

Table 9: Grower Outreach Efforts, 2011-2014

Conference/Meeting Name (speaker)	Sponsoring Organization	Location	Presentation Title	Number of participants	Date
New England Vegetable and Berry Conference (McDermott)	New England Vegetable and Berry Growers' Association	NH	"Brambles Nutrition"	120	12/14/11
New England Vegetable and Berry Conference (Heidenreich)	New England Vegetable and Berry Growers' Association	NH	"Planting, Early Care and Nutrition for Highbush Blueberries"	140	12/15/11
Long Island Ag Forum (Pritts)	Cornell Cooperative Extension Suffolk County	NY	"Pruning and nutrient management in berry crops"	20	1/13/12
North American Raspberry and Blackberry Growers Association Annual Meeting (Heidenreich)	North American Raspberry and Blackberry Growers Association/Ohio Produce Growers and Marketers Association	OH	"Raspberries and Blackberries: Getting Off to a Smart Start"	40	1/17/12
Seneca Produce Auction Meeting (Heidenreich)	Cornell Cooperative Extension – Seneca County	NY	"Getting Started with Strawberries"	85	2/2/12
Winter Grower Meeting (Heidenreich)	Cornell Vegetable Program, Lake Ontario Fruit Team	NY	"Soil and Foliar Testing for Berry Crops"	31	2/27/12
Hispanic Grower Meeting (Longstroth)	Michigan State University Extension	MI	"Fertilizing Blueberries" and "Blueberry Soils"	34	3/7/12
Southern Tier Small Fruit School (Pritts)	Cornell Cooperative Extension	NY	"Soil and Nutrient Management"	20	3/13/12
Long Island Small Fruit School (Pritts)	Cornell Cooperative Extension Suffolk County	NY	"Managing nutrition in berry crops"	30	3/22/12
Berry Soil and Nutrient Management Workshop (McDermott)	Capital District Vegetable and Small Fruit Program	NY	"Berry Soil and Nutrient Management"	13	3/29/12
Cranberry Grower IPM Training (Armstrong)	University of Maine Cooperative Extension	ME	"Introduction to Soil Management"	3	5/21/12
Cranberry Grower IPM Training (Armstrong)	University of Maine Cooperative Extension	ME	"Soil Testing Procedures"	4	6/20/12
LOFT Summer Fruit Tour (Miranda Sazo)	Lake Ontario Fruit Team	NY	"Berry Soil and Nutrient Management"	100	7/24/12
Cranberry Grower IPM Training (Armstrong)	University of Maine Cooperative Extension	ME	"Foliar Testing in Berry Crops"	3	8/10/12
Sustainable Farming Certificate Program (Heidenreich)	Groundswell Center for Local Food & Farming	NY	Small Fruit Production Basics- Soil and Nutrient Management	20	8/6/12
Small Fruit Open House (McDermott)	Cornell University Department of Horticulture	NY	"Berry Soil and Nutrient Management"	80	8/30/12
Chautauqua Small Fruit Tour (Heidenreich)	Cornell Cooperative Extension Chautauqua	NY	"Berry Soil and Nutrient Management"	22	10/11/12
Organic Lawn and Landscape Training (Schmidt)	Cornell University	NY	"Understanding Soil Test Results"	17	?
Empire State Producers EXPO (Pritts)	NYSVGA, NYSBGA, NYS Direct Marketers Assn.	NY	"Cornell Soil Health Test for Berry Crops: What We've Learned So Far"	90	1/22/13

Table 9: Grower Outreach Efforts, 2011-2014 (continued)

Conference/Meeting Name (speaker)	Sponsoring Organization	Location	Presentation Title	Number of participants	Date
Highbush Blueberry Production School (Pritts)	Cornell Cooperative Extension Delaware County	NY	“Highbush Blueberries – In-depth: Establishment, Production and Management”	53	4/11/13
Erie County Small Fruit Growers Meeting (Heidenreich)	Cornell Cooperative Extension Erie County	NY	“Cornell Soil Health Test for Berry Crops: What We’ve Learned So Far”	7	5/3/13
Triennial NYSAES Fruit Field Day (Pritts and Heidenreich)	Tree Fruit and Small Fruit PWT/	NY	“Just below the surface - understanding soil and roots is key to improving productivity”	100	8/1/13
Berry Production from Production to Marketing (McDermott)	NE Beginning Farmers	On-line course	Site Selection for Berry Crops	30	11/21/13
New England Fruit and Vegetable Conference (McDermott)	UMass, UNH, UVM, URI, UMaine, UConn, Cornell	NH	Strawberry Crop Nutrition	45	12/19/13
Soil health equals soil profitability (Miller)	CCE Oneida Co., NRCS	NY	Soil health assessment, what causes soil health decline, how to improve soil health on your farm	29	1/12/14
Empire State Producers EXPO (Project grower participants Stern, Reeves, Blair)	NYSVGA, NYSBGA, NYS Direct Marketers Assn.	NY	Berry soil and nutrient management project grower panel discussion	89	1/22/14
Joint meeting of the Mid Atlantic Fruit and Vegetable Convention and the North American Raspberry and Blackberry Growers Association (Pritts and Heidenreich)	State Horticultural Association of Pennsylvania, the Pennsylvania Vegetable Growers Association, the Maryland State Horticultural Society and the New Jersey State Horticultural Society, North American Raspberry and Blackberry Growers Association, Penn State University, University of Maryland, Rutgers University and Virginia Tech University Cooperative Extensions	PA	“Getting started with raspberries and blackberries – soil and nutrient management”	25	1/26/14
Total Growers				1250	