The New Normal: Continuous Change

112th Annual Meeting & NW Hort Expo

Wenatchee Convention Center
Wenatchee, Washington
December 5, 6 & 7th 2016

Washington State Tree Fruit Association
Is change a choice or a necessity?

With the December WSTFA Annual Meeting just around the corner, most growers are still busy bringing in another harvest. There is nothing like the crisp morning air and dew on the grass to focus your efforts as the hum of harvest swings into full motion around the state. This time of year we see first-hand the rewards of our efforts, and as you look through the program we have prepared I think you’ll be impressed.

Even as you’ve been busy with harvest, a dedicated team of professionals from around our industry has been busy planning and organizing the coming Annual Meeting. As most of you know, this is our industry’s primary outreach and educational conference. Our focus is on looking down the road to the changes that we can make to be more competitive, and those changes that are coming whether we like them or not. Of course not all the education comes during the formal sessions, and we will again have a wide array of vendors demonstrating the latest products and services at the Hort Expo trade show.

This year’s theme is “The New Normal: Continuous Change.” Our goal for the conference is to highlight technologies and strategies that will enable our industry to meet future challenges. This includes the research that is being supported by our Washington State Tree Fruit Endowments. We have put together an exciting slate of speakers that will have useful and thought-provoking information for all segments of the tree fruit industry. Come prepared to listen, learn and be challenged in new ways as the demand of continuous change forces us all to adapt to survive.

I look forward to seeing and speaking with you in Wenatchee this December, until then have a safe & productive harvest.

Cheers,

Sam Godwin
2016 Chair
WSTFA Annual Meeting Committee
WSTFA Mission Statement

The WSTFA’s mission is to add value to all segments of the tree fruit industry through educational programs and conferences, statistics to enable growers and packers to plan for market opportunities, and engagement in Washington State government affairs to help address the market uncertainty driven by government policy.

2016 Annual Meeting Planning Committee

Aaron Avila, G.S. Long Co.
Tianna DuPont, WSU Extension
Sam Godwin, Godwin Family Orchard, LLC
David Granatstein, WSU Tree Fruit Research & Extension Center
Gwen Hoheisel, Washington State University
Ines Hanrahan, WTFRC
Jose Ramirez, WSTFA Chairman of the Board
Karen Lewis, WSU Extension
R. Karina Gallardo, WSU
Kevin Knight, Knight Orchards
Stefano Musacchi, WSU Tree Fruit Research & Extension Center
Tom Auvil, WTFRC
Tory Schmidt, WTFRC

2016 Annual Meeting Session Managers

Tom Auvil, WTFRC
Jim Colbert, Chelan Fruit
Tianna DuPont, WSU Extension
R. Karina Gallardo, WSU
Jacqui Gordon, WSTFA
Ines Hanrahan, WTFRC
Tom Hoffman, WSDA
Karen Lewis, WSU Extension
Matt Miles, Allan Brothers Fruit
Brent Milne, McDougall & Sons
Mike Robinson, Double Diamond Fruit
Bernardita Sallato, WSU-CAHNRS
Tory Schmidt, WTFRC
Sara Serra, WSU-TFREC

2016 WSTFA Board

North Independent Grower
Jeff Pheasant, Pheasant Orchards Inc
Mark Stennes, Stennes Orchards Inc
South Independent Grower
Morgan Rowe, Rowe Farms
Kevin Knight, Knight Orchards
Jose Ramirez, Stein-Manzana Orchards, Board Chair
At-Large Grower
Gary Snyder, Cé-O Nursery
Sam Godwin, Godwin Family Orchard, LLC, Planning Committee Chair
North Packer
West Mathison, Stemilt Growers
Jim Colbert, Chelan Fruit
South Packer
Jordan Matson, Matson Fruit Company
Dan Plath, Washington Fruit & Produce Co.
Sean Gilbert, Gilbert Orchards
Marketer
Robert Kershaw, Domex Superfresh Growers
 **MONDAY**

8:00  **THE NEW NORMAL: CONTINUOUS CHANGE**

9:00  8 a.m. – Noon
     Grand Apple Ballroom South
10:00  See Page 10
11:00  

Noon  WSTFA Leadership Luncheon, Noon – 1 p.m., Wenatchee Convention Center, Grand Apple Ballroom North
1:00  

2:00  **WASHINGTON STATE TREE FRUIT INDUSTRY & THE WSU ENDOWMENT**

3:00  1:30 p.m. – 5 p.m.
     Grand Apple Ballroom South
4:00  
5:00  See Page 12

**TUESDAY**

WAEF Alumni Breakfast, 7 a.m., The Rivertop (top floor of The Wenatchee Coast Hotel)
Research News Flash, 8 a.m.-5 p.m., Apple Harvest Room (Meet & Greet with Researchers 6 p.m.-7 p.m.)

8:00  **PICKING A WINNING “TECHNOLOGY” STRATEGY**

9:00  8 a.m. – Noon
     Grand Apple Ballroom South
10:00  
11:00  See Page 14

Noon  
1:00  

2:00  **FOOD SAFETY**

3:00  1 p.m. – 5 p.m.
     Grand Apple Ballroom South
4:00  
5:00  See Page 24

**WEDNESDAY**

8:00  **SCIENCE BASED APPLIED HORTICULTURE**

9:00  8 a.m. – Noon
     Grand Apple Ballroom South
10:00  See Page 28
11:00  

Noon  Student FFA Leadership Luncheon, Noon – 1 p.m., Wenatchee Red Lion Hotel, Columbia River Room

**EARLY PACKET PICK-UP HOURS**

Sponsored by Northwest Wholesale
Sunday: 2 p.m. – 6 p.m.
Lobby of the Wenatchee Convention Center, Wenatchee Coast Hotel and Red Lion Hotel

**REGISTRATION HOURS**

Sponsored by ProTree Nursery, LLC
Monday & Tuesday: 6:30 a.m. – 5 p.m.
Wednesday: 7:30 a.m. – Noon

**Diamond Sponsor**
AgroFresh

**Spanish Language Session 1**

8 a.m. – 12:15 p.m.
Numerica Performing Arts Center
See Page 18

**Spanish Language Session 2**

1 p.m. – 5 p.m.
Numerica Performing Arts Center
See Page 26

**SPARSMIT LANGUAGE**

1:30 p.m. – 5 p.m.
Numerica Performing Arts Center (Spanish Sessions)

**Future Farmers: Where Will They Come From?**

8 a.m. – Noon
Grand Apple Ballroom North

**Pesticide Safety and Stewardship Update**

8 a.m. – 10:30 a.m.
Numerica Performing Arts Center
See Page 30

State FFA Apple/Pear Judging, 10 a.m. – 11:45 a.m.
Wenatchee Red Lion Hotel, Wenatchee/Chelan Room
MEETING ETIQUETTE

* Cell phones and beepers must be turned off in session rooms.
* Please take conversations unrelated to the program outside the session rooms.
* Arriving on time to sessions will avoid entering/leaving session rooms when a speaker is presenting.

THE NEW NORMAL: CONTINUOUS CHANGE  8 A.M. – NOON

Session Sponsor: AgroFresh
Session Manager: Sam Godwin, Annual Meeting Chair
Location: Wenatchee Convention Center Grand Apple Ballroom South

8:00 Welcome & Introduction — Sam Godwin, Annual Meeting Chair, & Jose Ramirez, WSTFA Chairman of the Board


9:15 37th Batjer Address: “Technology Road Map 2.0” — Dr. Jim McFerson, Director, Washington State University Tree Fruit Research and Extension Center

10:30 Remarks From Keynote Speaker Sponsor — The Northwest Seaport Alliance

10:35 Mega-Trends in Retail for Fresh Produce Retail — Mike Hulett, Senior Merchant-Fresh, Wal-Mart

WSTFA LEADERSHIP LUNCHEON  NOON – 1 P.M.

Session Sponsor: Key Bank
Host: Jon DeVaney, President, Washington State Tree Fruit Association
Guest Speaker: Dan Kristiansen, Washington State House Republican Leader
Location: Wenatchee Convention Center, Grand Apple Ballroom North

BOARD & COMMISSION NOMINATIONS  1:10 P.M.

Location: Wenatchee Convention Center, Grand Apple Ballroom South
Board & Commission Nominations, WSDA

For over 35 years G.S. Long has been serving Growers. Our continued focus is to support growers’ objectives in crop production, protection, nutrition, innovation, and compliance. In order to continue to meet these objectives, our Professional Consulting and Support Staff has grown to provide the services you can depend on. Please call us to discover how we can be a better service partner to your operation.

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WASHINGTON STATE TREE FRUIT INDUSTRY & THE WSU ENDOWMENT  
1:30 P.M. – 5 P.M.

**Session Sponsors:** Pace International  
**Session Manager:** Tom Auvil, Research Horticulturist, WTFRC  
**Location:** Wenatchee Convention Center, Grand Apple Ballroom South

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>1:30</td>
<td>Washington State Tree Fruit Research Commission &amp; Endowment Overview</td>
<td>Dr. Mike Willett, Manager, Washington State Tree Fruit Research Commission</td>
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<tr>
<td>1:45</td>
<td>Working Together</td>
<td>Dr. Kirk Schulz, President, Washington State University</td>
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<tr>
<td>2:15</td>
<td>Cosmic Crisp™ Horticulture, A New Standard of Product Excellence</td>
<td>Dr. Kate Evans, Department of Horticulture, WSU and Dr. Bruce Barritt, Department of Horticulture, WSU</td>
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<tr>
<td></td>
<td>Planting, Growing, Harvest and Storage</td>
<td>Dr. Stefano Musacchi, Endowed Chair for Tree Fruit Physiology and Management, WSU-TFREC; Dr. Ines Hanrahan, Project Manager, WTFRC; and Tom Auvil, Research Horticulturist, WTFRC</td>
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<td>3:10</td>
<td>Question and Answer</td>
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<td>Cosmic Crisp™ Commercialization</td>
<td>Brent Milne, Chair, Apple Cultivar Licensing Committee</td>
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**Propagation Status (2016 budding) and Grafting Licenses of WA 38**  
Bill Howell, Manager, Northwest Nursery Improvement Institute

**Global Commercialization of WA 38/Cosmic Crisp™ Brand Apples**  
Albert Tsui, Business Development Specialist, Patent Attorney, WSU-CAHNRS Office of Research; Dr. Jim Moyer, Director, WSU CAHNRS Ag Research Center; and Lynnell Brandt, Proprietary Variety Management

**Fast Tracking Cosmic Crisp™ Brand Apples: Marketing the Fastest Volume Increase of a New Variety**  
Robert Kershaw, President, Domex Superfresh Growers and Chair, Cosmic Crisp™ Marketing Committee and West Mathison, President, Stemilt Growers and Cosmic Crisp™ Quality Standards Subcommittee

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<thead>
<tr>
<th>Time</th>
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<tr>
<td>4:20</td>
<td>Question and Answer</td>
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</table>
WAEF Alumni Breakfast 7 A.M.

Sponsor: Washington Apple Education Foundation
Host: Jennifer Witherbee, Washington Apple Education Foundation
Location: The Rivertop (top floor of The Wenatchee Coast Hotel)

Research News Flash 8 A.M. – 5 P.M.

Session Sponsor: Papé Material Handling
Session Manager: Dr. Sara Serra, Assistant Professor, WSU-TFREC
Location: Wenatchee Convention Center Apple Harvest Room

Picking a Winning “Technology” Strategy 8 A.M. – Noon

Concurrent Session
Session Sponsor: Aweta Americas, Inc.
Session Managers: Karen Lewis, Regional Extension Specialist, WSU Extension, & Brent Milne, Assistant Manager, McDougall & Sons
Location: Grand Apple Ballroom South

8:00 Rootstock Research Updates — Dr. Amy Lezzoni, Professor Department of Horticulture, Michigan State University; Dr. Kate Evans, Department of Horticulture, WSU; Tom Auvil, Research Horticulturist, WTFRC; Dr. Stefano Musacchi, Endowed Chair for Tree Fruit Physiology and Management, WSU-TFREC

9:15 Tools for Optimizing Water Use — Dr. Lee Kalcsits, Assistant Professor, Tree Fruit Physiology, WSU-TFREC

9:45 Past, Present, and Future of Solid Set Canopy Delivery Systems — Dr. Lav Khot, Assistant Professor, WSU Prosser-IAREC

10:15 Trellis Engineering — Mark De Kleine, Manager, De Kleine Machines

10:45 Robotic Harvest Update — Dan Steere, CEO, Abundant Robotics

11:15 Mechanization Options for Modern Orchards (Panel) — Moderator: Dr. Matthew Whiting, Department of Horticulture, WSU-IAREC; Panelists: Dave Gleason, Chief Horticulturist, Domex Superfresh Growers; Bob Murphy, Operations Manager, McDougall & Sons; Rod Farrow, Owner, Lamont Fruit Farm

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Chris Siems 507-301-5106
Aaron Sherer 805-550-2022

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Matt Blevins 509-728-0570

Tuesday, December 6

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## Consumer Expectations for Apple, Pears, & Cherries  
### 8 A.M. – NOON

**Concurrent Session**

**Session Sponsor:** Dow AgroSciences

**Session Managers:** Dr. R. Karina Gallardo, Associate Professor / Extension Specialist, WSU & Mike Preacher, Director of Marketing and Customer Relations, Domex Superfresh Growers

**Location:** Grand Apple Ballroom North

<table>
<thead>
<tr>
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<tr>
<td>8:00</td>
<td><strong>Welcome</strong> — Dr. R. Karina Gallardo, Associate Professor / Extension Specialist, WSU &amp; Mike Preacher, Director of Marketing and Customer Relations, Domex Superfresh Growers</td>
</tr>
<tr>
<td>8:10</td>
<td><strong>Consumer Expectations: Seeing Tree Fruit through the Consumer Lens</strong> — George Szczepanski, Business Development Manager, Produce Marketing Association</td>
</tr>
<tr>
<td>8:55</td>
<td><strong>#eatapples</strong> — Mike Preacher, Director of Marketing and Customer Relations, Domex Superfresh Growers</td>
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<tr>
<td>9:25</td>
<td><strong>How Close are Industry and Consumers’ Expectations for Fruit Quality?</strong> — Dr. R. Karina Gallardo, Associate Professor / Extension Specialist, WSU</td>
</tr>
<tr>
<td>9:45</td>
<td><strong>Based on Name and Looks, What do Consumers Expect? Recent Research in Apples and Cherries</strong> — Carolyn Ross, Research Scientist, Director of Sensory Evaluation Facility-WSU</td>
</tr>
<tr>
<td>10:10</td>
<td><strong>Selecting New Fruit Cultivars Using a Combination of Sensory and Consumer Research</strong> — Dr. Margaret Cliff, Agriculture and Agri-Food Canada, Summerland Research and Development Centre</td>
</tr>
<tr>
<td>10:35</td>
<td><strong>Sweet Cherry Consumers: Who Are They and How Does the Industry Build the Next Generation Of Cherry Lovers? (Panel)</strong> — <strong>Moderator:</strong> B.J. Thurlby, President, Washington State Fruit Commission; <strong>Panelists:</strong> Brianna Shales, Communications Manager, Stemilt Growers; Eric Patrick, Director of Marketing, Grant J Hunt Co.; and James Michael, Vice President of North American Promotions, NW Cherry Growers</td>
</tr>
<tr>
<td>11:10</td>
<td><strong>Marketing to Today’s Pear Consumer</strong> — Kevin Moffitt, President &amp; CEO, Pear Bureau Northwest</td>
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<tr>
<td>11:40</td>
<td><strong>Tree Fruit Breeding and Selection at WSU</strong> — Dr. Kate Evans, Department of Horticulture, WSU</td>
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</tbody>
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Tuesday, December 6

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<tbody>
<tr>
<td>Jim Cowin</td>
<td>509-728-3959</td>
</tr>
<tr>
<td>Sarah Craver</td>
<td>509-607-3357</td>
</tr>
<tr>
<td>John Cullen</td>
<td>509-391-0132</td>
</tr>
<tr>
<td>Sara-Jane Evans</td>
<td>509-331-8723</td>
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<tr>
<td>Lance Kirkham</td>
<td>509-391-0162</td>
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<tr>
<td>Doug Oliva</td>
<td>509-391-0138</td>
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<tr>
<td>Wayne Pearson</td>
<td>509-832-0286</td>
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<tr>
<td>Andy Schlenker</td>
<td>509-391-0264</td>
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<tr>
<td>Jerry Scribner</td>
<td>509-728-8617</td>
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<tr>
<td>Jill Tonne</td>
<td>509-989-4138</td>
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<tr>
<td>Dave Trautman</td>
<td>509-391-0136</td>
</tr>
<tr>
<td>Brian Young</td>
<td>509-969-1120</td>
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**Call the Simplot Location Nearest You . . .**

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<thead>
<tr>
<th>Location</th>
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<tr>
<td>MOXEE</td>
<td>509-248-5756</td>
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<tr>
<td>PROSSER</td>
<td>509-973-2300</td>
</tr>
<tr>
<td>QUINCY</td>
<td>509-787-1571</td>
</tr>
<tr>
<td>ROYAL CITY</td>
<td>509-346-2223</td>
</tr>
<tr>
<td>SUNNYSIDE</td>
<td>509-837-6261</td>
</tr>
</tbody>
</table>
## Spanish Language Session 1  
**8 A.M. – 12:15 P.M.**

**Session Sponsor:** Broetje Orchards  
**Session Manager:** Bernardita Sallato, Associate Researcher, WSU-CAHNRS  
**Location:** Numerica Performing Arts Center

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:00</td>
<td><strong>Welcome / Bienvenida</strong> — Bernardita Sallato, Associate Researcher, WSU-CAHNRS</td>
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<tr>
<td>8:10</td>
<td><strong>WSDA Rule Updates/WSDA’s Pesticide Management Division Structural Changes / Actualización de las Reglas de WSDA/Cambios Estructurales en WSDA dentro de la División de Pesticidas</strong> — Ofelio Borges, Technical Services &amp; Education, WSDA</td>
</tr>
<tr>
<td>8:30</td>
<td><strong>Food Safety in the Orchard and Packing / Seguridad Alimentaria en el huerto y la empacadora</strong> — Jacqui Gordon, Director of Education &amp; Member Services, WSTFA</td>
</tr>
<tr>
<td>9:00</td>
<td><strong>Training to be Offered by G.S. Long in Partnership with Other Organizations / Entrenamientos que seran ofrecidos por G.S. Long y otras organizaciones</strong> — Eladio Gonzalez, Orchard Manager, G.S. Long Co.</td>
</tr>
<tr>
<td>9:15</td>
<td><strong>Highlights of the WTFRC Fruit Quality and Food Safety Program / Novedades en el Programa en calidad de fruta y seguridad alimentaria del WTFRC</strong> — Manoella Cabral, Research Technician, WSTFRC</td>
</tr>
<tr>
<td>9:45</td>
<td><strong>Break / Descanso</strong></td>
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<tr>
<td>10:00</td>
<td><strong>Flowering and Pollination Biology in Fruit Trees / Biología de la floración y polinización en especies frutales</strong> — Dr. Matthew Whiting, Department of Horticulture, WSU-IAREC</td>
</tr>
<tr>
<td>10:45</td>
<td><strong>Effect of Abiotic Stress in Fruit Trees/ Efectos de estrés abiótico en árboles frutales</strong> — Nadia Valverdi, Department of Horticulture, WSU</td>
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## Spanish Language Session 2  
**1 P.M. – 5 P.M.**

**Session Sponsor:** Stemilt Growers  
**Session Manager:** Bernardita Sallato, Associate Researcher, WSU-CAHNRS  
**Location:** Numerica Performing Arts Center

<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>1:00</td>
<td><strong>Experiences and Challenges in Control and Erradication of Little Cherry Disease / Experiencias y desafios en el control y erradicación de LChV</strong> — Eric Zavala &amp; Jonathan Riquelme, Stemilt Growers</td>
</tr>
<tr>
<td>1:30</td>
<td><strong>Virus Diseases in Fruit Trees/ Enfermedades causadas por Virus en frutales</strong> — Lauri Guerra, Plant Pathology Project Coordinator, WSDA</td>
</tr>
<tr>
<td>2:15</td>
<td><strong>Prevention and Control of Fire Blight / Prevención y Control de Fire Blight</strong> — Tianna DuPont, Extension Regional Specialist, WSU-CAHNRS</td>
</tr>
<tr>
<td>3:00</td>
<td><strong>Break / Descanso</strong></td>
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FOOD SAFETY

Concurrent Session

Session Sponsor: Cascade Analytical

Session Managers: Dr. Ines Hanrahan, Project Manager, WTFRC;
Matt Miles, Facilities Manager, Allan Brothers Fruit;
and Jacqui Gordon, Director of Education & Member Services, WSTFA

Location: Grand Apple Ballroom South

1:00  Introduction: Don't Eat Poop: Mastering New FDA Food Safety Requirements — Dr. Ines Hanrahan, Project Manager, WTFRC

1:15  Drowning in the Produce Safety Rule

1:15  Produce Safety Rule update — Kate Woods, Vice-President, Northwest Horticultural Council

1:25  Water Sampling: Where to Start — Melissa Partyka, Staff Research Associate & Graduate Student, Western Center for Food Safety - UC Davis

1:45  Practical Tips for Water Effective Sampling — Dr. Marc Verhougstrate, Assistant Professor, University of Arizona

2:05  Practical Water Sampling Considerations (Roundtable discussion) — Moderator: Dr. Ines Hanrahan, Project Manager, WTFRC; Panelists: Melissa Partyka, Staff Research Associate & Graduate Student, Western Center for Food Safety - UC Davis; Dr. Marc Verhougstrate, Assistant Professor, University of Arizona; Justin Harter, Manager, Naches-Selah Irrigation District; and Trent Fuller, Director of Human Resources, Legacy Fruit Packers, LLC.

2:35  Research Highlights: Help is on the way! (Lightning Round) — Moderator: Jacqui Gordon, Director of Education & Member Services, WSTFA:

2:35  Can We Continue to Use Overhead Evaporative Cooling? — Dr. Ines Hanrahan, Project Manager, WTFRC

2:40  Do We Get Any Bacterial Die-Off in Storage? — Dr. Mei-Jun Zhu, Associate Professor, School of Food Science WSU

2:45  How to Best Track And Manage Listeria in Cold Storage — Lauren Walter, Research Intern, WSU

2:50  7th Annual Center for Produce Safety Research Symposium: Anything Useful for Tree Fruit? — Matt Miles, Facilities Manager, Allan Brothers

2:55  Break

3:10  Preventive Controls Rule: How Do You Know it is Clean?

3:10  Preventive Controls Rule Update — Laura Grunenfelder, Technical Issues Manager, Northwest Horticultural Council

3:25  Shifting from HACCP to HARBPC — Claudia Coles, External Affairs, Food Safety & Consumer Services, WSDA; and Girish Ganjyal, Assistant Professor & Extension Food Processing Specialist, School of Food Science-WSU

3:55  Setting Yourself Up for Success (Roundtable discussion) — Moderator: Laura Grunenfelder, Technical Issues Manager, Northwest Horticultural Council; Panelists: Claudia Coles, External Affairs, Food Safety & Consumer Services, and Girish Ganjyal, Assistant Professor & Extension Food Processing Specialist, School of Food Science-WSU
<table>
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<th>Time</th>
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<tbody>
<tr>
<td>4:25</td>
<td>The Year Ahead: More Fun to Come (Roundtable discussion) —</td>
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<td><strong>Moderator:</strong> Dr. Ines Hanrahan, Project Manager, WTFRC;</td>
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<td><strong>Panelists:</strong> Melissa Partyka, Staff Research Associate &amp; Graduate</td>
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<td></td>
<td>Student, Western Center for Food Safety-UC Davis; Claudia Coles,</td>
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<td></td>
<td>External Affairs, Food Safety &amp; Consumer Services: WSDA; Jacqui</td>
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<td>Gordon, Director of Education &amp; Member Services; WSTFA; Kate Woods,</td>
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<td>Vice-President, Northwest Horticultural Council</td>
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<td>4:50</td>
<td>One More Time, Why FSMA? — Dr. Ines Hanrahan, Project Manager,</td>
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<td>WTFRC</td>
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<td>4:25</td>
<td>The Game Changers Going Forward (Roundtable Discussion) —</td>
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<td><strong>Moderator</strong> – Jim McFerson, Washington State University TFREC;</td>
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<td><strong>Panelists:</strong> Rod Farrow, Lamont Fruit Farms; Sam Godwin, Godwin</td>
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<td>Family Orchard LLC; Dan Plath, Washington Fruit and Produce; and</td>
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<td></td>
<td>West Mathison, President, Stemilt Growers</td>
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<tr>
<td>4:15</td>
<td>Preparing to Make Technological Advances Work for You —</td>
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<td>Alison DeMarree, DeMarree Fruit Farm</td>
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**STRATEGIES TO MAXIMIZE REVENUE**  1 P.M. – 5 P.M.

- **Concurrent Session**
  - **Session Sponsor:** Banner Bank
  - **Co-Session Managers:** Jim Colbert
  - **Location:** Grand Apple Ballroom North

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>1:00</td>
<td>Variety and Planting Trends — Neal Manly, Willow Drive Nursery</td>
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<td>1:45</td>
<td>Fundamentals of Strategic Planning — Jim Kastama, Jim Kastama &amp;</td>
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<td>Associates</td>
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<td>2:30</td>
<td>Your Financial Future: Winner’s Circle or Loss Leader? —</td>
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<td></td>
<td>Alison DeMarree, DeMarree Fruit Farm</td>
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</tbody>
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**WSTFA BANQUET**  6 P.M. – 9 P.M.

- **Master of Ceremonies:** West Mathison, President, Stemilt Growers
- **Banquet Sponsor:** Good Fruit Grower
- **Hors d’Oeuvres Sponsor:** Wilbur Ellis
- **Dessert Buffet Sponsor:** AgroFresh

**Location:** Wenatchee Convention Center Grand Apple Ballroom

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>6:00</td>
<td>Reception</td>
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<td>6:00</td>
<td>Connecting with Research News Flash presenters and WSU Apple Tasting</td>
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<tr>
<td>7:00</td>
<td>Dinner &amp; Awards</td>
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</table>
Wednesday, December 7

**SCIENCE BASED APPLIED HORTICULTURE** 8 A.M. – NOON

**Concurrent Session**

**Session Sponsor:** Valent USA

**Co-Session Managers:** Tory Schmidt, Project Manager, Washington Tree Fruit Research Commission, & Mike Robinson, General Manager, Double Diamond Fruit

**Location:** Grand Apple Ballroom South

8:00 **Less Art and More Science! The Cold, Hard Physiology of Pruning** — Dr. Stefano Musacchi, Endowed Chair for Tree Fruit Physiology and Management, WSU-TFREC

8:30 **Overhead Netting to Modify Orchard Environments** — Dr. Lee Kalcsits, Tree Fruit Physiology, WSU-TFREC

9:00 **New Features and Models Coming to the WSU Decision Aid System** — Dr. Vince Jones, Director, WSU Tree Fruit Decision Aid System (DAS), WSU-TFREC

9:30 **Practical Application of Decision Support Systems**

**Pest & Disease Management** — Astrid Goplen, President, Food Safety Auditor and IPM Specialist, Goplen Ag & Nick Stephens, President, Columbia IPM

**Crop Load Management** — Kevin Larson, Production Manager, Roche Fruit & Travis Allan, Orchard Manager, Allan Brothers Fruit

10:15 **Precision Orchard Irrigation and Fertigation Management Techniques** — Dr. Troy Peters, Associate Professor, WSU

10:45 **Practical Application of Orchard Irrigation and Fertigation Strategies (Panel)** — Moderator: Mike Robinson, General Manager, Double Diamond; Panelists: Travis Allan, Orchard Manager, Allan Brothers Fruit; Dan Griffith, Tree Fruit Consultant, G.S. Long Co.; and Pete Sackett, Account Manager, Wilbur Ellis – Mattawa

**FUTURE FARMERS:**
WHERE WILL THEY COME FROM? 8 A.M. – NOON

**Concurrent Session**

**Session Sponsor:** Northwest Farm Credit Service

**Session Manager:** Tianna DuPont, Extension Specialist, WSU Extension, and Lindsey Morrison, Field Consultant, Columbia Fruit

**Location:** Grand Apple Ballroom North

8:00 **Developing a Vision for your Farm** — Margaret Viebrock, County Director WSU CAHNRS/Extension

8:20 **Successful Farm Transitions** — Brett Valicoff, General Manager, Valicoff Fruit Co.; Rudy Prey, Owner, Preys Fruit; Mark Stennes, Operations Manager, Stennes Orchards; and Hermann G Thoennissen, Owner, HTG International, LLC

9:20 **Implementing a Vision** — Dennis Brislaw, Attorney, Oseran, Hahn, Spring, Straight & Watts Associates

We’re putting the Annual Meeting and Hort Expo in your hands

WSTFA 112th ANNUAL MEETING & NW HORT EXPO

Wenatchee Convention Center
Wenatchee, WA
December 5, 6 & 7
### Wednesday, December 7

<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>10:15</td>
<td><strong>Considerations for Farm Transfer</strong> — Val Perry, Estate and Income Taxes in Transition Planning, Moss Adams and Associates</td>
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<td>10:45</td>
<td><strong>Break</strong></td>
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<tr>
<td>11:00</td>
<td><strong>What to Prepare for a Lender</strong> — Ricky Adams, Relationship Manager/AVP, Northwest Farm Credit Services and Jose Limon, Farm Loan Manager, Farm Service Agency</td>
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<tr>
<td>11:30</td>
<td><strong>Where to Look for Financing &amp; Resources</strong> — Ricky Adams, Relationship Manager/AVP, Northwest Farm Credit Services; Jose Limon, Farm Loan Manager, Farm Service Agency; and Leif Fixen, Pacific Northwest Conservation Program Manager, American Farmland Trust</td>
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<td>11:50</td>
<td><strong>Questions</strong></td>
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**PESTICIDE SAFETY AND STEWARDSHIP UPDATE 8 A.M. – 10:30 A.M.**

**Concurrent Session**

**Session Sponsor:** GS Long Co.

- **Session Manager:** Tom Hoffman, WSDA Pesticide Management and Jacqui Gordon, Director of Education & Member Services, WSTFA
- **Location:** Numerica Performing Arts Center

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<tr>
<th>Time</th>
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<tr>
<td>8:00</td>
<td><strong>Realizing the Benefit of Soil Fumigants in Orchard Replants</strong></td>
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<td>Soil Preparation: A Vital Foundation for a Successful Replant —</td>
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<td>Aaron Krause, Krause Enterprises</td>
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<td><strong>What Must Consider Before, During, and After a Fumigant Application</strong></td>
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<td>— Adam Zediker, Trident Agricultural Products</td>
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<td><strong>Label-Required Measures to Minimize Bystander Exposure and</strong></td>
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<td>Emergency Response Procedures — Tom Hoffmann, WSDA Pesticide Management</td>
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<td>9:00</td>
<td><strong>Regulatory Update and Case Review</strong> — WSDA Pesticide Management</td>
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<td>9:45</td>
<td><strong>Using Phosphine Gas Generating Rodenticides in Orchards –</strong></td>
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<td>When There Isn’t a Second Chance to Get It Right —</td>
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<td>Tom Hoffmann, WSDA Pesticide</td>
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**STATE FFA APPLE/PEAR JUDGING 10 A.M. – 11:45 A.M.**

**Session Sponsor:** Domex Superfresh Growers

- **Location:** Wenatchee Red Lion Hotel, Wenatchee/Chelan Room

**STUDENT FFA LEADERSHIP LUNCHEON NOON – 1 P.M.**

**Session Sponsor:** Washington Apple Education Foundation

- **Host:** Jennifer Witherbee, Washington Apple Education Foundation, Executive Director
- **Speaker:** Dan Steere, Abundant Robotics
- **Location:** Wenatchee Red Lion Hotel, Columbia River Room

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- 209-595-2056 (David) 425-466-5631 (Brian)

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