



Register Now for the Strawberry Expo!

See pages 9-11 for Expo registration details and a registration form. **Be sure to make hotel reservations at the Sheraton Imperial (919-941-5050) by October 17.** Please also tell others about the Expo! Contact the NCSA office for brochures.

Can Social Media Benefit Your Farm?

By Tom Baker

This year's Strawberry Expo offers an intensive workshop on "Promoting Your Farm with Social Media and the Web". Here is one experience that says "yes!" to the question above.

My wife, Anne, started our farm, (Brookdale Farm in Virginia Beach & Chesapeake, VA) with Facebook in 2010. I thought Facebook (and Twitter, etc.) were signs of "people with too much time on their hands who need to get a life." At the end of 2010, Brookdale Farm had about 40 Facebook "friends."

During the February 2011 NAFDMA convention, we heard a lot of buzz about Facebook and other social media. Anne got more enthused, and I started to think,

continued on page 5

New Expo Workshop! Learn to Perform Respirator Fit Testing

We are pleased to add an additional workshop to the offerings at this year's Strawberry Expo. This workshop will train participants to perform respirator fit testing, select respirators, and assist others in completing an online medical clearance process. Respirator fit testing is required annually by the new fumigant regulations. Once qualified, you can perform these services for your own farm, your friends and neighbors who fumigate, or your customers/clients. You can save annual costs for your farm and if you wish, may charge for these services. A family or staff member with EMT or nursing training might be especially suited to take the training, but *anyone* can sign up – whether grower, extension agent, farm supply dealer, daughter-in-law, or other, and from any state.

This workshop will be led by George Elderbaum of the EI Group, which has partnered with the NC Agromedicine Institute to support North Carolina's farmers as they seek to comply with these new regulations. The NC Tobacco Trust Fund provided grant money to the NC Agromedicine Institute for this endeavor and EI has been involved in multiple on-site testing days – including last year's Expo – to provide growers with the safety products and fit testing they require.

The EI Group was founded in 1988 as an environmental, health and safety consulting firm dedicated to providing quality, cost-effective consulting, training and engineering services to the public and private sectors nationwide. EI is headquartered in Morrisville, NC, with branch offices in several states. (See www.eil.com)

The workshop will be held from 1:00-5:00 pm on Tuesday, Nov. 8 at the Sheraton Imperial, after the Expo itself ends. The workshop is limited to six participants and the cost per person is \$150. The cost of the equipment that qualified providers will then need to acquire is approximately \$150-200.

To sign up for this workshop (it is not on the registration form) or if questions, contact the NC Strawberry Association at 919-542-4037 or info@ncstrawberry.com.

2011 Expo Exhibitors and Sponsors

The following have committed to sponsoring or exhibiting at the Strawberry Expo as of September 27. We look forward to hearing from others over the next few weeks.

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Seeking Nominations

The NC Strawberry Association seeks two kinds of nominations from its members this year:

Board of Directors

Three seats will be open. Please nominate someone you think would be good – also feel free to nominate yourself if you are interested in serving.

Being a board member is an excellent way to learn about the strawberry industry, to give back to the Association, and to have influence on the Association's activities. The Board is responsible for managing the directions of NCSA, deciding research grants, and setting the budget. It usually

meets twice a year, (December and February), and board members are compensated for travel to these meetings. Members also serve on committees (e.g., Research, Expo, Marketing) and give input throughout the year via email or phone. Board members serve three-year terms and may serve two terms in succession (all of this year's expiring board members are eligible for re-nomination). Any member may serve on the board: not just those from NC and not just growers (though the bylaws specify that only growers can become officers). As members' leaders and representatives, board members, play an important role.

Elections for board members will take place at the NCSA Annual Meeting at the

Southeast Strawberry Expo.

To make a nomination: The board members whose terms are expiring this year are Bernie Kenan, Sue Leggett, and David Dycus. They also serve as the nominating committee; contact the NCSA office or any of them with your nominations. (Addresses and phone numbers are on the back page of this newsletter.)

Awards Nominations

Each year, the Strawberry Association gives out one or more awards at the annual meeting. The awards can go to a "Grower of the Year", to someone in extension or research to a supplier, or any person whose leadership has been important to the strawberry industry. The Board of Directors requests your nominations. To make a nomination: Contact the NCSA office or any member of the board with your suggestion. To see a list of past award recipients, visit www.ncstrawberry.com/docs/AnnualAwards.htm. ❖

NOTICE: Referendum on the North Carolina Strawberry Assessment

The North Carolina Strawberry Assessment comes up for referendum this year. The NCSA Board of Directors has put forth a referendum that keeps the assessment rate the same as approved in 2008, at \$3/1000 plants. The Board of Directors strongly urges all NC grower members to vote in favor of the Assessment.

Who can vote: Any adult person currently raising strawberries for commercial production in North Carolina, including plant growers and fruit producers, tenant farmers, farm partners, or farm managers. Husbands and wives may both vote.

When will the vote be held: The vote will be held at the Southeast Strawberry Expo during the NC Strawberry Association annual meeting on November 7. Growers not coming to the Expo may vote by absentee ballot.

How can I vote by absentee ballot: Use the ballot below, a photocopy, or a copy of this ballot from another source. Mark your ballot and mail it to 1138 Rock Rest Rd, Pittsboro, NC 27312 or fax it to 866-511-6660. **Your ballot must be received by November 5 to be counted.** *In order to assure that only strawberry growers participate in this referendum your name and return address MUST be on the outside of the envelope or accompany your fax. All ballots will be separated from this identifying information before they are counted. Ballots will be counted by NCDA&CS staff.*

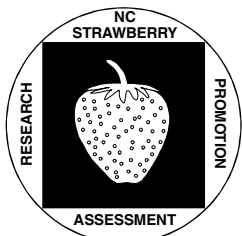
For more information: Contact the NCSA office.

Plant Sales Bulletin Board Is Open

If you have some plants to sell or need a few more plants, the Plant Sales Bulletin Board on the NC Strawberry Association website can help. Visit www.ncstrawberry.org/B_S-plants.cfm. (there is also a link on the home page of www.ncstrawberry.com).

NCSA members can post listings themselves (you will need the Members-Only username and password) or have a notice posted for you – send the info to info@ncstrawberry.com or call 919-542-4037. Use of this service is open to all growers and nurseries.

This is an absentee ballot for growers NOT coming to the Expo. Growers coming to the Strawberry Expo should plan to vote there.



You must be a current producer to vote in this referendum.

OFFICIAL BALLOT: 2011 North Carolina Strawberry Assessment Referendum

To authorize the continuation of the collection of \$3.00 per 1000 strawberry plants bought or grown for use in commercial strawberry production, to be used for research and marketing efforts on behalf of strawberry producers in North Carolina by the North Carolina Strawberry Association.

FOR AGAINST

Current acreage in strawberries: _____

Send to NCSA 1138 Rock Rest Rd. Pittsboro, NC 27312. Ballots must arrive by Nov. 4 to be counted.

October– November Growers Checklist



- ❑ Plant within recommended planting window for your area – Camarosa needs earlier planting than Chandler, especially in colder fall/winter seasons like the last two.
- ❑ In coastal areas of SC, GA, be cautious about overreacting to an exceptionally cold December in 2010 by planting too early in 2011. If a warmer than normal season this fall and winter, growers who plant too early could easily end up with an excessive number of branch crowns and too many berries per plant.
- ❑ A minimum three-week plant-back period is required for most fumigants, Be sure to consult the fumigant label and to clarify with your supplier any questions you have about required plant-back period. *It is very risky to attempt transplanting before the minimum plant-back requirement for the fumigant you are using has been met.*
- ❑ Overhead irrigation is nice for plug

establishment, but not essential if irrigation resources are limited – you can establish plugs with drip irrigation. Be sure to hook up the system before planting.

- ❑ Irrigate fresh dug plants from 9 am to 5 pm for 7-12 days. If you have enough water, irrigate plugs 5 hours the first day, 3 hours the second and 2 hours the third day. (More may be needed if it is hot and sunny.) Don't start irrigation in the morning until you see fresh dugs beginning to wilt down slightly.
- ❑ Check for dead plants and reset ASAP. Send suspicious-looking plants to the Disease & Insect Clinic for positive ID; notify plant seller of any problems.
- ❑ Watch plants for pest problems, including deer. Cutworms may be a problem in fresh dug plantings and in plug trays.
- ❑ Hand weed emerging winter weeds established in the row near the strawberry plants.
- ❑ Fall irrigate if needed to keep soil from drying out.
- ❑ Examine plants monthly for crown development. There should be 1 crown in Oct, 2 in November and 2-3 by December, in a normal year.

- ❑ Place order for row covers NOW; these will help to greatly conserve irrigation water for frost protection next spring.
- ❑ Consider removing dead leaves from plants in Nov–Dec to minimize grey mold. Don't hand prune if anthracnose is known to be present.
- ❑ Plan to attend the SE Strawberry Expo

Fall Strawberries?

We are still trying to identify member farms that offer fall or winter strawberries. The Strawberry Association will list these farms on our website and promote off-season berries through our Facebook page.

Contact the NCSA office at 919-542-4037 or info@ncstrawberry.com to be listed. Let us know approximately when your crop will be available and how you sell it: PYO, retail at the farm, at farmers markets, and/or wholesale to supermarkets.

We will focus on NC growers, but can also include farms in adjoining states, especially if near enough to attract NC consumers.



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Social Media

Continued from page 1

“Maybe there’s something to this.”

With the help of a fellow NAFDMA member, Anne took down Brookdale Farm’s personal page and replaced it with a Facebook local business page. About the time strawberries started blooming she started working it, using some of what she learned at NAFDMA. By the end of strawberry season, Brookdale Farm’s Facebook page was “liked” by nearly 900 followers. “Post Views” during the months of April, May, and June (May is our peak strawberry month) numbered nearly 207,000. I was converted.

During 2011, Brookdale Farm discon-

tinued all newspaper display advertising, (which had been costing thousands of dollars per year) and maintained only a small ad in the “Good Things to Eat” section of the classified ads during strawberry season (approximately \$300). We are convinced that Facebook brought far more attention to the farm than newspaper display ads ever did. A bonus is that the prime users of Facebook are moms with young children – the ideal target audience for PYO and agri-tainment farms. The money savings has me thoroughly impressed!

Anne plans to attend the Expo’s Social Media workshop and will be looking for bigger, better ways to use Facebook and maybe other social media, as well. She’s also planning to attend the “Reaching

Customers with QR Codes” session on the second day. I’m not even sure what QR codes are; you can bet I will be asking Anne what she learned. ❖

What’s This?

It’s a QR code – and it’s a new way to connect with today’s smartphone-using customers. The



phone scans the code, which delivers your message, web address, or other info directly to the phone. Learn how to use them at the Strawberry Expo. It’s easier than you think!

On the Organic Front

Interested in organic production? Consumer demand for organic strawberries is high, particularly since strawberries are often considered by consumers to be one of the most pesticide-laden produce items, near the top of the “Dirty Dozen.” NCSA gets many queries each spring from consumers seeking organic berries – and often willing to travel far and pay more for them. And many growers would like to explore production systems that avoid reliance on expensive and heavily regulated fumigants.

This year’s Strawberry Expo features a track on organic berry production on Tuesday, in cooperation with an agent training sponsored by the Southern Region Small Fruit Consortium (SRSFC). In the morning, Tony Kleese, a consultant and past director of the Carolina Farm Stewardship Association, will give an overview of what’s involved in organic production and organic certification. Grower John Vollmer, who has been raising 6-8 acres of organic strawberries for several years will then share his knowledge and experience.

In the afternoon, the SRSFC agent training moves on to discuss organic production of grapes, blueberries, and blackberries. A few spaces in that training are open to agents as well; sign up soon if you are interested in attending. The fee includes lunch and a resource notebook.

Organic Plant Sources: Organic certification rules require the use of organic plants and also detail when alternate, non-organic plant sources may be used. A long article in the *New York Times* on September 23rd discusses that very issue, focusing on strawberries. A small group of California organic strawberry producers and an advocacy group have sent a letter to USDA claiming “Seeds and plant stock widely used in organic agriculture are grown with prohibited materials ... that violate existing regulations and that jeopardize the credibility of the organic label.” California is the largest producer of organic strawberries, and conventional plant sources are commonly used by the producers. You can see the full article at www.nytimes.com/2011/09/23/us/farmers-look-to-raise-standards-for-berries.html. ❖

Fresh from the School Strawberry Garden

This new column will feature what’s going on at various schools that have planted strawberry gardens.

Jo Jo Nichols, a first grade teacher at Buckland Elementary School in Gates County, will have her third strawberry garden this year. Her class is just about to pull up the sweet potatoes that last year’s class planted in the last week of school – “They’re ready!” she says – and next week they’ll set strawberry plugs in the same raised bed. Extension agent Paul Smith helps her get the plugs. The kids in her class will do all the planting and care for the plants. “I’ve got a soaker hose, and the black plastic,” says Jo Jo, “but we like to cover the bed with pine straw too – it looks nice.” Other classes will observe the berries as part of activities in the school’s outdoor classroom. The school’s principal is very supportive of the project. Says Jo Jo, “He will even water our plants on the weekends.” Next spring, she will take the class to visit Briley’s Strawberries in Greenville for a field trip. ❖



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Feral in the Fields: Food Safety Risks from Wildlife

Managing low probability, high consequence hazards

Edited from an article by Michele Jay-Russell in Food Safety News, Sep 19, 2011

Last month's announcement by the Oregon Health Authority confirmed that deer droppings were the source of *E. coli* O157:H7 contamination in strawberry fields linked to 15 human illnesses, including one death. These findings are not unprecedented because undercooked venison is a recognized vehicle of transmission for *E. coli* O157:H7. Indeed, the first outbreak of deer meat-associated *E. coli* O157:H7 was described in 1995 among Oregon residents.

Prior to the strawberry outbreak, free-roaming wild animals were investigated as a potential source of fresh produce contamination during several notable outbreaks. In 1996, deer intrusion into apple orchards in California with subsequent fecal contamination of dropped apples was identified as a possible contributing factor in a multi-state *E. coli* O157:H7 outbreak

associated with unpasteurized apple juice.

In 2006, a nationwide outbreak of *E. coli* O157:H7 was traced to baby spinach grown on a single ranch in California, where a large population of feral pigs shared pasture with a grass-fed beef cattle herd. Two years later in Alaska, public health officials investigating a campylobacteriosis outbreak linked to raw peas found the outbreak strain in fecal material from a large population of sandhill cranes feeding in the pea fields.

These outbreaks illustrate the potential for wildlife to carry foodborne pathogens and cause illness through ingestion of contaminated fresh produce. However, how significant is this food safety risk?

Small Levels of Contamination May Represent Serious Risks

Domestic ruminants are considered the primary reservoirs of *E. coli* O157:H7, but the pathogen has been isolated from wild and feral animals. In general, researchers in different parts of the country have found low background levels of *E. coli* O157:H7 in deer and other wildlife species, although there are still many regional data gaps. In comparison, *Salmonella* and *Campylobacter* are more common, especially among wild bird populations in-

cluding species that live commensally with humans (e.g., gulls, pigeons).

Due to the low infectious dose of *E. coli* O157:H7 and other foodborne pathogens, even a small level of contamination in the field may represent a serious human health risk, especially for vulnerable populations.

For example, an initial contamination event in the field (e.g., animal droppings), may later amplify into a more serious problem as a result of failures during processing, transport, handling, and storage of the raw product. A recently published modeling study predicted that even slight temperature abuse during handling and storage of spinach contaminated with a low level of *E. coli* O157:H7 in the field could have resulted in enough growth of the bacteria to explain the 2006 outbreak.

Balancing Food Safety and Environmental Stewardship Goals

The produce industry and FDA have developed and implemented voluntary good agriculture practices (GAPs) to protect raw produce from contamination with foodborne pathogens. GAPs programs are designed to address all of the known potential sources of contamination at the farm and harvesting levels including

continued on next page

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Feral in the Fields

Continued from previous page

water, farm workers, wildlife, domestic animals, and soil amendments (compost).

The wildlife component of GAP programs generally involves conducting pre-season and pre-harvest environmental risk assessments, and monitoring for animal intrusion during growth and harvest. The crop is destroyed if it becomes contaminated with fecal material.

Some food safety practices have led to potential conflicts with conservation and water quality programs. For example, fencing to prevent deer or feral pig intrusions, and removal of water bodies near the crop fields to reduce wildlife attraction have been cited as detrimental to environmental stewardship goals.

To address this challenge, the concept of co-management has emerged from the food safety, agriculture, and conservation communities as a way to mitigate food safety risks while balancing environmental protection goals on America's farms.

While protecting the public health must always remain the first priority in fresh produce production, the co-management approach represents a proactive and positive step forward in managing food safety

CALENDAR

* Indicates events that NC Strawberry Association is involved with. Please send in info about upcoming events. We will also post them on our website.

* **November 6-8 – Southeast Strawberry Expo** at the Sheraton Imperial Hotel, Durham, NC. See page 1, 9-11. Make hotel reservations at 919-941-5050 by October 17, register by November 1.

November 11-13 – 26th Annual Sustainable Agriculture Conference, Sheraton Imperial Hotel, Durham, NC, sponsored by Carolina Farm Stewardship Association. Visit www.carolinafarmstewards.org for more information.

November 28-30 – Southeast Vegetable

risks from wildlife. The implementation of co-management is also an example of successful collaboration between agriculture, conservation groups, industry, public health, researchers, wildlife agencies, and landowners. ❖

See the original article at www.foodsafetynews.com. Michele Jay-Russell, DVM, PhD is a researcher at the Western Institute for Food Safety and Security, UC-Davis.

& Fruit Expo, Kingston Plantation Embassy Suites Resort, Myrtle Beach, SC. For information, email cathyprice09@yahoo.com.

January 5-8, 2012 – Southeast Regional Fruit & Vegetable Conference, Savannah, GA. For more information, see www.seregionalconference.com.

January 16-18, 2012 – North American Raspberry & Blackberry Conference, in Sandusky, OH, in association with the Ohio Produce Growers & Marketers Congress. Visit www.raspberryblackberry.com for more information.

February 6-8, 2012 – North American Strawberry Growers Association Conference, at Harrah's, Las Vegas, NV. Rooms are only \$39/night! More info to come at www.nasga.org.

February 10-17, 2012 – North American Farmers Direct Marketing Association Convention, Williamsburg, VA. Includes three-day tour, workshops, educational sessions. For more information, visit www.nafdma.com/VA2012.

February 18-24, 2012 – Seventh International Strawberry Symposium, Beijing, China. Full information online at www.iss2012bjchina.org.

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The 2011 Southeast Strawberry Expo Sheraton Imperial Hotel Durham, NC November 6-8, 2011

Help spread the word about the Strawberry Expo! Every member has also been mailed an Expo brochure – share it with a new or non-member grower you know! Contact the NCSA office for more brochures to hand out.

We do hope *YOU* will come! The Expo experience is worth a lot – one good idea gained, one problem solved, or one connection made can make a big difference to your bottom line.

EXPO FARM TOUR

Sunday afternoon, Nov. 6 – The farm tour visits two farms near Apex, NC – DJ's Berry Patch (Darrin & Jessica Jones) and Buckwheat Farm (Karma & Jim Lee)– and then Porter Farm & Nursery in Willow Spring (Ashley & Crissy Porter). All three farms have the challenges and advantages of being in rapidly developing areas. The tour offers an opportunity to learn about the farms' production and marketing practices and examine differences between plantings. The tour concludes with a dinner and wine-tasting at nearby Adams Vineyards & Winery, operated by ex-strawberry grower Quincy Adams and his family. Charter buses for the tour load at 12:15 at the Sheraton Imperial. You may drive on your own (maps available), but we encourage you to ride the bus for relaxation, conversation, safety, and gas savings. You may order box lunches to eat on the way.



INTENSIVE WORKSHOPS

► **GETTING STARTED IN STRAWBERRY PLASTICULTURE. Sunday, Nov. 6, 9:00 am-12:00 noon.** For new growers, potential growers, and those in their first few years of production. Led by growers Mitchell Wrenn (Zebulon, NC) and Kenneth Rudd (Greensboro, NC), and NC Regional Agronomist David Dycus. They all offer many years of experience. Expect lots of practical information in a casual session that encourages questions and discussion. Fee includes the *Strawberry Plasticulture Notebook* and a CD of resources. *Attendance limited, preregistration required.*

► **USING SOCIAL MEDIA AND THE WEB TO PROMOTE YOUR FARM. Sunday, Nov. 6, 9:00 am-12:00 noon.** Learn how to use Facebook, Twitter, YouTube, a website, and other related tools to promote your farm. Both those who can barely send email and those who already have experience and a web presence will find the workshop useful. This will be truly hands-on: participants are encouraged to bring a wireless-enabled laptop or smartphone with them; access to a computer will be provided for those who can't bring one. Workshop leader Tansy O'Bryant, NCDA&CS Division of Marketing Media Specialist, has worked in this field since 1994, training staff for tech companies in social media; she now works for NCDA, managing social media/PR for the state fairs and more. *Attendance limited, preregistration required.*

► **ORGANIC SMALL FRUIT PRODUCTION. Tuesday, Nov. 8.** This is special track of sessions shared with an Extension Agent Training sponsored by the Southern Region Small Fruit Consortium. The morning session (introduction to organic production and organic strawberry production) is free, and open to *all* Expo attendees as one of the concurrent breakout sessions. No preregistration is required. Five spaces in the afternoon session, which covers organic blueberry, bramble, muscadine, and wine grape production, are open to growers on a first-come basis. The \$50 registration fee for the afternoon includes lunch and a resource notebook and CD.

SPECIAL FEATURES & ACTIVITIES

Hospitality Room: A hospitality room will be open on Saturday, Sunday, and Monday nights for informal visiting, networking, and refreshments. This is a very popular feature of the Expo!

Respirator Fit Testing and Medical Clearance: EPA regulations for most fumigants require respirator fit testing, medical clearance, and respirators for two people at any fumigation. Medical clearance and fit testing must be renewed annually and are available at the Expo. To schedule an appointment, call 919-880-4225 or email tutorr@ecu.edu by October 31.

Scholarship Fund Auction and Raffle: This year, the NC Strawberry Association awarded its first scholarships to two highly qualified college students with interests in pursuing strawberry-related careers. Help this fund grow! Buy raffle tickets, donate items, and support the auction. The raffle will include a FREE Expo registration for this year (as a refund to the winner) and other items. You can purchase raffle tickets as part of your Expo registration or buy them at the Expo (\$5/ticket, 5 tickets for \$20). The auction and raffle will take place during the Social Hour on Monday evening, Nov. 7.

Q&A for New Growers: On Tuesday morning, for both novice and not-so-new growers. A chance to ask questions – basic or complex – that came to your mind during the previous days of the Expo.

Post Expo Tours: No charge, drive on your own. Both are in Raleigh; maps will be available, pick up lunch on the way. The **NCSU Micropropagation & Repository Unit** maintains stocks of strawberry, blueberry, sweetpotato, and caneberries, tissue cultures plants, and screens for viruses. Now in new facilities. The **NCDA&CS Agronomic Lab:** See how samples are processed and analyzed by the NC Soil Testing Lab and Plant Tissue Analysis Lab and talk to the agronomists who make recommendations for you.



ACCOMMODATIONS

THE SHERATON IMPERIAL HOTEL AND CONVENTION CENTER is our host hotel. For reservations phone **919-941-5050** or visit **www.ncstrawberry.com** to reserve online. The special conference rate is only \$85 per night. Be sure to mention "Strawberry Expo." This rate is guaranteed until October 17. Make your reservations soon – if you delay, rates will go up or rooms may be sold out.

The Sheraton Imperial is a full-service hotel with two in-house restaurants, full room amenities, free internet access, free parking, a 3.5 mile walking/jogging trail, an on-site athletic club (minimal fee) & more. See www.sheratonrtp.com.

TRAVEL

Driving: The Sheraton Imperial is located on Interstate-40 between Durham and Raleigh at Exit 282 (Page Road). Exit at Page Road, then go up the hill on Emperor Blvd.; turn left into the hotel. Parking is free and plentiful. Address: 4700 Emperor Blvd. Durham, NC 27703.

Flying: The closest airport is Raleigh-Durham (RDU), only a few minutes from the Sheraton. The hotel offers free airport shuttle service.

MEALS

Biscuits and coffee in the trade show each morning, lunch on Monday, Nov. 7, and refreshment breaks are included in all registrations. Dinner on Monday is on your own. The Hospitality Room is open each evening for informal discussion, socializing, and light refreshments.

REGISTRATION FEES

Operator/first registrant fees include all sessions on Monday and Tuesday, lunch on Monday, the Expo Proceedings, and a year's membership in the NC Strawberry Association. (The membership dues, if paid separately, are \$55 for NC and \$70 for non-NC). Out-of-state growers who currently pay the NC Strawberry Assessment may register at in-state rates. The membership portion of each registration includes \$2 for the NC Strawberry Association Scholarship Fund. Members receive *The Strawberry Grower* newsletter (9-10x/year), discounts on publications and signs, and other benefits.

Additional persons are spouse, family members, employees, etc. These receive lunch and admission to all Mon/Tue sessions but not a separate membership or Proceedings.

Student/Extension fees include Mon/Tue

A BRIEF SCHEDULE OF SESSIONS (Schedule subject to change.)

Breakout sessions are concurrent – attend the sessions of your choice. Pesticide recertification credits will be available. For a list of presenters, visit www.ncstrawberry.com. For more information contact the NCSA office.

Saturday, November 5

8:00 pm Hospitality Room at the Sheraton Imperial

Sunday, November 6

8:00-12:00 Registration.

9:00-12:00 WORKSHOPS: Strawberry Plasticulture for New Growers
Promoting Your Farm with Social Media and the Web

12:15-5:30 FARM TOUR to DJ's Berry Patch, Buckwheat Farm, Porter Farms & Nursery, and Adams Vineyards

6:00-8:00 Dinner at Adams Vineyards, with optional Wine Tasting

8:30 pm Hospitality Room at the Sheraton Imperial

Monday, November 7

7:30-9:00 Registration. Coffee and Biscuits in exhibit area. TRADE SHOW open all day.

9:00-10:30 GENERAL SESSION Welcome from Steve Troxler, NC Commissioner of Agriculture (invited)
Grower spotlight: Mark Waller, Waller Family Farm, Durham, NC
"Trials and Tribulations of Managing Angular Leaf Spot: A continuing saga" Bill Turecheck, USDA/ARS

11:00-12:00 Breakouts	Strawberry Disease Management	Bees & Pollination for Strawberries	A New Strawberry Crop Insurance Program
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12:00-2:40 LUNCH & NCSA Annual Meeting with Board elections, NCSA activity/research reports, and awards presentations. GENERAL SESSION : "100 Years of Experience" - Panel of leading growers

3:10-4:15 Breakouts	Insect Management: When to Spray, When NOT to Spray	What Happened This Year? An Analysis by Variety and Region	Marketing Roundtable: Getting Customers When You Need Them
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4:20-5:30 Breakouts	Weed Management in Strawberries	Companion Crops to Have Ready with Your Berries	Strategic Thinking for Market Development: How Can I Grow My Strawberry Business?
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5:30-6:30 Social Hour and Live Auction to benefit Scholarship Fund. In Exhibit Area

6:30-- Dinner on Your Own

8:00-- Hospitality Room at the Sheraton Imperial

Tuesday, November 8

7:30-8:30 Registration. Coffee and Biscuits in exhibit area. TRADE SHOW open until noon.

7:30-8:30 Q & A Session

8:30-9:30 GENERAL SESSION: Grower Spotlight: Curtis Smith, T.C. Smith Produce, Seven Springs, NC – "Advances in the NC Strawberry Breeding Program" Jeremy Pattison, NCSU Plants for Human Health Institute

9:30-10:40 Breakouts	Fumigation – and Non-Fumigation Alternatives	Seasoned Advice on Getting the Most Out of Your Row Covers	Reach Your Customers with QR Codes	Intro to Organic Production & Organic Strawberry Production <i>Joint Session with Southern Region Small Fruit Consortium Agent Training. Open to all.</i>
11:10-12:20 Breakouts	New 2012 Fumigation Regulations: Buffers and more	Weather Management Tools to Help Lock in Profits	Marketing: The Power of Recipes	

1:30-3:30 POST-EXPO TOURS: NCSU Micropropagation & Repository Unit, NCDA&CS Agronomics Lab

12:30-5:30 SRSFC Agent Training: Lunch & Organic Blueberry, Blackberry, and Grape Production. *Must preregister.*

sessions, lunch, Proceedings, and a year's newsletter subscription, but not membership. A special Extension membership rate is offered.

Children are welcome at the Expo. Scrap paper and markers available! Children under 6 are free. Children 6-14 pay reduced registration fees. All children on the tour pay full price for bus seats but lower rates for the dinner.

Welcome Grower discount is open to any grower attending the Expo for the first time.

Late Registrations: There is a \$35 late fee for registrations received after November 1 or at the door. You may call in near-deadline registrations to 919-542-4037 or fax to 866-511-6660 and

pay via credit card or at the door.

Refunds/Cancellations: A full refund minus a \$15 processing fee is available for cancellations requested by November 1. After November 1, partial refunds may be approved.

TRADE SHOW

Visit the Expo section of www.ncstrawberry.com for an up-to-date list of vendors. If you are interested in being an exhibitor or sponsor of the Expo, please call Debby Wechsler at 919-542-4037.

QUESTIONS?

E-mail info@ncstrawberry.com or call 919-542-4037. During the Expo, call cell phone 919-545-6746.

STRAWBERRY EXPO REGISTRATION FORM

REGISTRATIONS MUST BE RECEIVED BY NOVEMBER 1 TO AVOID A LATE FEE.

CONTACT INFORMATION

All contact information you provide will also be printed in the NCSA 2012 membership directory unless you indicate otherwise. If your spouse or farm partner is not attending, but should be listed in this directory, please provide name.

Name _____

Farm/business name _____

Additional persons attending _____

Address _____

City _____ State _____ Zip _____

County (if NC) _____

Home phone _____

Farm/work phone _____

Cell phone _____

Fax _____

E-mail _____

Website _____

Please send my newsletter via: U.S. mail (paper) E-mail (pdf file)

GROWER INFORMATION

Acreage in strawberries for 2012 harvest _____

Exact address of farm location(s) if different from above _____

Which phone number should we list in our Farm Locator for consumers?

Home Cell Farm/work

SPECIAL EXPO QUESTIONS

I have special dietary or accessibility requirements: _____

I plan to bring the following as a donation for the Scholarship Fund auction/ raffle: _____

CAN'T COME TO THE EXPO?

Use this registration form to join the NC Strawberry Association, renew your membership, and/or request the Expo Proceedings. Check appropriate items below, fill in CONTACT and GROWER section above and PAYMENT section to right, and send to NCSA.

New membership Renewal membership

NC resident (\$55) Out-of-state (\$70)

Extension/research/NCSA/student (\$15)

Please send 2011 Proceedings (\$10) TOTAL _____

MAIN EXPO REGISTRATION (MONDAY/TUESDAY)

All First Registrant fees include a year's membership in the NC Strawberry Association (See "Registration Fees". Different NC and non-NC fees reflect differences in NC Strawberry Association membership dues.)

	NC residents	Non-NC	# of persons	Cost
First Registrant Mon & Tues	\$115	\$130	_____	_____
Tues only	\$80	\$95	_____	_____
Additional Persons Mon & Tues	\$45	\$45	_____	_____
Tues only	\$20	\$20	_____	_____
Student/Extension Mon & Tues	\$50	\$50	_____	_____
Student/Extension membership	\$15	\$15	_____	_____
Child (6-14)	\$30	\$30	_____	_____

SUNDAY AM WORKSHOPS

Getting Started in Strawberry Plasticulture	\$60	_____	_____
Additional family/farm members	\$35	_____	_____
Promoting Your Farm with Social Media	\$50	_____	_____
Additional family/farm members	\$35	_____	_____

SUNDAY PM FARM TOUR

Bus, Tour, & Dinner	\$35	_____	_____
Tour & Dinner only (driving on own)	\$20	_____	_____
Child on Tour (calculate: \$15 bus seat; \$8 dinner)	_____	_____	_____
Wine Tasting at Adams Vineyard	\$5	_____	_____
Optional Box Lunch	\$10	_____	_____

Please send me a map so I can drive the tour on my own.

TUESDAY PM EVENTS (no charge for tours; drive on your own)

SRSFC Organic Training (\$50)	_____	_____
NCSU Micropropagation Unit Tour	# persons: _____	_____
NCSA&CS Agronomic Division Tour	# persons: _____	_____

OTHER

Welcome Grower discount (1st time attendees; see info to left) - \$25

Scholarship Program Raffle Tickets (\$5/each, 5 for \$20) _____

Late registration charge \$35 _____

(If received later than November 1 or at the door)

TOTAL \$ _____

PAYMENT

Check Visa MasterCard Discover

Card # _____ Exp. _____

Name on card _____

Please make checks payable to NC Strawberry Association or NCSA.

MAIL FORMS TO: NC Strawberry Association
1138 Rock Rest Rd., Pittsboro, NC 27312

FAX TO: 866-511-6660 (toll-free)

DON'T FORGET:

Sheraton Imperial reservations: 919-941-5050 by October 17. Respirator testing requests by Oct. 31. Registration by November 1 to avoid late fees. Questions: Call 919-542-4037.



2011 NCSA Board of Directors

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919-795-1181

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757-721-0558

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336-852-1594

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Nashville, NC 27856
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Caroline Lineberry
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Stoneville, NC 27048
336-589-8730

The North Carolina Strawberry Association, Inc.
Debby Wechsler, Executive Secretary
1138 Rock Rest Rd., Pittsboro, NC 27312
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e-mail: info@ncstrawberry.com
website: www.ncstrawberry.com

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Newsletter Schedule: *The Strawberry Grower* is generally published on a monthly basis except for Nov/Dec and Jan/Feb issues, near the beginning of each month. Send items for inclusion by the 20th of the previous month; contact the NCSA office about final deadlines.

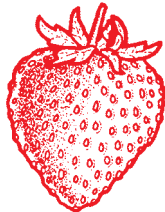
Word ads (Buy & sell listings) are free to members for up to two issues.

Advertising: All ads should be camera-ready; digital ads preferred. Additional charges may apply for typesetting and layout. Contact the NCSA office to receive a rate sheet, quote, or more information.

DISCLAIMER: INFORMATION IN THIS NEWSLETTER IS BELIEVED TO BE RELIABLE BUT ITS ACCURACY, COMPLETENESS, AND INTERPRETATION ARE NOT GUARANTEED AND SHOULD NOT BE RELIED ON AS A SOLE SOURCE OF INFORMATION.

North Carolina Strawberry Association, Inc.
1138 Rock Rest Rd.
Pittsboro, NC 27312

*Register Now for the
Strawberry Expo!*



IN THIS ISSUE:

**Strawberry Expo
Registration**

**Assessment
Referendum**

**Food Safety Risks
from Wildlife**

Social Media