



Virginia Cooperative Extension

Virginia Tech • Virginia State University

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TO: Mid-Atlantic Strawberry Growers
FROM: Roy D. Flanagan III – Agriculture Extension Agent
SUBJECT: **Mid-Atlantic Strawberry Programs – March 2 & 3, 2020**
DATE: January 27, 2020

I hope this letter finds you well and excited about the 2020 strawberry crop. This letter is to inform you of our upcoming **2020 Mid-Atlantic Strawberry Programs** to be held on **March 2 & 3, 2020**. Our Strawberry Field Walk will be on March 2, 2020 from 12:30 p.m. until dark. Our Evening Program, will take place immediately following the Field Walk and will be focused on data collection equipment to deploy on farm and how to be successful with it, starting at 5:30p.m. with an sponsored meal followed by the program, at the Creeds Ruritan Community Complex. Our Strawberry School and Tradeshow is the following day, March 3rd, at the Advanced Technology Center from 8:00 a.m. to 3:30 p.m. Additional details are enclosed on the reverse of this letter for your review.

For those attending from out of town, I have been able to secure a special room rate of \$99 at the Fairfield Inns and Suites. Here is the link: [Book your group rate for Mid-Atlantic Strawberries Program](#) or you can contact them directly at (757) 422-4885, and mention that you are with the **Mid-Atlantic Strawberry Programs** to receive the group rate.

Thanks to the amazing sponsorship from strawberry industry partners, these programs are all offered at no cost to attendees. **Pre-registration is required for ALL of our programs.** Please don't hesitate to contact me directly by phone at (757) 385-4769/office or (757) 641-1434/cell or by email at royf@vt.edu. You can also contact Jill Wright (757)385-4769 or email jwright@vbgov.com

Many thanks to everyone for helping to make this program a success year-after-year. I look forward to seeing you in just over a month!

If you are a person with a disability and desire any assistive devices, services or other accommodations to participate in this activity, please contact Jill Wright at the Virginia Beach Cooperative Extension Office at (757)385-4769 or TDD# (800) 828-1120) during the business hours of 8:00 a.m. and 5:00 p.m. to discuss accommodations five (5) days prior to the event.



Mid-Atlantic Strawberry Programs – March 2 & 3, 2020

Pre-registration is required for ALL programs.

Monday, March 2, 2020

Strawberry Field Walk: 12:30 p.m. until Dark

Beginning at Henley Farms, 3513 Charity Neck Road, Virginia Beach, VA 23456

Ending at Vaughan Farms' Produce, 1258 Princess Anne Road, Virginia Beach, VA 23457

Cost: Free

❖ **Henley Farms**

- Plantings include: Chandler and Sweet Charlie varieties
- We will see pre-plant herbicide, fumigant, and combination treatments, variances in planting dates, and row middle treatments. Small planting of cut-offs vs. plugs.

❖ **Vaughan Farm's Produce**

- Plantings include: Chandler, Ruby June and Sweet Charlie
- We will see different fumigant treatments, as well as some variances in planting dates.

❖ **Speakers:** Drs. Mengjun Hu, Chuck Johnson, John Lea-Cox, Kim Lewers, Jayesh Samtani, and Allen Straw

Evening Program | On-farm data collection devices options and ROI 5:30 to 8:30 p.m.

Location: 1057 Princess Anne Rd., Virginia Beach, VA 23456

Cost: Free/ Dinner is included

Drs. John Lea-Cox and Barclay Poling will discuss options for collecting farm data, how to use it, and what pays.

Tuesday, March 3, 2020

Strawberry School and Trade Show: 8:00 a.m. to 3:30 p.m.

Virginia Beach Advanced Technology Center, 1800 College Crescent, Virginia Beach, VA 23453

Cost: Free / Lunch and snack included

Regional strawberry experts in the industry and leading universities will provide information on fertility programs, insect pests, diseases, fumigation alternatives, overall strawberry production considerations, and a forecast for the 2020 crop. Exhibits from sponsors will be on site.

Updates and Annual Meeting of:

- ❖ Virginia Strawberry Association

Growers' Panel:

- ❖ **The good and bad lessons learned** –Local Strawberry Growers

Speakers:

- ❖ **Dr. Mengjun Hu**, Assistant Professor – Plant Pathology
University of Maryland
- ❖ **Dr. Charles S. Johnson**, Professor –Plant Pathology
Virginia Tech – Southern Piedmont Agriculture, Research, and Extension Center
- ❖ **Dr. Kim Lewers**, Strawberry – Research Plant Genetist, *USDA – ARS – Beltsville MD Research and Education Center*
- ❖ **Dr. Jayesh Samtani**, Assistant Professor and Small Fruit Extension Specialist
Virginia Tech – Hampton Road Agriculture, Research, and Extension Center
- ❖ **Dr. Allen Straw**, Horticulturist, Southwest Virginia

Pre-registration is required for ALL programs.