



Questions for the Small Fruit Production Seminar Panel

Thank you for agreeing to participate in the producer panel for the Small Fruit Production Seminar. I will be facilitating the panel on Friday and wanted to give you some possible questions that will be asked. We want to keep this section moving along, so I will try and monitor the audience for you.

Do not feel that you have to give detailed answers to any of the questions. If there is a need for more detail, it is my job to frame another question to get that detail. It is also my job to monitor the questions from the participants. Your job is to relax and enjoy the experience. If there is something you would rather not talk about, let me know and I will not address the issue.

If there is anything else you would like to mention to the group, just let me know and I will frame a question for you.

1. Briefly (2 – 3 minutes) describe your farming operation to the group. Please limit the description to the fruit production part of your farm. Feel free to include your farming philosophy/mantra/etc.
2. Explain your thought process in making the decision to grow _____ fruit.
3. Describe the methods used in establishing the crop; i.e. field preparation, liming, fertilizing, plating, weed control, irrigation, etc.
4. Describe the annual care and harvest methods or plans for the crop.
5. Explain your marketing plan for the crop (current and future plans)
6. Is there an expansion plan for the future?
7. Other questions from the audience or from facilitator

Carl Duley
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