire Ericaceae family, which includes cranberries, blueberries, and lingonberries, and has brought cranberry to the forefront of genomic research in fruit crop species leading to the future deployment of molecular breeding strategies.

### **1:30 PM      Update on SPLAT deployment and cranberry fruitworm degree-days**

*Elissa Chasen, USDA ARS*

This presentation will summarize field work from 2016. This includes an update on the status of mechanizing machinery for mating disruption (SPLAT) deployment with unmanned aerial vehicles. I will also discuss the progress of degree-day benchmarks for cranberry fruitworm including degree-day estimates of flight initiation and peak flight.

# WISCONSIN CRANBERRY SCHOOL

THURSDAY – JANUARY 19, 2017 CONTINUED

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## **2:15 PM            Grower Panel on Hybrid Management**

*Jayne Sojka, Moderator*

New varieties and improvements in cranberry genetics continue to be a topic of great interest to growers. This panel will talk about the differences, and similarities in management practices when planting the new varieties. Topics such as irrigation, frost tolerance, nutrient and pest management as well as planting strategies will be part of the discussion.

## **3:00PM            Cranberry Screening Program**

*Jack Perry, UW Madison*

The mission of the 2016 program was to investigate fungicides, insecticides and herbicides for uses in Wisconsin cranberry production. Objectives were four fold:

- 1) investigate pesticides currently registered for uses in cranberries to refine their use patterns and to further identify their spectrums of pests controlled;
- 2) investigate pesticides not currently registered for uses in cranberries for their potential to address and supplement existing pest problems;
- 3) address growers concerns as they relate to the uses of pesticides in Wisconsin cranberry production;
- 4) provide grower education for the judicious uses of pesticides in cranberry production. Thirty-three field trials were conducted on thirteen Wisconsin marshes.