

This workshop will provide participants with information about starting a small scale commercial berry operation on their property and some specific requirements and management practices needed for some of the more commonly grown small fruits.



In the event of inclement weather, please call the La Crosse County UW-Extension cancellation line at 608.785.6418 to verify if the event is cancelled, rescheduled or on as planned.



This program is a cooperative workshop sponsored by the UW Extension Offices in Buffalo, Jackson, La Crosse, Monroe and Vernon Counties



Your county extension office

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Cooperative Extension



Your county extension office

An Introduction to Commercial Berry Production



Friday, March 11, 2011
The Log Cabin
N4697 State Hwy 162
Bangor, WI 54614

8:30 am Registration
9:00—4:30 Program

Pre-register by March 4
(Registration Form Inside)

CARING FOR THE
FACES & SPACES
OF WISCONSIN

Workshop Agenda

- 8:30am. . . . **Registration**
- 9:00 **Welcome and Introduction of Speakers**
- 9:10 **So You Want to be a Berry Farmer?**
Considerations before you get started: Resources (land, water, start-up and production costs), market, time, labor, regulations. Site Prep, Irrigation and Drainage
Steve Huntzicker, UW Extension Agent- La Crosse Co.
- 9:30 **Marketing: Who, What and How**
Diana Alfuth, UW Extension
Horticulture Agent- Pierce County
- 10:00 **Niche Market Crops: Currants and Aronia**, Dr. Rebecca Harbut,
UW Extension Fruit Specialist
- 10:30 **Break**
- 10:45 **Raspberry Production**, Dr. Rebecca Harbut
- 12:00 **Lunch**
- 12:45 **Grape Production**
Tim Rehbein, UW Extension Ag Agent- Vernon Co.
- 2:00 **Blueberry Production**, Dr. Rebecca Harbut
- 3:15 **Break**
- 3:30 **Grower Panel Discussion**
Greg Teff- Stoddard WI- Wine Grapes
Kyle Zenz- Old Oak Family Farm CSA- Bangor WI- Raspberries
Ann Thewis- Arcadia- Black Currants
TBD- Blueberries
- 4:30 **Adjourn**



****All Participants will receive a copy of the 2011 Midwest Small Fruit and Grape Spray Guide****

An Introduction to Commercial Berry Production Registration

Name: _____

Address: _____

Email: _____

Phone: _____ Number of People Attending: _____

Price: \$30.00 per person Payable to UW Extension

Please mail registration and payment to: La Crosse County UW-Extension Office

400th 4th Street North, Rm 3140

La Crosse, WI 54601-3200

Registration and payment due **March 4th** Questions call 608-785-9593

