



Please plan to attend the Iowa Fruit and Vegetable Growers Association annual conference, January 25-26 in Ankeny, IA. The conference will be held at the FFA Enrichment Center on the DMACC Campus, 1055 SW Prairie Trail Parkway, Ankeny, IA 50023. A map has been included with detailed directions for your convenience.

New this year are major discounts for new members and multi-day registrations. Individuals or farms that have not attended the conference in the past 3 years will receive a 33% discount (\$50 a day per person vs \$75) We are also offering a discount to anyone that registers and attends both days of the conference. The association is also seeking interested individuals to be on the board. If anyone is interested, please contact Adam at info@ifvga.org.

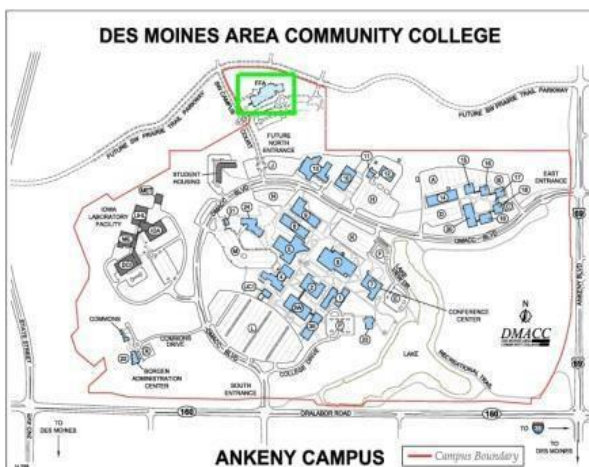
We are pleased to welcome Chris Blanchard as our keynote speaker on Thursday. Chris Blanchard provides consulting and education for farming, food, and business through Flying Rutabaga Works. As the owner and operator of Rock Spring Farm since 1999, Chris raised twenty acres of vegetables, herbs, and greenhouse crops, marketed through a 200-member year-round CSA, food stores, and farmers markets. Friday we welcome Kyle Vesperman with Vesperman Farms in Lancaster, Wisconsin. Kyle will be presenting an overview of his farm and will also present a breakout session on having successful events at the farm. We are pleased to welcome to our conference Dr. Mohammad Babadoost, Dr. Rick Weinzierl and Nathan Johanning, current and former University of Illinois and University of Illinois Extension professors. They will be presenting comprehensive sessions on disease and management in cucurbits. We will once again be featuring successful farming operations across Iowa in our popular farm features tract. We will also be featuring sessions on apple production, agritourism and digital marketing and social media.

Again this year, the Iowa Department of Agriculture and Land Stewardship – Pesticide Bureau has granted approval for recertification credits for fruit and vegetable commercial and private pesticide applicators at the Iowa Fruit and Vegetable Growers Association Conference. Cost to attend the CIC course is an additional \$35. For more information, contact Joe Hannan at jmhannan@iastate.edu.

There are 30+ exhibitors in the trade show with the latest seeds, supplies, high tunnel, irrigation, equipment, and grower information. There will be ample opportunities to visit with other growers, exhibitors and speakers during the conference. It will be an excellent educational opportunity!

To join us at this year's conference, simply fill out the attached form and mail it, visit our website at www.ifvga.org to download and fill out a pdf version of the conference registration and email it to info@ifvga.org, or you may register online at <https://ifvga2018conference.eventbrite.com>

If you are planning on attending both days and need overnight accommodations, reservations can be made at the Fairfield Inn and Suites, 215 NE Delaware Ave., Ankeny, by phoning 515-965-8400. Mention that you are with the "Iowa Fruit & Vegetable Growers Association Conference" to get the conference rate of \$104 per night. The hotel deadline for the conference rate is January 3, 2017.



From Interstate 35 (I-35)

Take I-35 either North or South to Ankeny.
Take the Oralabor Road exit (same as airport) & Go West. If you are coming from the north, this is a right turn If you are coming from the south, this is a left turn.
After driving about 2 miles, you will run into South Ankeny Blvd.
Turn right onto South Ankeny Blvd.
Turn left on DMACC Blvd.
Turn right on SW Campus Court

From Interstate 80 (I-80) in Des Moines

Take the 2nd Avenue exit north (Highway 415).
Drive to Oralabor Road in Ankeny.
Turn right on Oralabor Road.
Turn left at the first stoplight—DMACC Blvd.
Turn left on SW Campus Court



Iowa Fruit and Vegetable Growers Association Conference

January 25-26 2018 FFA Enrichment Center, DMACC Ankeny, IA

Must be received by January 17th, 2018 for pre-registration. Registrations received after January 17th will have an additional \$15 per day charge.
On-site registration will be available with the additional \$15 fee.

Registration Information: Please print clearly or type the following registration information for each participant.

Name(s) _____ Name(s) _____

Name(s) _____ Name(s) _____

Farm Name or Organization _____

Address _____ City _____ State _____ Zip _____

County _____ Phone _____ Email _____ Website _____

Description of Operation: _____ Vegetable _____ Fruit _____ Organic _____ Roadside Market

_____ Farmers Market _____ Wholesale _____ U Pick _____ Industry Supporter

Included in registration is your choice of annual subscription to either: _____ Vegetable Growers _____ Fruit Growers **(please check one)**

Iowa Fruit and Vegetable Conference

Registration Fee (includes trade show, lunch, and educational sessions. **Late Registration after January 17th is an additional \$15 more per person/per day**)

Thursday

Person(s) Attending _____ \$75 day _____ \$

Student/Faculty Attending _____ \$25 day _____ \$

New Members (have not attended in last 3 years) _____ \$50 day..... _____ \$

Friday

Person(s) Attending _____ \$75 day..... _____ \$

Student/Faculty Attending _____ at \$25 day..... _____ \$

New Members (have not attended in last 3 years) _____ \$50 day..... _____ \$

2 day Registration discount _____ \$60 (must attend Thursday and Friday _____ \$

Pesticide Recertification (Must also attend conference)

Person(s) Attending _____ \$35..... _____ \$

Total Due \$ _____

Please return your completed form with payment (a check made payable to the IFVGA or complete the credit card information below to: IFVGA – P.O Box 146 – Donnellson, IA 52625)

Cardholder Name _____

Signature _____

Mailing Address _____

City _____ State _____ Zip _____

Total Amount of Transaction: _____

Type of Card Mastercard Visa Discover Amex

Account # _____

Expiration Date _____ CVV (3 digit code) _____ Billing Zip _____

Thursday, January 25

- 7:30 am **Registration – Trade Show Opens**
9:00 am **Welcome to the Conference**
9:15 am **Keynote Speaker**
Chris Blanchard – Values and Scale in the Local Foods Marketplace
10:30 am **Coffee break in exhibit area**
11:00 am **Meet the Vendors**
11:30 am **Annual Board Meeting**
12:00 pm **Lunch and Trade Show**
1:00 pm **Concurrent Sessions**
 - Management of Apple Diseases
 - Sweet Corn Insect Management
 - Ornamental Corn Production and Selection
 - Farming with Full Time Off Farm Job2:00 pm **Concurrent Sessions**
 - Apple Insect Management
 - Management of Cucurbit Diseases
 - Tomatoes: Green Shoulders/Blossom End Rot
 - Successfully Hosting Events on Your Farm3:00 pm **Break in the Exhibit Area**
3:30 pm **Keynote**
Chris Blanchard – Managing/Motivating Employees
5:00 pm **Reception with Vendors**
5:30 pm **Silent Auction ends**
6:00 pm **End of Conference Day 1**

Friday, January 26

- 8:00 am **Registration - Trade Show Opens**
9:00 am **Keynote Speaker**
Kyle Vesperman – Vesperman Farm
10:00 am **Break in exhibit area**
10:30 am **Concurrent Sessions**
 - Growing Apples in China
 - Weed Management in Cucurbits
 - Impact of Shade and Cultivar Selection on High Tunnel Colored Pepper Production
 - Farm Features: Bode's Moonlight Gardens11:30 pm **Lunch and Trade Show**
12:30 pm **Roundtable Discussion**
 - Sweet Corn
 - Agritourism
 - Apples
 - Social Media2:00 pm **Concurrent Sessions**
 - Mesotunnels for Muskmelon and Winter Squash in Iowa
 - Managing Insect Pests in Cucurbits
 - Creating a Successful Digital Marketing Campaign
 - Farm Feature: Dog Patch Urban Gardens3:00 pm **Concurrent Sessions**
 - Equipment Calibration, Pesticide Drift, and Phytotoxicity
 - Farm to School Update
 - Creating a Successful Social Media Campaign
 - Farm Feature: Dea's Orchard4:00 pm **Adjournment of Conference**

For more details on each session, please visit our website at www.ifvga.org