




Schedule at a Glance

























WEDNESDAY, FEBRUARY 16, 2022				
	Time	Seminar	Speaker	Location
	8:00am - 4:00pm	Produce Safety Alliance Training (Separate registration, in addition to Pick TN Conference registration, required at https://tiny.utk.edu/psa2022 with a fee of \$75). Lunch provided.		Franklin
Thursday, February 17, 2022				
	9:00am-10:00am	Blueberry Production	Dave Lockwood	Saddlebred/Highland
	9:00am-9:30am	Transplant Production for Market Gardens	Samantha Flowers	Salons 3-4
	9:30am-10:00am	Some Things to Consider if You're Just Beginning High Tunnel Production	Paul Wiediger	Salons 3-4
	9:00am-10:00am	Business Essentials: Simple Yet Effective Marketing and Branding Strategies for Your Farm or Market	Amir Maan	Salons 1-2
	9:00am-10:00am	Planning (Before Planting) Habitat for Pollinators	Jennifer Tsuruda	Morgan
	9:00am-10:00am	Business Essentials: Grant and Loan Opportunities	Hal Pepper and Rhonda Bellar	Williamson
Break 10:00am-10:15am				
Thursday, February 17, 2022				
	10:15am-10:45am	Blueberry Diseases	Zach Hansen	Saddlebred/Highland
	10:45am-11:15am	Blueberry Insect Control	Frank Hale	Saddlebred/Highland
	10:15am-11:15am	Fall and Winter High Tunnel Production	Paul Wiediger	Salons 3-4
	10:15am-11:15am	Business Essentials: Taking Social Media to the Next Level	Amir Maan	Salons 1-2
	10:15am-11:15am	How Utility Right-of-Way Vegetation Management Practices Contribute to Habitat and Pollinator Conservation	Ashley Bennett	Morgan
	10:15am-11:15am	Business Essentials: Grant Management	Hal Pepper and Morgan Flowers	Williamson
Lunch on your own 11:30am - 12:45pm				
Thursday, February 17, 2022 - Lunch and Learn Sessions				
	12:00pm-1:00pm	Lunch and Learn Sponsored by the Tennessee Department of Agriculture: Funding Opportunities		Salons 1-2
	12:00pm-1:00pm	Lunch Meet and Greet Hosted by the Tennessee Agritourism Association. (All interested in agritourism are welcome to this networking opportunity.)	Tennessee Agritourism Association	Williamson

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Thursday, February 17, 2022				
	Time	Seminar	Speaker	Location
Thursday, February 17, 2022 - Lunch and Learn Sessions				
	12:00pm-1:00pm	Lunch and Learn: How Extension Agents and Specialists Can Help	Troy Dugger and Panel of UT and TSU Extension Staff	Saddlebred/ Highland
	12:00pm-1:00pm	Lunch and Learn: Food Manufacturing Regulations	Mike Brown and Panel of Tennessee Department of Agriculture Staff	Franklin
Thursday, February 17, 2022				
	1:00pm-1:30pm	Blackberry Production	Dave Lockwood	Saddlebred/ Highland
	1:30pm-2:00pm	Blackberry Support Systems	John Strang	Saddlebred/ Highland
	1:00pm-1:30pm	Finding the Right Niche for Cover Crops in Vegetables and Strawberries	David Butler	Salons 3-4
	1:30pm-2:00pm	Soil Amendments: Manures, Minerals and More	Forbes Walker	Salons 3-4
	1:00pm – 2:00pm	Business Essentials: Retail Experiences	John Dyke	Salons 1-2
	1:00pm – 2:00pm	Spare the Plow, Save the Bees	Leslie Honicker	Morgan
	1:00pm – 2:00pm	Tennessee Association of Farmers Markets (TAFM) Annual Meeting		Franklin
	1:00pm – 2:00pm	Agritourism After Dark: Evening Activities	Amir Maan	Williamson
	1:30pm-until	Plant Producers Tour of Holtkamp Greenhouses	Holtkamp Greenhouses	Holtkamp Greenhouses
Break 2:00pm-2:15pm				
Thursday, February 17, 2022				
	2:15pm-2:45pm	Blackberry Disease	Zach Hansen	Saddlebred/ Highland
	2:45pm-3:15pm	Blackberry Insect Control	Frank Hale	Saddlebred/ Highland
	2:15pm-2:45pm	Getting the Most Out of Your Crops: Postharvest Tips and Tricks for Harvesting, Cooling and Storing Produce	Annette Wszelaki	Salons 3-4
	2:45pm-3:15pm	Setting Up On-Farm Produce Packing to Enhance Produce Safety	Adam Watson	Salons 3-4
	2:15pm – 3:15pm	Business Essentials: Leveraging the Tools and Resources of Facebook Ads Manager	Amir Maan	Salons 1-2
	2:15pm – 3:15pm	Natural Resource Conservation Services (NRCS) Opportunities for Pollinators	Cameron "Cam" Delligatti	Morgan
	2:15pm – 3:15pm	Silver Linings: Challenges and Victories	Jody Lentz	Franklin
Break 3:15pm-3:30pm				
	3:30pm-5:00pm	Welcoming General Session: Managing through Black Swan Cycles	David Kohl	Salons 1-4
	5:00pm-7:00pm	Trade Show Open/Networking Reception with a Taste of TN Wines		Salons 6-10

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







FRIDAY, FEBRUARY 18, 2022				
	Time	Seminar	Speaker	Location
Friday, February 18, 2022				
	7:00am - 5:00pm	Trade Show Open		Salons 6-10
	7:00am - 8:00am	Continental Breakfast	Commissioner Hatcher	Salons 6-10
Friday, February 18, 2022				
	8:00am - 8:15am	Welcome and Introductions by Pick TN Conference Board	Adam Acampora, Board President/ Amy Tavalin, Executive Director	Salons 1-4
	8:15am-8:30am	News from the Tennessee Department of Agriculture	Commissioner Charlie Hatcher	Salons 1-4
	8:30am-9:00am	Real. Life. Solutions. for Tennessee Agriculture	University of Tennessee Institute of Agriculture Leaders	Salons 1-4
	9:15am-9:45am	Nutrient Management in Fruit and Vegetable Crops	Dave Lockwood	Williamson
	9:45am-10:15am	Vegetable Insecticide Update	Frank Hale	Williamson
	9:15am-10:15am	Pumpkin Harvest at Dull's Tree Farm	Lucas and Dana Dull	Salons 1-4
	9:15am-10:15am	Understanding How Components of Successful Pollination Link Together to Benefit Pollinators, Crops, and Farms	John Skinner	Clydesdale
	9:15am-10:15am	Insurance for Markets and Vendors	Chris Van Leeuwen	Franklin
	9:15am-10:15am	Best and Beautiful Plants	Jason Reeves	Appaloosa
	9:15am-10:15am	Fruit Rots: Diagnostics and Management	Zachary Hansen	Mustang/Quarter Horse/Palomino
	9:15am-10:15am	Pest Management for Organic Vegetable Production	David Cook	Highland
	9:15am-10:15am	Organic Production: Less Mowing, More Growing	Jeremy Leckich	Morgan
	9:15am-10:15am	TN Farm Wine Growers Alliance: Who is the Tennessee Wine Drinker and How Do We Connect with Them?	Emily Rose Burke	Saddlebred
Break 10:15am-10:30am				
Friday, February 18, 2022				
	10:30am-11:00am	Watermelon Production and Personal Sized Watermelon Cultivar Trial Results	John Strang	Williamson
	11:00am-11:30am	Grafted Watermelon Plants: Why, Where, and How We Use Them	Matt Kleinhenz	Williamson
	10:30am-11:30am	5 Keys to Success for an Agritourism Farm	Tom & Kerry Dull and Family	Salons 1-4
	10:30am-11:30am	Approaches to Providing Pollinator Habitat	Celeste Scott	Clydesdale
	10:30am-11:30am	Market Vendor Business Best	Mini Panyavong & Jesse Fleisher	Franklin
	10:30am-11:30am	Gardening Trends for 2022	James Newburn	Appaloosa
	10:30am-11:30am	Putting the Freeze on Frost	David Lockwood	Mustang/Quarter Horse/Palomino
	10:30am-11:30am	Herbs Worth Knowing and Growing	Cindy Shapton	Highland/ Saddlebred
	10:30am-11:30am	High Mowing Seed Company: From Seed to Harvest: Optimizing Your Seed Investment	Sara Riegler	Morgan
Lunch Served in Trade Show 11:30am-1:00pm				

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FRIDAY, FEBRUARY 18, 2022

	Time	Seminar	Speaker	Location
FRIDAY, FEBRUARY 18, 2022 - Lunch and Learn Sessions				
	12:00pm-1:00pm	Lunch and Learn Sponsored by Tennessee Department of Agriculture: Funding Opportunities (Repeated from Thursday)		Williamson
	12:00pm-1:00pm	Lunch and Learn Sponsored by UT Extension: What can the UT Soil, Plant and Pest Center do for you?	Dr. Robert Florence	Mustang/Quarter Horse/Palomino
	12:00pm-1:00pm	Lunch and Learn Sponsored by Tennessee State University: Resources for Farmers		Highland/Saddlebred
	12:00pm-1:00pm	Lunch and Networking (no session)		Salon 5
FRIDAY, FEBRUARY 18, 2022				
	1:00pm – 2:00pm	General Session: Farm Bureau Legislative, Regulatory and Judicial Update	Kevin Hensley	Salons 1-4
Break 2:00pm-2:15pm				
	2:15pm-2:45pm	Pumpkin Production and Diversifying Your Variety Selection	Ben Gilbert	Williamson
	2:45pm-3:15pm	Optimizing Your High Tunnel Investments and Outcomes	Matt Kleinhenz	Williamson
	2:15pm-3:15pm	Working With Family On The Farm	The Dull Family	Salons 1-4
	2:15pm-3:15pm	Pollinators in Peril and Using TAEP's Application B to Improve Your Operation	Mike Studer	Clydesdale
	2:15pm-3:15pm	Trials and Tribulations of Rural Farmers Markets	Michelle Harbin and Karen Adkins	Franklin
	2:15pm-3:15pm	Top Performing Edible Plants for the "Grow Your Own" Consumer	Holly Jones	Appaloosa
	2:15pm-3:15pm	Vineyard Spray Application and Safety – Resources for Vineyard Managers and Workers	Tom Smith	Mustang/Quarter Horse/Palomino
	2:15pm-3:15pm	Starting a Successful Organic Farm from Scratch: What I Know Now That I Wish I Knew Then	Jesse Fleischer	Morgan
	2:15pm-3:15pm	Growing Vegetables in the Kitchen Garden	Cindy Shapton	Highland/Saddlebred
Break 3:15pm-3:30pm				
	3:30pm-4:00pm	Diagnosing Vegetable Crop Issues	Annette Wszelaki and Zach Hansen	Williamson
	4:00pm-4:30pm	Vegetable Disease Management Updates	Zach Hansen	Williamson
	3:30pm-4:30pm	Tennessee Agritourism Association Annual Meeting	Andrew Dixon	Salon 4
	3:30pm-4:30pm	Business Essentials: Farm Transition - Planning Today for Tomorrow's Farms	Kevin Ferguson	Salons 1-3
	3:30-pm-4:30pm	Pollination Services and Hosting Contracts	Colby Ruf	Clydesdale
	3:30-pm-4:30pm	SNAP Incentive Programs	Farmers Market Coalition	Franklin
	3:30-pm-4:30pm	Diagnostics at the University of Tennessee Knoxville Plant Pest Laboratory	Eleanor Lopez	Appaloosa
	3:30-pm-4:30pm	Selecting the Right Rootsock and Clone for Tennessee	Double A Vineyards and Nursery	Mustang/Quarter Horse/Palomino
	3:30-pm-4:30pm	Four Easy Ways to Grow Mushrooms at Home or Farm	Trad Cotter	Highland/Saddlebred
Mixer 5:00pm-6:00pm				
	5:00pm-6:00pm	Farm to Pint Mixer		Salon 5

Schedule at a Glance

SATURDAY, FEBRUARY 19, 2022				
	Time	Seminar	Speaker	Location
SATURDAY, FEBRUARY 19, 2022				
	8:00am-1:00pm	Pick Tennessee Products Marketplace		North Hallway and Front Foyer
SATURDAY, FEBRUARY 19, 2022				
	8:00am-9:00am	Fruit Crops Nutrition	Dave Lockwood	Highland/Morgan
	8:00am-9:00am	The Profitability of Growing Christmas Trees	Andrew Bosserman	Salon 9
	8:00am-9:00am	Coffee with the Tennessee Farm Winegrowers Alliance Executive Director	Adam Acampora	Salon 7
	8:00am-9:00am	Building a Monarch Waystation - Plant Choices and Marketing Strategy	Alice Clark	Palomino
	8:00am-9:00am	Tennessee Beekeepers Association: Supporting Beekeepers Statewide	David Hale/Eric Watson	Salon 8
	8:00am-9:00am	Bio Stimulus Production	Dilip Nandwani	Salon 10
	8:00am-9:00am	Business Essentials: Grants and Loan Opportunities	Hal Pepper	Franklin
Break 9:00am-9:15am				
	9:15am-9:45am	Growing Tall Spindle Apple Trees	John Strang	Highland/Morgan
	9:45am-10:15am	Insect Control in Apple and Peach Orchards	Frank Hale	Highland/Morgan
	9:15am-10:15am	Selling Other Things at Christmas - More Than Just a Gift Shop	Dana Dull	Salon 9
	9:15am-10:15am	Cider Production	Michael Jones	Salon 7
	9:15am-10:15am	Is Biological Control Right For You?	Suzanne Wainwright-Evans	Palomino
	9:15am-10:15am	Essentials of Beekeeping Equipment	Dave Miller	Salon 8
	9:15am-10:15am	How to: Farm to Table Events	Melonie Lusk	Franklin
	9:15am-10:15am	Business Essentials: Cut Flower Production 101	Celeste Scott	Salon 10
Break 10:15am-10:30am				
	10:30am-11:00am	Focus on Apple Disease Control	Zach Hansen	Highland/Morgan
	11:00am-11:30am	Minimizing Wildlife Damage in Fruit Crops	Dave Lockwood	Highland/Morgan
	10:30am-11:30am	Year-Round Events at Dull's Tree Farm	Erin Dull Lewis	Salon 9
	10:30am-11:30am	Flash Détente for Red Wine Color and Structure	Emmanuel Jougounoux	Salon 7
	10:30am-11:30am	Best of What's Old and New in Annuals and Perennials	Sabrina Childs	Palomino
	10:30am-11:30am	Obtaining and Installing Your Bees	Dave Miller	Salon 8
	10:30am-11:30am	Farm and Market Photography	Jen Liepis	Franklin
	10:30am-11:30am	Business Essentials: Cut Flower Production and Marketing Roundtable	Rachel Painter and Producers: Kara Jamison, Austin Graf, Stephanie Sarsfield	Salon 10
Lunch on Your Own 11:30am-1:00pm				
	11:30am-12:00pm	TCTGA Annual Meeting/Lunch Included	Dan Raulston	Salon 9
	12:00pm-1:00pm	The #1 Way Christmas Tree Growers Save Taxes	Andrew Bosserman	Salon 9

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SATURDAY, FEBRUARY 19, 2022				
	Time	Seminar	Speaker	Location
SATURDAY, FEBRUARY 19, 2022				
	1:00pm-2:00pm	Managing the Orchard, Vineyard and Small Fruit Crop Floor	Dave Lockwood	Highland/Morgan
	1:00pm-2:00pm	Taste Globally, Act Locally	Phillip Patti	Salon 7
	1:00pm-2:00pm	Understanding How Beneficials and Pesticides Interact	Suzanne Wainwright-Evans	Palomino
	1:00pm-2:00pm	Hive Inspection: What to Look For	Jay Heselschwerdt	Salon 8
SATURDAY, FEBRUARY 19, 2022				
Break 2:00pm-2:15pm				
	2:15pm-3:15pm	Mastering Sweet Wine Production	Michael Jones	Salon 7
	2:15pm-3:15pm	Common "Newbee" Mistakes in Beekeeping and How to Avoid Them	Jay Heselschwerdt	Salon 8
	2:15pm-3:15pm	Reaching the Next Generation of Plant People	Natalie Bumgarner/Alicia Rhin	Palomino