

GREAT LAKES  
**EXPO**  
FRUIT, VEGETABLE & FARM MARKET



**MICHIGAN  
GREENHOUSE  
GROWERS EXPO**



**Dec. 10-12, 2024**  
Grand Rapids, MI



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INNOVATE.  
GROW.**



# Drone Spraying Symposium

www.glexpo.com



Jon Dinsmore | @thefarmerjon



John Kempf | Regenerative Ag

**NEW IN 2024!** EXPO Social featuring awards, refreshments and networking.  
Free to all EXPO badge holders.  
Wednesday, Dec. 11 from 5:30 to 7:15 p.m.

**REGISTRATION OPEN | Early Bird registration ends Nov. 15.**

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MICHIGAN STATE UNIVERSITY | Extension

# KEYNOTE PRESENTATIONS

## ZENGENIUS

### Sensory Merchandising: Connecting with Customers One Sense at a Time

**Tuesday, 10:00am - 11:00am**

Sensory merchandising focuses on using the five senses to connect the dots between a store and a customer's emotional response. Creating a space where customers feel welcome and comfortable is directly linked to their sensory experience, which serves as a gateway to the brain's processing centers. Research into brain science reveals how our senses—sight, taste, smell, touch, and sound—impact our emotions and decision-making processes. By understanding these connections, brands can craft experiences that resonate more deeply with their customers.

What does your brand look, taste, smell, feel and sound like? These sensory elements play a crucial role in shaping how customers perceive and interact with your brand and products.

Join the ZenGenius team, Meg Lefeld and Emily Shirey, as they share some of the industry's best Sensory Merchandising experiences. This fun and engaging session will help you gain a better understanding and provide inspiration on how you can stimulate your customers' senses.

### Visual Merchandising 101: Interactive Techniques to Transform Your Space

**Tuesday, 2:00pm - 4:00pm**

**Visual Merchandising, known as the science behind sales**, is both an art and a science focused on arranging and displaying products to entice customers, build a strong brand image, and maximize sales. How products are presented influences customer perception and decision-making, impacting whether they choose to purchase or walk away.

Learn the best visual merchandising practices and techniques to engage your customers from ZenGenius' Visual Merchandising team, Emily Shirey and Meg Lefeld. This 2-hour interactive workshop will not only showcase examples of compelling displays but also review visual merchandising fundamentals. Attendees will actively apply their new knowledge to improve their store's profitability and enhance the shopping experience.

## JOHN KEMPF

### REGENERATIVE AGRICULTURE PODCAST

Advancing Eco Agriculture

Farming For Generations

**Tuesday, 2:00pm - 4:00pm**

Join John Kempf, host of the Regenerative Agriculture Podcast and founder of Advancing Eco Agriculture, for an exploration of how Regenerative Agriculture can secure the legacy of our farms.

John will discuss novel ways of thinking about pest management, fruit quality, and soil health. He'll also introduce foundational concepts like the Plant Health Pyramid that explains how plants can increasingly resist pests as they become healthier.

John believes that leaving a legacy means producing nutritious food that nourishes people and has lower pesticide requirements. It also means ensuring our farms' profitability and providing a joyful, stable livelihood for the next generation. He'll show how regenerative practices can achieve all of those goals.

### Keynote: The Untapped Bounty of Regenerative Agriculture Wednesday, 9:00am - 11:00am

John Kempf, host of the Regenerative Agriculture Podcast and founder of Advancing Eco Agriculture, sees no shortage of reasons to be hopeful about the future of farming. He'll deliver an inspirational address about the opportunities of regenerative agriculture to enhance a grower's lifestyle and bottom line.

John will particularly zero in on the opportunity to improve harvest quality. The reality is that 35-40% of fruit on the tree is never sold because it drops or is graded out due to poor quality. He'll describe how regenerative practices can improve fruit quality, reduce drops, enhance grade, and have an immediate impact on a farm's bottom line. Moreover, managing for quality can make orcharding and farming more *fun*. John Kempf will show you how.

### Managing Nutrition for Fruit Quality and Pest Resistance Wednesday, 12:00pm - 2:00pm

Following up on Tuesday's session exploring the principles of regenerative agriculture, John Kempf will dive deep into the actual practices that can create plants capable of resisting pests and diseases without pesticides, while building healthy soils and growing nutritious produce.

John will describe how a data-driven understanding of plant nutrition leads to very different management of NPK fertilizers and micronutrients. He'll also explain how to use Sap Analysis as a tool to manage plant nutrition in real time and apply targeted nutritional applications through foliar sprays.

For anyone interested in improving the quality of their fruit and produce, reducing their use of pesticides and synthetic inputs, and generating more profit, this session is not to be missed.

## JON DINSMORE - DINSMORE FARMS

@Thefarmerjon The Green Screen Farmer from Yuma, AZ  
359K+ followers on TikTok

**Tuesday, 9:00am - 11:00am**

Lessons Learned Growing Cauliflower, Broccoli, and Baby Kale on a Commercial Scale

### Valent Trade Show Stage

**Tuesday, 12:00pm - 12:45pm**

It's about understanding the significance of your individual story, how to identify its importance, and how to present it in an impactful way. Too often we only share within our comfortable space, but it's like preaching in a vacuum. I share a few of my own experiences that have shaped me, including social media rise, reaching many who couldn't disagree more with me, and how I am currently using those experiences to shape my story moving forward. One of my favorite quotes regarding this idea is that "your past doesn't define you, it prepares you."



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## REGISTRATION

Register online at [www.glexpo.com](http://www.glexpo.com)

Registration fees cover admission to the trade show and education sessions.

## 2024 ONLINE EXPERIENCE

The Expo this year will allow mobile users to see a fabulous floor plan of our trade show areas. The vendor booths will be easy to find along with vendor contact information. Visit <https://glexpo.com/exhibit> for trade show map.

## FARM MARKET BUS TOUR



**Monday, December 9, 2024**

Join us for the annual Farm Market Bus Tour, a full-day adventure taking place the day before the Great Lakes Fruit, Vegetable & Farm Market EXPO. Participants will visit new and exciting markets in West Michigan. Hosted by Fruit Growers News and Vegetable

Growers News, this tour is a must for farm marketers. This is a great opportunity to connect with other farm marketers, learn from innovative farmers about creative and unique marketing techniques, and enjoy moderated discussions led by Michigan State University Extension educators during bus travel. The cost is \$185 per person, which includes lunch and snacks. If you register after Nov. 15, the cost is \$205, subject to availability. Limited seats are available, so register using the form on the back cover or online at [glexpo.com](http://glexpo.com). For more information, visit [fruitgrowersnews.com/bustour](http://fruitgrowersnews.com/bustour) or [vegetablegrowersnews.com/bustour](http://vegetablegrowersnews.com/bustour) for detailed descriptions of the host farms and additional tour information. If you have questions, contact Caroline Feehery at 616-520-2166. Don't miss this fantastic opportunity to explore new possibilities for your market. Secure your spot today! No refunds after November 25th.

## GLEXP.O.COM



## MIDWEST PICKLE ASSOCIATION AND PICKLE & PEPPER RESEARCH COMMITTEE FOR MSU

**Tuesday, 11:00am – 4:00pm**

*Gallery Overlook Room G-H (upper level), DeVos Place Convention Center*

Members of the Midwest Pickle Association and the Pickle & Pepper Research Committee for MSU are invited to attend this special research reporting and business program. The program includes a working lunch; joint business meeting of both organizations; and cucumber research reporting by researchers from Michigan State University, University of Wisconsin, and USDA Agricultural Research Service.

## MICHIGAN APPLE GROWERS LUNCHEON

**Tuesday, 11:30am – 1:30pm**

*Ambassador Ballroom, Amway Grand Plaza Hotel*

This annual event is being held on the first day of the EXPO again this year. This is a free luncheon program open to all Michigan apple growers. The luncheon is sponsored by the Michigan Apple Committee and a number of industry sponsors. A featured speaker will entertain and inform those attending. This year's program also features awarding the recipients of the Michigan Apple industry's scholarship program. There will also be industry updates from the Michigan Apple Committee and USApple during the program.

## TRADE SHOW RECEPTION

**Tuesday 4:00pm – 5:30pm,**

**Wednesday, 4:00pm – 5:30pm**

Join us in the back of the Exhibit Hall Tuesday and Wednesday for a reception with the exhibitors. Cash Bar and Light Refreshments.

## MICHIGAN STATE HORTICULTURAL SOCIETY ANNUAL MEETING

**Tuesday, 4:30pm**

*Grand Gallery Room C (lower level), DeVos Place Convention Center*

The annual meeting of the Michigan State Horticultural Society (MSHS) will include director elections and reports on activities. All members are welcome.

## FRUIT AND VEGETABLE 40 UNDER 40 AWARDS

**Tuesday, 4:30pm**

*Valent Trade Show Stage*

*Hosted by Great American Media Services*

**RAFFLE**

*SCAG Tiger Cat II 61" Zero Turn Mower*

**TICKETS ARE \$20 EACH OR 3 FOR \$50!**

Two \$50 prize drawings each day of the Expo!

Visit Michigan State Horticultural Society in the Grand Gallery to buy tickets

Grand Prize Drawing is Thursday, December 12

AN \$11,000 VALUE!

Michigan State HORTICULTURAL Society

## PRAYER BREAKFAST

**Wednesday, 7:00am**

*Imperial Ballroom, Amway Grand Plaza Hotel*

**Speaker:** Marvin Williams, Lead Pastor of Trinity Church in Lansing

### Keep Praying

While we wait for Jesus to return, we can easily become discouraged. What should we do while we wait? How should we respond when we become discouraged in prayer? Jesus tells us in Luke 18:1-8.

## MICHIGAN VEGETABLE COUNCIL ANNUAL MEETING

**Wednesday, 4:00pm – 4:30pm**

*Valent Trade Show Stage, DeVos Place Convention Center*

The annual meeting of the Michigan Vegetable Council (MVC) will include director elections and reports on activities. All members are welcome.

## EXPO BANQUET: REIMAGINED

**Wednesday, 5:30pm**

*Ambassador Ballroom, Amway Grand Plaza Hotel*

We are excited to inform you we will be transitioning from a formal banquet to a relaxed and celebratory social reception (The Expo Social). This casual atmosphere is intended to foster networking and connection. Mingle and connect with fellow guests, enjoy light refreshments, one complimentary drink, and help celebrate as we recognize outstanding industry and academic achievements.

We will continue to award the Cider Trophy, student scholarships, MSHS Distinguished Service and MVC Master Farmer. Additionally, we are excited to add a couple new awards to be announced at The Social.

The Social will start at 5:30PM on Wednesday December 11, with awards starting at about 6:15pm. All are welcome and a ticket is not required.

## TRADE SHOW

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The EXPO's trade show is one of the largest shows for fruit and vegetable growers, greenhouse growers, and farm marketers in North America. Again this year, there will be an additional exhibit area featuring farm market vendors, other product vendors, and information booths, as well as an Agritourism area. Trade show hours are 8:00am to 5:30pm Tuesday and Wednesday, and 8:00am to 1:00 pm on Thursday. Be sure to plan enough time to see all the exhibits!

## VALENT TRADE SHOW STAGE

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Attendees will want to make their way to the far side of the Exhibit Hall for the Valent Trade Show Stage. The Valent Trade Show Stage will host 45 minute sessions, where industry experts will be able to answer your questions.

### Valent Trade Show Stage Agenda:

*Trade Show Hall*

### TUESDAY, DECEMBER 10

10:00am - 10:45am

*Valent USA*

#### **Plant Growth Regulators: Enhancing Fruit Quality, Operation Efficiency, and Profitability**

PGR strategies for maximizing your ROI in commercial fruit systems

11:00am - 11:45am

*Agribusiness Succession Advisors LLC*

#### **Succession Planning Challenges and How to Position Your Operation for Success**

This informative session will address important challenges to farm succession, and steps you can take to navigate the process and improve your odds of success.

12:00pm - 12:45pm

*Jon Dinsmore - Dinsmore Farms*

#### **Thefarmerjon GreenScreenFarmer from Yuma, AZ 359K+ followers on TikTok**

1:00pm - 1:45pm

*UPL NA, Inc*

#### **Providing crop solutions to support agriculture in the USA**

4:30pm - 5:30pm

*Great America Media Services*

#### **40 Under 40 Awards**

Fruit + Vegetable 40 Under 40 Awards will honor 40 outstanding individuals making their marks in the industry.

### WEDNESDAY, DECEMBER 11

10:00am - 10:45am

*Certis Biologicals*

Educational panel featuring a researcher, a grower, a retailer rep, and a Certis Bio field development rep.

12:00pm - 12:45pm

*Fieldwatch*

#### **Off-Target Spray Drift:**

How 1 Tool Has Changed Dialogue...

1:00pm - 1:45pm

*Hectre*

#### **Pick the Right Fruit Size and Color with Less Defects Using Real-Time Data Driven Insights**

Learn how you can improve picker performance and fruit quality in your orchard to increase your packout and profitability.

## WORKSHOP

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### Drone Spraying in Specialty Crops Symposium

Thursday, December 12, 9:00am - 4:00pm

This session is for custom applicators and private growers contemplating applications to specialty crops. Participants will leave with an understanding of the process of integrating drones into their spray program.

## TRADE SHOW EVENTS

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Innovation Demo Area with Ag Tech demonstrations at the back of the Innovation Aisle throughout the day on both Tuesday and Wednesday

### WEDNESDAY, DECEMBER 11

4:00pm - 5:30pm

#### **Meet the Buyers Returns for 2024**

Connecting with new buyers and markets for fruit and vegetable growers is made easier through the Meet the Buyers reception at the Great Lakes Expo. Food and drinks available.

## EDUCATION PROGRAM

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The following pages give you a glimpse into the extensive educational sessions available at the Great Lakes Expo.

#### *Certification Credit*

Many of the education sessions will offer credits for Michigan and Ohio Private and Commercial Pesticide Applicators and Certified Crop Advisors. Those interested in credits will fill out an online survey at the end of each session providing credits. The survey will be filled out using a personal mobile device. Thursday, December 12 MI RUP Review and Testing will take place at the EXPO.



## REGISTRATION SCHOLARSHIPS

A limited number of scholarships are available. The scholarship will cover the cost of registration to the EXPO. Apply as soon as possible, the deadline is October 31. The window to apply is short. In case we can not fulfill all requests, the early bird registration pricing will still be available. Each applicant must fill out a short online application. Maximum 2 allowed per business/household. If participating online is a problem, find someone to help fill one out online, or call the Expo number for help. <https://glexpo.com/attend/scholarship/>

## LUNCH: WELCOME FOOD TRUCKS

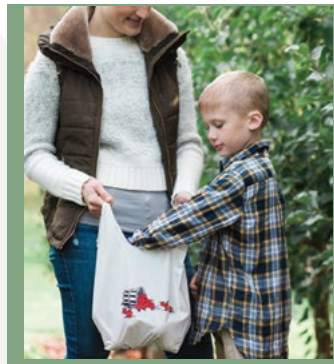
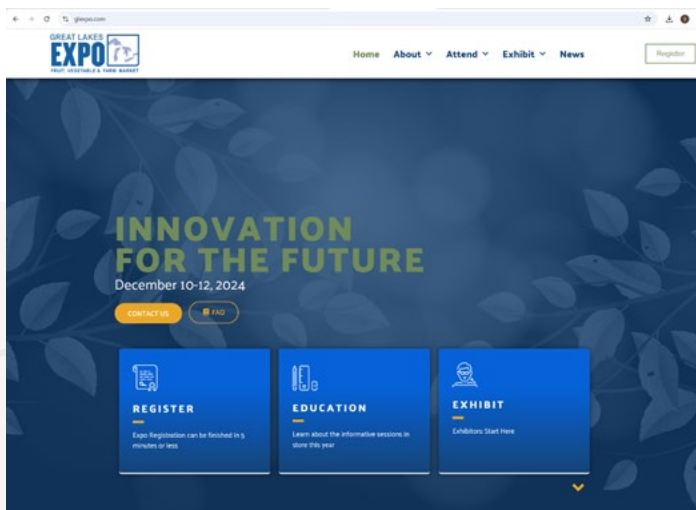


The Grand Gallery will not be hosting a hot lunch buffet line in 2024. This year, the lunch options will be food trucks located inside the main exhibit hall along the river aisle and concession stands located at the front of the exhibit hall. There will be a food court with seating available near the food trucks.

## GLEXPO.COM: WEBSITE MAKEOVER

Did you notice the Expo's website makeover? Besides getting an upgraded style and look, here are some things you can now easily find.

- Registering for Expo stays more put on our website which allows you to get all the information you need to register from one spot.
- Do you wish to exhibit or sponsor? If so, a really cool flipbook gives you the details.
- The trade show floor is big. You can pull up the trade show map on our website.
- If you exhibit, the website contains the exhibitor social media kit. This kit helps promote you and the Expo.
- There are many articles written about the education at Expo. Now, many of these articles have links to direct you to them from the Expo website.



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## CIDER CONTEST

The cider contest will judge the best ciders produced by Michigan cider makers (only Michigan cider producers are eligible). Here are some important details for the contest:

- 🍏 To enter, cider producers must submit two 1-gallon cider jugs at the Exhibitor Registration desk in the Grand Gallery concourse in DeVos Place on Tuesday, December 10, from 9:00am to 5:00pm., or on Wednesday, December 11, from 9:00am to noon. No entries will be accepted after noon on Wednesday.
- 🍏 Cider samples must be thawed by 1:00pm on Wednesday (this is the responsibility of each cider producer, not the contest coordinator).
- 🍏 Cider contest judging will be on Wednesday afternoon.
- 🍏 Winning ciders are part of the award ceremony at EXPO Social.
- 🍏 Cider sampling available in the Trade Show Hall Apple Variety Showcase Thursday morning.
- 🍏 Entry forms are available in advance by contacting Derek Plotkowski, 586-337-5615, plotkow5@msu.edu; also available on the website <https://glexpo.com/cider-contest/>

## THANK YOU SPONSORS!

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### BRONZE

Arlene Resource Management

Atticus LLC

Modern Produce

Newaygo Insurance Agency

Ridge Automation

Rockford Package Supply

Syngenta Crop Protection

Wafler Nursery

### STUDENT SCHOLARSHIPS

Great America Media

Syngenta Crop Protection

Valent USA

*As of September 1, 2024*

# SCHEDULE AT A GLANCE

## FARM MARKETING

**Tuesday 10:00am -11:00am**

Sensory Merchandising: Connecting with Customers One Sense at a Time

**Tuesday 2:00pm -4:00pm**

Visual Merchandising 101: Interactive Techniques to Transform Your Space

**Tuesday 5:30pm -7:00pm**

Farm Market Roundtable

**Wednesday 9:00am -11:00am**

Agritourism Workshops - Hosted by Michigan Agritourism

**Wednesday 2:00pm -4:00pm**

Farm Market - Social Media

**Thursday 9:00am -11:00am**

Building Food Access and Community at Your Farm Market

Farm Market Workshop - Farm Layout and Design

Farm Market: Bringing People Along

## FRUIT

**Tuesday 9:00am -11:00am**

Juice Grape

Sweet/Hard Cider

**Tuesday 2:00pm -4:00pm**

Apple I

Berry

Wine Grape

**Wednesday 9:00am -11:00am**

Blueberry I

Cherry

Peach/Plum

**Wednesday 2:00pm -4:00pm**

Apple II

Blueberry II

## GENERAL

**Tuesday 9:00am -11:00am**

Emerging Technology I: Field Testing Technologies to Improve Decision Making and Crop Quality

Farm Business - Insurance

IPM Timely Topics

**Tuesday 11:00am -2:00pm**

Farm Business - Programs

**Tuesday 12:00pm -1:00pm**

Agrability

**Tuesday 2:00pm -4:00pm**

Emerging Technology II: Improving On-Farm and Food System Sustainability Through Automation

Farming For Generations

Introducing the new Beginning Farmer Resource & Decision Making Guide

Soil Health and Cover Cropping

**Wednesday 9:00am -11:00am**

Emerging Technology III: Field and Post-Harvest Monitoring Solutions

Keynote: The Untapped Bounty of Regenerative Agriculture

Labor I

Organic Transition

**Wednesday 10:30am -1:30pm**

Organic Vegetable Management

**Wednesday 12:00pm -2:00pm**

Managing Nutrition for Fruit Quality and Pest Resistance

**Wednesday 1:30pm -4:00pm**

Farm Planning for Organic and Sustainable Farmers-Considering Multiple Goals

**Wednesday 2:00pm -4:00pm**

Cider Judging

Emerging Technology IV: AgTech Challenges and Opportunities Discussion

Irrigation

Labor II

**Thursday 9:00am -3:30pm**

Ag Tech Summit

**Thursday 9:00am -4:00pm**

Drone Spraying in Specialty Crops Symposium

**Thursday 9:00am -11:00am**

New Agricultural Water Rules in Fresh Produce

Pesticide Safety and Worker Protection Safety for Workers and Handlers-English

Pesticide Safety and Worker Protection Safety for Workers and Handlers-Spanish

E-Commerce Strategies for Small-Scale Farm

**Thursday 1:00pm -3:00pm**

Advanced Worker Protection Safety for Workers and Handlers - English

Advanced Worker Protection Safety for Workers and Handlers - Spanish

**Thursday 1:00pm -4:00pm**

Core Pesticide Applicator Certification Testing

## GREENHOUSE

**Tuesday 9:00am -9:50am**

Successful Disease Management in the Greenhouse

Thrips parvispinus: A Looming Threat to Horticultural Production

**Tuesday 10:10am -11:00am**

Biopesticide Integration: Strategy and Economic Considerations

PGRs: New Products and Application Methods

**Tuesday 1:30pm -2:20pm**

Enhancing Biological Control with Banker Plants and Supplemental Foods

**Tuesday 1:30pm -3:00pm**

Let's Get Growing: An MSU Greenhouse Research Update

**Tuesday 2:40pm -3:30pm**

Don't Deplete your Social Battery: Finding the Right Balance Between Social Media and Traditional Marketing

**Wednesday 9:00am -9:50am**

Fundamentals of Greenhouse Growing I: Watering Plants - Training for Success

Understanding Costs of Production: Insights from the 2024 US Census of Horticulture

**Wednesday 9:00am -11:00am**

Specialty Cut Flowers I

**Wednesday 10:10am -11:00am**

Best-performing Plants in the 2024 Michigan Garden Plant Tour

Fundamentals of Greenhouse Growing II: Temperature and Light Management

**Wednesday 1:30pm -2:20pm**

Nutrition: Using Substrate Chemistry to Your Advantage

Scheduling for Retail: Ensuring Season-long Interest with Herbaceous Perennials

**Wednesday 1:30pm -3:30pm**

Specialty Cut Flowers II

**Wednesday 2:40pm -3:30pm**

Avoid Emergencies and Get a Handle on Handling Cuttings

Tech Integration in a Commercial Greenhouse

## LAVENDER

**Tuesday 9:00am -11:00am**

Lavender I

**Tuesday 2:00pm -4:00pm**

Lavender II

## VEGETABLE

**Tuesday 9:00am -11:00am**

Asparagus

Brassicas

Pickles and Vine Crops

**Tuesday 2:00pm -4:00pm**

Root Crops

Sweet Corn

**Wednesday 9:00am -11:30am**

Tomato Pepper Eggplant

**Wednesday 9:00am -11:00am**

Mushrooms

Onion

**Wednesday 2:00pm -4:00pm**

Celery

Potato



# FARM MARKET

## Tuesday

10:00am – 11:00am

### Sensory Merchandising: Connecting with Customers One Sense at a Time

*Farm Market Keynote – Sensory Merchandising: Connecting with Customers One Sense at a Time*  
Meg Lefeld – ZenGenius, Inc.  
Emily Shirey – ZenGenius, Inc.

2:00pm – 4:00pm

### Visual Merchandising 101: Interactive Techniques to Transform Your Space

Meg Lefeld – ZenGenius, Inc.  
Emily Shirey – ZenGenius, Inc.

5:30pm – 7:00pm

### Farm Market Roundtable

## Wednesday

9:00am – 11:00am

### Agritourism Workshops – Hosted by Michigan Agritourism

*Michigan Agritourism Update*  
Janice Benson – Michigan Agritourism

*Expanding Your Retail Farm Market*  
Brian Moyer – Penn State Extension

*Investing in Your Success: Fundamentals of Pricing for Farm Markets*  
Brian Moyer – Penn State Extension

### Farmer Panel on Expanding Your Market and Pricing Strategies

Lindsay Meckley Bollheimer – Meckley's Flavor Fruit Farm  
Steve Meckley – Meckley's Flavor Fruit Farm  
Stephanie Dunneback – Dunneback & Girls

2:00pm – 4:00pm

### Farm Market – Social Media

*How to Share Your Story on Social Media to Grow Sales and Community*  
Erika Tebbens – Taste the Local Difference

### Deep Roots Produce: Our Journey Through Social Media

Liv McDaniel – Deep Roots Produce  
Stephen McDaniel – Deep Roots Produce

## Thursday

9:00am – 11:00am

### Building Food Access and Community at Your Farm Market

*Food Access 101*  
Joe Lesausky – Michigan Farmers Market Association

### Food Access Farmer Panel

9:00am – 11:00am

### Farm Market Workshop – Farm Layout and Design

*Crop and Orchard Design to Maximize Pick your own Demand*  
Chris Eckert – Eckert's Inc.

*Using Customer Provided Data to Inform Farm Market Design*  
Brian Moyer – Penn State Extension

*How I did it: Implementing Farm Layout and Design Optimization at DeBuck's Family Farm*  
Scott DeBuck – DeBuck's Family Farm

9:00am – 11:00am

### Farm Market: Bringing People Along

*We're in this Together. Aligning your Guests with your Mission*  
Rob Collins – Tillers International

### Q & A with Rob

Rob Collins – Tillers International

### The Food Journey: Building Community Through Shared Food Experiences

Tara Newman – The Culinary Cottage

### Q & A with Tara

Tara Newman – The Culinary Cottage



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# FRUIT

## Tuesday

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9:00am -11:00am

### Juice Grape

*Enhanced Cold-Press Technique: Elevating Flavor and Freshness in Concord Grape Juice*

Olga Padilla-Zakour - Food Safety Department of Food Science, Cornell AgriTech

*Michigan Grapes and Biofungicides: What We've Learned and What's Next?*

Timothy Miles - Michigan State University

*ColdSnap: A Grapevine Bud Cold Hardiness Prediction Tool for Site Selection and Management Decisions*

Amaya Atucha - University of Wisconsin-Madison

9:00am -11:00am

### Sweet/Hard Cider

*MDARD Cider Mill Inspection Report*

Kevin Halfmann - MDARD

*Michigan Cider Association Block Grant Report*

Paula Englin - Michigan Cider Association

*Using Crop Load to Manage Juice Attributes and Nutrition in Apples*

Shanthanu Krishna Kumar - Penn State University

*Operating a Business with Both Sweet and Hard Cider*

Bill Robinette - Robinette's Apple Haus and Winery

*Making Award Winning Cider at Hill Bros. Orchard*

Chris Swaggerty - Hill Bros. Orchard

2:00pm -4:00pm

### Apple I

*Rapid, Early-season Growth of Honeycrisp Apples Predisposes Fruit to Bitter Pit Development*

Dr. Todd Einhorn - Michigan State University

*Optimizing Management to Limit Postharvest Apple Rots While in Storage*

Dr. Kari Peter - Pennsylvania State University

*Environmental Factors Affecting Apple Quality and Storability*

Dr. Randolph Beaudry - Michigan State University

*Postharvest Industry Panel*

Jim Schaefer - Storage Control

Eric Roossinck - Roossinck Fruit

Jamie Kober - River Ridge Produce

2:00pm -4:00pm

### Berry

*Overheating in Berry Crops*

Peter Oudemans - Rutgers University

*Controlled Environment Strawberry Production*

Josh Vander Weide - Michigan State University

*New Tools For Managing Strawberry Root Rot*

Tim Miles - Michigan State University

*Sap Testing in Berry Crops*

Zilfina Rubio Ames - University of Georgia

2:00pm -4:00pm

### Wine Grape

*Optimizing Grape Yield and Quality Through Advanced Physiological and Cultural Practices*

Paolo Sabbatini - Michigan State University

*Advances in Spotted Lanternfly Management: Insights and Strategies from Leading Researchers at Penn State, Cornell, and Michigan State University*

Jennifer Phillips Russo - Cornell Cooperative Extension

Cain Hickey - Penn State University

Rufus Isaacs - Michigan State University

## Wednesday

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9:00am -11:00am

### Blueberry I

*Berrigation Demo*

Yoonsuk Dong - Michigan State University

Cheyenne Sloan - Michigan State University

*Managing Blueberry Quality With Ground Covers and Harvest Strategy*

Josh Vander Weide - Michigan State University

*Blueberry Fertilization*

Zilfina Rubio Ames - University of Georgia

*What to Plant? Prospective Blueberry Cultivars for Michigan*

Josh Vander Weide - Michigan State University

Bill Groenink - Keystone Ag

# FRUIT

9:00am -11:00am

## Cherry

*Keeping up with the Spotted Wing Drosophila: What we Learned in 2024*

Julianna Wilson - Michigan State University

*What is going on with Cherry Leaf Spot?*

George Sundin - Michigan State University

*Cherry Leaf Spot Control in 2024: Grower Panel*

Jim Nugent - Sunblossom Orchards

Pete Nelson - HortSystems LLC

Gerrit Herrygers - Wilbur-Ellis

9:00am -11:00am

## Peach/Plum

*How the Colonization Strategies of Bacterial Pathogens of Fruit Trees Affects Management Decisions*

Dr. George Sundin - Michigan State University

*Management Refinements for Brown Rot and Powdery Mildew in Stone Fruit*

Dr. Kari Peter - Pennsylvania State University

*New Approaches in Management of Insect Pests in Stone Fruit*

Dr. Greg Krawczyk - Pennsylvania State University

*A Comprehensive Guide to Accede PGR for Optimal Peach Yield, Quality, and Harvest Timing*

Amy Irish-Brown - Valent U.S.A. LLC

2:00pm -4:00pm

## Apple II

*What's Bugging Apples? All the Tiny Things!*

Julianna Wilson - Michigan State University

*From the Bottom to the Top: Orchard Floor Management to Conserve Natural Enemies in Orchards*

Rebecca Schmidt-Jeffris - USDA ARS

*Protecting Pollinators While Controlling Pests in Apples*

Meghan Milbrath - Michigan State University

*Developing Challenges with Management of Codling Moth*

Grzegorz Krawczyk - Pennsylvania State University

2:00pm -4:00pm

## Blueberry II

*Insect Pest Management in Blueberry for 2025 and Beyond*

Rufus Isaacs - Michigan State University

*Climate Change and Fruit Rots*

Tim Miles - Michigan State University

*New and Emerging Diseases in Vaccinium Crops*

Peter Oudemans - Rutgers University

*State of The Industry Update*

USHBC Representative - United States High Bush Blueberry Council

*Michigan Blueberry Update*

Nancy Nyquist - Michigan Blueberry Commission

Chad Rendeers - Michigan Blueberry Advisory Committee

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# Drone Symposium

- Pre-registration required for the symposium. Register at [www.glexpo.com](http://www.glexpo.com)
- 6 CEU's applied for.
- Lunch provided.



## First Annual Drone Spraying in Specialty Crops Symposium

### Why a drone symposium focused on specialty crops?

Applications on Specialty Crops are a huge opportunity, both for the growers and for custom applicators. However, the strategies and expectations are very different compared to applications on grains and pasture. This symposium is focused entirely on the use of drones in specialty crops, sharing real-world knowledge from prominent national and international researchers and applicators working in this area, and identifying current and future needs.

### Who is this for?

- Specialty crop growers considering contracting spraying or spreading services, or buying a drone to do applications.
- Current custom applicators that are already applying in this space, or interested in expanding into this space.
- Extension professionals serving the Fruit and vegetable community interested in expanding their knowledge in this area to bring back to their respective user groups.
- State or Province-level Pesticide Control Officers interested in gaining understanding of this fast-growing and complex activity.

### What you will take away:

- An understanding of the fundamentals of using a drone as an air-assisted sprayer for deep canopy coverage, from vegetables to tree crops.
- The current state of knowledge and best practices
- Networking with commercial applicators and extension professionals working in this area currently.

# GENERAL INTEREST

## Tuesday

### 9:00am - 11:00am

#### Emerging Technology I: Field Testing Technologies to Improve Decision Making and Crop Quality

##### Introducing the GLEXPo Emerging Technology Series

Julia Miller - Michigan State University

Joe Affholter - Michigan State University

##### Redefining Soil Testing: The Future of Soil Health Monitoring

Faisal Sherif - Michigan State University

Lisa Tiemann - Michigan State University

##### Electronic-Free Wireless Sensors for Subsoil Moisture and Microbial Activity Monitoring

Rahim Rahimi - Purdue University

### 9:00am - 11:00am

#### Farm Business - Insurance

##### Insuring Specialty Crops Through the Noninsured Crop Disaster Assistance Program (NAP)

Ben Belkholm - Farm Service Agency

##### Crop Insurance Options for Specialty Crops

Brian Frieden - USDA Risk Management Agency

### 9:00am - 11:00am

#### IPM Timely Topics

##### New Regulations for Pesticide Applicators via Bulletins Live!

Kevin Kern - MDARD

##### Important Updates from Enviroweather

Keith Mason - Michigan State University

##### The Vegetable Grower's Guide to the Galaxy

Ben Phillips - Michigan State University

### 11:00am - 2:00pm

#### Farm Business - Programs

##### Michigan Department of Agriculture and Rural Development - Grant Opportunities

Amy Bearss - MDARD

##### Everything You Need to Know About Groundwater Discharge Permits and Produce Wash Water

Kristine Rendon - EGLE

Christine Alexander - EGLE

##### MAEAP: Looking Forward

MDARD staff and MAEAP partners

##### Secondary Markets for Excess Produce - Utilizing the Food Bank Network

Natasha Tarnowsky - Food Bank Council of Michigan

Garrett Zuver - Food Bank Council of Michigan

### 12:00pm - 1:00pm

#### Agrability

##### Caring for the Caregiver When a Farmer has Health Problems

Beverly Berens - MI AgrAbility

Ned Stoller - MI AgrAbility

### 2:00pm - 4:00pm

#### Emerging Technology II: Improving On-Farm and Food System Sustainability Through Automation

##### Flexible Sensor Technology for Safe Robotic Harvesting

Xiaobo Tan - Michigan State University

##### A Multi-arm Robotic System for Apple Harvesting

Zhaojian Li - Michigan State University

##### 2023 GLEXPo Emerging Technology Series Updates

Julia Miller - Michigan State University

### 2:00pm - 4:00pm

#### Farming For Generations

John Kempf - Regenerative Agriculture Podcast

### 2:00pm - 4:00pm

#### Introducing the new Beginning Farmer Resource & Decision Making Guide

Aimee Swenson - USDA Farm Service Agency

Jonathan LaPorte - Michigan State University

### 2:00pm - 4:00pm

#### Soil Health and Cover Cropping

##### Promoting beneficial microbes with biocontrol capabilities in tomato cropping systems

Lori Hoagland - Purdue University

##### Managing Nematodes with Soil Amendments in Vegetable and Fruit Crops

Marisol Quintanilla - Michigan State University

##### Soil Health Strategies at Providence Organic Farm

Ryan Romeyn - Providence Organic Farm

##### Cover Crops for Weed Control and Other Goals

Katrina (Kat) Becker - Cattail Organics

# GENERAL INTEREST

## Wednesday

**9:00am -11:00am**

### Emerging Technology III: Field and Post-Harvest Monitoring Solutions

#### Time-lapse Thermal Imaging Camera for Canopy Temperature Monitoring

Younsuk Dong - Michigan State University  
Jack Chappuies - Michigan State University

#### Food Safety in your Hands ... Through the SMART Biosensor!

Evangelyn Alocilja - Michigan State University

#### Emerging Threats and New Opportunities in AgTech

Joe Affholter - Michigan State University

**9:00am -11:00am**

### Keynote: The Untapped Bounty of Regenerative Agriculture

John Kempf - Regenerative Agriculture Podcast

**9:00am -11:00am**

### Labor I

#### Labor Market Updates

Zach Rutledge - Michigan State University  
Philip Martin - University of California Davis  
Margaret Jodlowski - Ohio State University

#### Ag Labor Legislation Updates

Michael Marsh - National Council of Agricultural Employers

#### Session discussion and Q&A

Zach Rutledge - Michigan State University  
Philip Martin - University of California Davis  
Margaret Jodlowski - Ohio State University  
Michael Marsh - National Council of Agricultural Employers

**9:00am -10:30am**

### Organic Transition

#### Going Organic Farmer Panel - Getting Started and Getting Certified

Kyle Mitchell - Mitchell's Patch of Blue  
Rochelle Bostwick - Earthkeeper Farm  
Sam Otto - The Woven Trifecta

#### Going Organic Interactive Session: Writing an Organic System Plan

Katie Brandt - MSU Organic Farmer Training Program

**10:30am -1:30pm**

### Organic Vegetable Management

#### Systems of Machinery for Any Scale, with a Focus On Controlling Weeds

Sam Oswald Tilton - Glacial Drift Enterprises, LLC

#### Your First Date with the Soil-making Good Observations and Soil Testing

Vicki Morrone - Michigan State University

#### Pest Management in Protected Culture With Emphasis on Biological Control

Laura Ingwell - Purdue University

#### Meet and Greet-Gaining Insight to Build your Farm

Julie Studier - Tower Hill Farm  
Ryan Romeyn - Providence Farm

**12:00pm -2:00pm**

### Managing Nutrition for Fruit Quality and Pest Resistance

John Kempf - Regenerative Agriculture Podcast

**1:30pm -4:00pm**

### Farm Planning for Organic and Sustainable Farmers-Considering Multiple Goals

#### Holding it all Together -How we Manage a Diverse and Complex Farm Business

Ryan Romeyn - Providence Farm

#### Vegetable Plant Variety Selections for Organic Farms

Dana Hilfinger - Johnny's Selected Seed

#### Developing a Farm Plan for Your Farm

Vicki Morrone - Michigan State University  
Katie Brandt - Michigan State University

**2:00pm -4:00pm**

### Cider Judging

#### Judge Training

Derek Plotkowski - Michigan State University

**2:00pm -4:00pm**

### Emerging Technology IV: AgTech Challenges and Opportunities Discussion

Tom Herlache - Michigan State University

**2:00pm -4:00pm**

### Irrigation

#### Water Requirements and Registration

Lyndon Kelley - Michigan State University

#### Irrigation Scheduling and Monitoring: Basic Concept

Younsuk Dong - Michigan State University  
Brenden Kelley - Michigan State University

#### Where is Your Drip Irrigation Water Going?

Brenden Kelley - Michigan State University  
Younsuk Dong - Michigan state university

#### Hands-on Training: Mastering Irrigation Scheduling with IrrigMSU App (Available in English and Spanish)

Younsuk Dong - Michigan State University  
Angie Gradiz - Michigan State University  
Brenden Kelley - Michigan state university



# GENERAL INTEREST

## *Improving Center Pivot Uniformity While Reducing Runoff Potential*

Angie Gradiz - Michigan State University

### **2:00pm - 4:00pm**

#### **Labor II**

#### *Getting Workers through the H2A program*

Michael Lalich - Low Country Labor Company  
Beth VanDrie - Arlene Resource Management  
Brad Lapchak - Department of Labor

#### *Overcoming Labor Challenges Here, There and Everywhere*

Katie Vargas - Joe Rasch Orchards  
Daniel Oropeza - Dano's Landscaping

#### *Session discussion and Q&A*

## **Thursday**

### **8:30am - 12:30pm**

#### **Pesticide Safety and Worker Protection Safety for Workers and Handlers- English**

##### *Pesticide Safety*

Christina Curell - Michigan State University  
Safa Alzohairy - Michigan State University  
Saltanat Mambetova - Michigan State University

### **8:30am - 12:30pm**

#### **Pesticide Safety and Worker Protection Safety for Workers and Handlers- Spanish**

##### *Safe Pesticide Handling in Spanish*

Carlos Garcia-Salazaar - Michigan State University  
Anamaria Gomez-Rodas - Michigan State University  
Filberto Gomez - Michigan State University

### **9:00am - 3:30pm**

#### **Ag Tech Summit**

This is a full day event and more detailed programming will be provided online and in onsite program. Panel Discussion, Roundtable Discussion, lunch, Pitch Competition, social hour

### **9:00am - 11:00am**

#### **New Agricultural Water Rules in Fresh Produce**

Kruti Ravaliya - Food and Drug Administration  
Nick Babcock - MDARD  
Don Stoeckel - Produce Safety Alliance

#### *Supervisor On-farm Produce Safety Refresher*

Phil Tocco - Michigan State University

### **9:00am - 4:00pm**

#### **Drone Spraying in Specialty Crops Symposium**

This event requires an additional registration fee. Focus on drones to apply crop protection materials in fruits and vegetables. Experts from the West Coast, Europe, Local and Industry will discuss current best practice strategies and future needs in specialty crops. Participants will leave with an understanding of the process of integrating drones into their spray program, whether contracted or owned.

Mike Reinke - Michigan State University Extension  
Mark Ledebuhr - Application Insight  
Brianna Layfield - AgBee  
Cruz Garcera - Figueria IVIA Spain

### **9:00am - 11:00am**

#### **E-Commerce Strategies for Small-Scale Farms**

Amy McCann - Local Food Marketplace  
Terra Osman - Farmish

### **1:00pm - 3:00pm**

#### **Advanced Worker Protection Safety for Workers and Handlers - English**

##### *Worker Protection Training in English*

Tom Smith - Michigan State University, Retired Representative - MDARD

### **1:00pm - 3:00pm**

#### **Advanced Worker Protection Safety for Workers and Handlers - Spanish**

##### *Agricultural Worker Protection in Spanish*

Antonio Castro-Escobar - MDARD  
David Mota-Sanchez - MDARD

### **1:00pm - 4:00pm**

#### **Core Pesticide Applicator Certification Testing**

Those wishing to take the RUP test must attend the morning pesticide safety session.

##### *RUP Testing*

PRIVATE CORE, FUMIGATION STANDARD, AERIAL STANDARD AND COMMERCIAL CORE TESTS ONLY. NO COMMERCIAL CATEGORY TESTS.

Registration through MSU Events Management, <https://events.anr.msu.edu/GLEXPOPesticideSafetyandWorkerProtectio/>

##### *MDARD RUP Testing*

Christina Curell - Michigan State University

# GREENHOUSE

## Tuesday

**9:00am – 9:50am**

**Successful Disease Management in the Greenhouse**

Mary Hausbeck – Michigan State University

**9:00am – 9:50am**

**Thrips parvispinus: A Looming Threat to Horticultural Production**

Erich Schoeller – University of Georgia

**10:10am – 11:00am**

**Biopesticide Integration: Strategy and Economic Considerations**

J.J. Klimp – Hidden Leaf Greenhouse

**10:10am – 11:00am**

**PGRs: New Products and Application Methods**

Roberto Lopez – Michigan State University

**1:30pm – 2:20pm**

**Enhancing Biological Control with Banker Plants and Supplemental Foods**

Erich Schoeller – University of Georgia

**1:30pm – 3:00pm**

**Let's Get Growing: An MSU Greenhouse Research Update**

Mary Hausbeck – Michigan State University  
Tom Fernandez – Michigan State University  
Roberto Lopez – Michigan State University  
Does Stock – Michigan State University  
Debalina Saha – Michigan State University  
Erik Runkle – Michigan State University  
Marianna Szucs – Michigan State University  
Aluel Go – Michigan State University  
Josh Vander Weide – Michigan State University

**2:40pm – 3:30pm**

**Don't Deplete your Social Battery: Finding the Right Balance between Social Media and Traditional Marketing**

Meg Burritt – Michigan State University

## Wednesday

**9:00am – 9:50am**

**Fundamentals of Greenhouse Growing I: Watering Plants – Training for Success**

Brian Krug – Syngenta

**9:00am – 11:00am**

**Specialty Cut Flowers I**

*Tips on Manipulating the Day Length to Extend the Cut Flower Season*

Roberto Lopez – Michigan State University

*Getting Ahead of Diseases in Specialty Cut Flower Production*

Mary Hausbeck – Michigan State University

**9:00am – 9:50am**

**Understanding Costs of Production: Insights from the 2024 US Census of Horticulture**

Simone Valle de Souza – Michigan State University

**10:10am – 11:00am**

**Best-performing Plants in the 2024 Michigan Garden Plant Tour**

Andrew Jager – Walters Gardens  
Brian Weesies – Mast Young Plants  
Craig Stevens – DGI Propagators  
Kristi Challender – Raker  
Emily Wildt – Raker  
Courtney Buckley – Four Star  
Olivia Ott – Four Star  
Abby Makowski – Michigan State University

**10:10am – 11:00am**

**Fundamentals of Greenhouse Growing II: Temperature and Light Management**

Erik Runkle – Michigan State University

**1:30pm – 2:20pm**

**Nutrition: Using Substrate Chemistry to Your Advantage**

Brian Krug – Syngenta

**1:30pm – 2:20pm**

**Scheduling for Retail: Ensuring Season-long Interest with Herbaceous Perennials**

Caitlin Splawski – Michigan State University

**1:30pm – 3:30pm**

**Specialty Cut Flowers II**

*One Day More: A Quick Guide to Cut Flower Postharvest Handling*

Nathan Jahnke – Ball Horticultural Company

*We Grow, You Pick: Creating and Implementing a Successful U-Pick Flower Program*

Michelle Brosius – Green Things Farm Collective

**2:40pm – 3:30pm**

**Avoid Emergencies and Get a Handle on Handling Cuttings**

Nathan Jahnke – Ball Horticultural Company

**2:40pm – 3:30pm**

**Tech Integration in a Commercial Greenhouse**

Aren Phillips – Walters Gardens

# LAVENDER

## Tuesday

9:00am - 11:00am

Lavender I

2:00pm - 4:00pm

Lavender II

NEW IN 2024: Drone Spraying Symposium  
**Dec 12 Thursday**  
 9am-4pm

**Ag Tech**

Innovation Aisle is in the 1100s, with Tech Demo Area at back  
 Tech Demo Area - Demos 11am and 2pm

Ag Tech Partner Conferences (World FIRA 2025 and FIRA USA 2024)  
 Emerging Tech Sessions at 9am and 2pm  
 Ag Tech Summit Thursday 9am-3:30pm

USA FIRA **2024** fira-usa.com  
 OCT. 22-24

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# GRAND RAPIDS



# VEGETABLE

## Tuesday

9:00am - 11:00am

### Asparagus

#### *Asparagus Beetle Management*

Zsofia Szendrei - Michigan State University

#### *Purple Spot Update*

John Spafford - Michigan State University  
Mary Hausbeck - Michigan State University

#### *Irrigation and Calcium Interactions in Asparagus*

Zack Hayden - Michigan State University

#### *Progress Towards Predicting Asparagus Emergence*

Dan Brainard - Michigan State University

9:00am - 11:00am

### Brassicas

#### *Tips and Tricks for Summer Harvested Broccoli and Cauliflower*

Ben Phillips - Michigan State University

#### *Diversifying Weed Management Strategies for Improving Weed Control in Cole Crops*

Thierry Besancon - Rutgers University

#### *Lessons Learned Growing Cauliflower, Broccoli, and Baby Kale on a Commercial Scale*

Jon Dinsmore - Dinsmore Farms, Inc.

#### *Managing Insect Pests in Brassica Crops*

Zsofia Szendrei - Michigan State University

9:00am - 11:00am

### Pickles and Vine Crops

#### *Pest management in Cucurbits with an Emphasis on Pollinator Protection*

Laura Ingwell - Purdue University

#### *Houghtaling Farms: Our Experience Growing Cucumbers and Pumpkins. Challenges and our Strategies.*

Mike Houghtaling - Houghtaling farms

#### *Trends from the Vine Crop Seed World*

Dana Hilfinger - Johnny's Selected Seeds

#### *Downy Mildew Update*

Mary Hausbeck - Michigan State University

2:00pm - 4:00pm

### Root Crops

#### *Root Crop Weed Control Roundtable*

Katrina Becker - Cattail Organics  
Wendy Zhang - Kejay Farms  
Sam Oschwald Tilton - Glacial Drift Enterprises

#### *A Primer on Aster Yellows and Testing in 2024*

Jan Byrne - Michigan State University

#### *Researching Root Lesion Nematodes in Carrots and More*

Marisol Quintanilla-Tornel - Michigan State University  
Lance Fosberg - Michigan State University

#### *Getting the Most from your Carrots Through Beneficial Root-microbial Relationships*

Lori Hoagland - Purdue University

2:00pm - 4:00pm

### Sweet Corn

#### *Managing Insect Pests in Sweet Corn*

Zsofia Szendrei - Michigan State University

#### *Wildlife Management Strategies in Corn*

Olivia Smith - Michigan State University

#### *Evaluating Tools to Manage Sweet Corn Tar Spot in Central Wisconsin*

Amanda Gevens - University of Wisconsin-Madison

#### *Sweet Corn Weed Control Begins With the Weeds*

Mark VanGessel - University of Delaware

## Wednesday

9:00am - 11:30am

### Tomato Pepper Eggplant

#### *Soil-biodegradable Plastic Mulch: Should you Make the Switch?*

Shuresh Ghimire - University of Connecticut

#### *The Secret Sauce: How We Add Value to Chili's in a Northern Climate*

Nate Mehren - Fat Baby Hot Sauce

#### *Innovative Bed Designs for Tomato Production: Analyzing Soil Fumigation and Irrigation Patterns*

Emmanuel Torres Quezada - North Carolina State University

#### *How We Do It: Grafting, Steaming, and Soil Disinfestation*

Ernest Zimmerman  
Terry Zimmerman

9:00am - 11:00am

### Mushrooms

#### *How We Do It: Wild Foraging*

Aaron Grenchik - Great Lakes Treats

#### *How We Do It: Outdoor Production*

Rich Leep - Leep Mushrooms

#### *How We Do It: Indoor Production*

Chris Swinson - Mycophile's Garden

# VEGETABLE

## How We Do It: Marketing

Jill Grenchick - Great Lakes Treats  
Rich Leep - Leep Mushrooms  
Chris Swinson - Mycophile's Garden

9:00am -11:00am

## Onion

*Onion Weed Control and IPM - An Ontario Perspective*  
Wendy Zhang - Kejay Farms

*Stemphylium Update*  
Mary Hausbeck - Michigan State University

*New Onion Weeds and their Seeds*  
Dan Brainard - Michigan State University, Dept.  
Horticulture  
Jordan Hoekstra - Vriesland Growers  
Cooperative, Inc

*Onion Thrips Research Update*  
Zsofia Szendrei - Michigan State University

2:00pm -4:00pm

## Celery

*Carrot Weevil Control*  
Elizabeth Long - Purdue University

*Update on Celery Meltdown Research*  
Douglas Minier - Michigan State University  
Mary Hausbeck - Michigan State University

## Primer on Aster Yellows and Leafhopper Testing in 2024

Jan Byrne - Michigan State University

2:00pm -4:00pm

## Potato

*Nematodes in Potato Systems - Is Compost a Solution?*  
Marisol Quintanilla - Michigan State University

*Potato Disease Management for Market Producers*  
Jaime Willbur - Michigan State University

*Irrigation Management and Efficiency in Potato Systems*  
Younsuk Dong - Michigan State University  
Lyndon Kelley - Michigan State University and  
Purdue University

## Potato Insect and Pest Management for Market Growers

Ray Rantz - Michigan State University  
Abigail Cohen - Michigan State University  
Zsofia Szendrei - Michigan State University

# Monte

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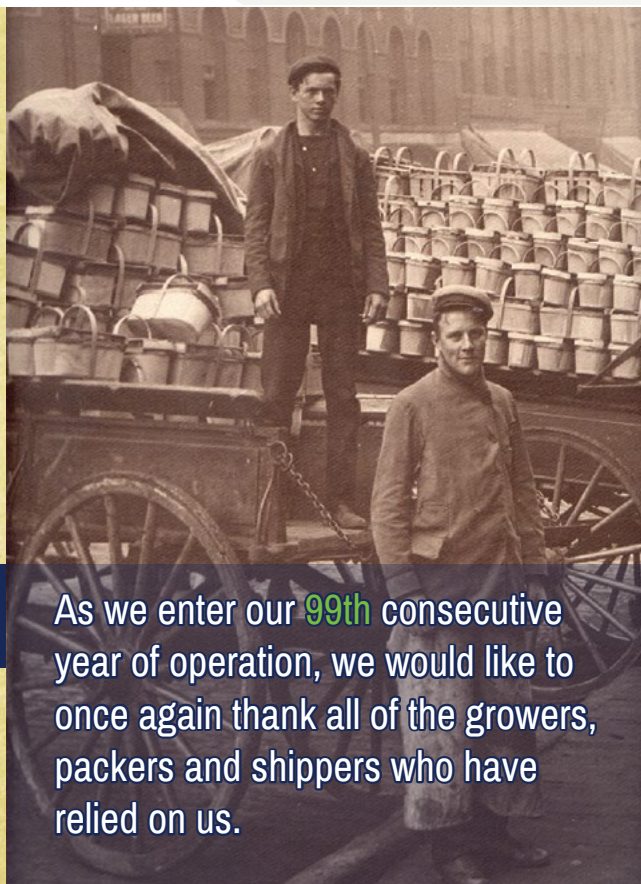
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# REGISTRATION, LODGING

## Pre-register for the EXPO

Register Online at <https://glexpo.com/attend/register/>

One registration fee covers admission to the trade show and all education sessions offered by both conferences. You can register by using the form on the back cover, the link above, or the Attend menu at [GLEXPO.COM](https://glexpo.com). The same form registers you for the Great Lakes Fruit, Vegetable and Farm Market EXPO and the Michigan Greenhouse Growers EXPO.

See the registration form on the back cover for registration fees. The regular registration fees include free subscriptions to the publications listed on the back of the registration form. The fruit, vegetable and fruit/vegetable options under the regular registration fees also include membership in the Michigan State Horticultural Society and/or the Michigan Vegetable Council.

**Pre-register by November 15, 2024** for lower registration fees and to save time when you arrive at the EXPO. You save \$20 on regular registration fees and \$5 on Thursday Only fees if you register by November 15, 2024. Pre-registration also assures you can purchase tickets for the special events you want to attend.

If you pre-register by November 15, 2024, your receipt, name badge, and any special event tickets you order will be mailed to you prior to the EXPO. When you arrive in Grand Rapids, visit the skirted tables in the Grand Gallery to skip the lines by picking up your badge holder and program and go directly to the trade show or education sessions.

## Register at the EXPO

For the convenience of those arriving in Grand Rapids the day before the EXPO opens, **early registration will be open on Monday, December 9 from 4:00pm to 6:00pm During the EXPO, registration will open at 7:30am each day.** Registration will be open until 5:00 P.M. on Tuesday and Wednesday and until noon on Thursday. The registration area will be located in the Grand Gallery of DeVos Place Convention Center. The entrance to DeVos Place is on Monroe Street. The enclosed walkway from the Amway Grand Plaza Hotel can also be used to enter the convention center.

## Special Thursday Registration Fee

A special registration fee is available for admission to the trade show and education sessions on Thursday. The fee is \$60 for pre-registration and \$65 for registration at the EXPO. This special registration fee is good for Thursday ONLY. If you pre-register at the reduced rate and decide to attend on Tuesday or Wednesday, you will have to pay the regular onsite registration fee. The trade show will be open from 8:00am to 1:00pm on Thursday. A Thursday-only registration does not include the free subscription offers that are included with the regular registration fees. It also does not include membership in the Michigan State Horticultural Society or the Michigan Vegetable Council.

## REGISTRATION SCHOLARSHIPS

A limited number of scholarships are available. The scholarship will cover the cost of registration to the EXPO. Apply as soon as possible, the deadline is October 31. The window to apply is short. In case we can not fulfill all requests, the early bird registration pricing will still be available. Each applicant must fill out a short online application. Maximum 2 allowed per business/household. If participating online is a problem, find someone to help fill one out online, or call the Expo number for help. <https://glexpo.com/attend/scholarship/>

## LODGING

### Amway Hotel Collection

We recommend the hotels of the Amway Hotel Collection for your lodging needs. Unfortunately, most of our room blocks at these hotels were sold out before this brochure went to press. We book nearly all the rooms in the Amway Grand Plaza and have large room blocks in the Courtyard by Marriott Downtown and the JW Marriott. For the dates that are sold out, these hotels may have a limited number of rooms available at their standard rates.

To check online for the availability of rooms at convention rates in the Amway Hotel Collection, use the link on the EXPO's website to their Passkey website. Reservations must be made by November 7th, 2024. Here's information on convention room rates for the hotels of the Amway Hotel Collection (mention group code GREAT LAKES EXPO):

**Amway Grand Plaza Hotel** (connects to DeVos Place Convention Center through an enclosed walkway); 187 Monroe Avenue NW (auto lobby entrance is on Pearl Street), Grand Rapids 49503; 800-253-3590, 616-774-2000 convention room rate is \$141+ complimentary self parking

**Courtyard by Marriott Downtown** (connects to the Amway Grand Plaza Hotel through an enclosed walkway); 11 Monroe Avenue NW, Grand Rapids 49503; 877-901-6632, 616-242-6000; convention room rates are \$143+ for up to four persons, with a \$10 daily charge for self-parking.

**JW Marriott** (across the street from the Amway Grand Plaza Hotel); 235 Louis Street NW, Grand Rapids 49503; 877-901-6632, 616-242-1500; convention room rate is \$207+ for up to four persons, with a \$10 daily charge for self-parking.

### ROOM CANCELLATIONS AT THE AMWAY GRAND PLAZA HOTEL, COURTYARD BY MARRIOTT AND JW MARRIOTT:

These hotels will charge one night's lodging for each room canceled after November 20, 2024. Note that some additional rooms at convention rates might become available around the deadline for room cancellations.

*RESERVATIONS THAT INCLUDE TUESDAY EVENING WILL REQUIRE A TWO-NIGHT MINIMUM STAY.*

## OTHER HOTELS OFFERING CONVENTION RATES

(mention group code **GREAT LAKES EXPO**)

**Holiday Inn Downtown** (about three blocks west of DeVos Place Convention Center); 310 Pearl Street NW, Grand Rapids 49504, 616-235-7611; convention room rates are \$139+ for a standard double/double room (make reservation by December 3, 2024).

**Hyatt Place Grand Rapids** 140 Ottawa Ave NW, Grand Rapids 49503. 616-984-1200. Convention rates are \$163. Reserve by November 5, 2023 for the discounted rate.

**FOR A COMPLETE LIST OF AREA HOTELS, CALL EXPERIENCE GRAND RAPIDS AT 800-678-9859 OR VISIT [EXPERIENCEGR.COM](https://experiencegr.com).**

**IMPORTANT:** It has come to our attention that a company is inaccurately representing itself as the Great Lakes EXPO's "housing vendor" and is contacting Great Lakes EXPO exhibitors and attendees, offering to make hotel reservations on your behalf in the EXPO's room block.

**The Great Lakes EXPO is NOT utilizing the services of ANY housing vendor. Do not make your hotel reservations through any outside entity.** If you provide your credit card information to any of these unauthorized vendors, your card may be charged but you may not have a reservation when you arrive in Grand Rapids.

- A & B Packing Equipment  
 AI Mist Sprayers  
 Action Molding  
 Actus Supply  
 Adams County Nursery  
 Advancing Alternatives  
 AEF Global Biopesticides  
 AgriPhage  
 Agri-Trak  
 Agribusiness Succession Advisors  
 AgroFresh Inc.  
 Agro-K Corporation  
 AgXplore  
 Alamo Valley Solar  
 Alliance Hose & Rubber  
 AI-Par Peat Company  
 ALPEN Swiss Tools  
 A.M.A. Horticulture Inc.  
 American Takii, Inc  
 Amish Country Dairy  
 AMVT, LLC  
 Argent Tape & Label  
 Arlene Resource Management  
 Armando Alvarez Group  
 A-ROO Company LLC  
 Asa-Lift & Spudnik Equipment  
 Avian Enterprises, LLC  
 Bakie Farm Initiative LLC  
 Barkow Law Company, PLLC  
 Barrett Donut Mixes  
 BASF  
 Bayer Crop Science  
 Bay Shore Sales LLC  
 BDi Machinery Sales, Inc  
 Bedford Industries  
 Bejo Seeds Inc  
 Berkel Midwest Sales & Service, Inc  
 BFG Supply  
 BioSafe Systems  
 Bird Control Group  
 Blacksmith Bioscience  
 Borkholder Buildings & Supply  
 Bowsmith, Inc  
 Budget Branders  
 Burnips Equipment  
 BW Integrated Systems  
 Can-Am  
 Carbon Robotics  
 Certis Biologicals  
 Cheap Carls LLC  
 Choice One Bank  
 Cooper's Mill  
 Corteva Agriscience  
 Country Harbor Agency  
 Country Home Creations  
 Critter Barn  
 Crookham Company  
 CropCare- Paul Zimmerman Inc  
 Cushman Creek Supply  
 Custom Conveyor Concepts  
 Cutco Cutlery  
 DeGrandchamp Farms, Inc.  
 Dillman Farm, Inc.  
 Drape Net North America  
 Dubois Agrinovation Inc  
 Dunkley International Inc  
 Durand-Wayland, Inc  
 E & A MFG LLC  
 Ecojiva, LLC  
 Edney Distributing Co., Inc  
 Educated Energy  
 Envu Ornamentals  
 ESS Universal-Heavy Duty Bunk Beds  
 Farm Bureau Insurance  
 Farmco Distributing Inc  
 Farm Depot  
 Farmer's Choice Food Brands Inc  
 Farm-Ng  
 Farm Services Inc  
 Farm-To-Power  
 Field & Forest Products, Inc.  
 Field Clock, LLC  
 FieldWatch Inc  
 Filler Specialties  
 Fine Americas Inc.  
 Fish Head Farms  
 Fit to Farm  
 Flying Acres Ag, LLC  
 FMC Corp. An Agricultural Sciences  
 Company  
 Food Bank Council of Michigan  
 Frosty Products  
 Garford USA  
 GDS Associates, Inc  
 George F. Ackerman Co, Inc  
 Gilbert Sales & Service Inc  
 Gillison's Variety Fabrication, Inc.  
 Gintec Shade Technologies, Inc  
 Glacier Valley Ent, LLC  
 Gowan Seed Company  
 Gowan USA  
 GR Central Iron & Steel  
 Great American Media Services  
 Great Lakes Ag Irrigation  
 Great Lakes Ag & Labor Services  
 Great Lakes IPM  
 Greenleaf Technologies  
 GreenMark Equipment  
 Greenstar Cooperative, Inc  
 GreenStone Farm Credit Services  
 Gripple, Inc  
 H2O Technologies  
 Haifa North America  
 Harris Seeds  
 Harvest Pro Mfg.  
 Harvest Solar  
 Hazera Seeds USA, Inc  
 Head Honchos, LLC  
 Hectre  
 Hello Nature  
 Hillside Orchard Farms Inc.  
 Hilltop Fruit Trees LLC  
 HJV Equipment LLC  
 HM CLAUSE  
 Holland Transplanter Co  
 Hood Container Corp.  
 Hull Lift Truck, Inc.  
 Huron Fruit Systems  
 Hybrid Seed Company  
 Industrial Brush Corporation  
 International Paper  
 IPL / MacroPlastics  
 Irritec USA  
 Jim's Supply Co.  
 Johnny's Selected Seeds  
 KEMPS Machine Company, Inc  
 Kennco Manufacturing  
 Kent Equipment  
 Keystone Cooperative  
 Kietzer Farms, Inc  
 King Orchards  
 Knights Grapevine Nursery  
 Kooljet Refrigeration, Inc  
 Koppert Biological Systems  
 Kreher Enterprise  
 Kriegers Wholesale Nursery  
 Kronen Corporation  
 LaGasse Machine & Fabrication, Inc  
 Lallemand Plant Care  
 Leach Food Equipment Distributors  
 LeafFilter Gutter Protection  
 Local Food Marketplace, Inc  
 Logan Labs LLC  
 Louis Gelder & Sons Co Inc  
 MacArt Studios  
 MACMA

## 2024 EXHIBITORS

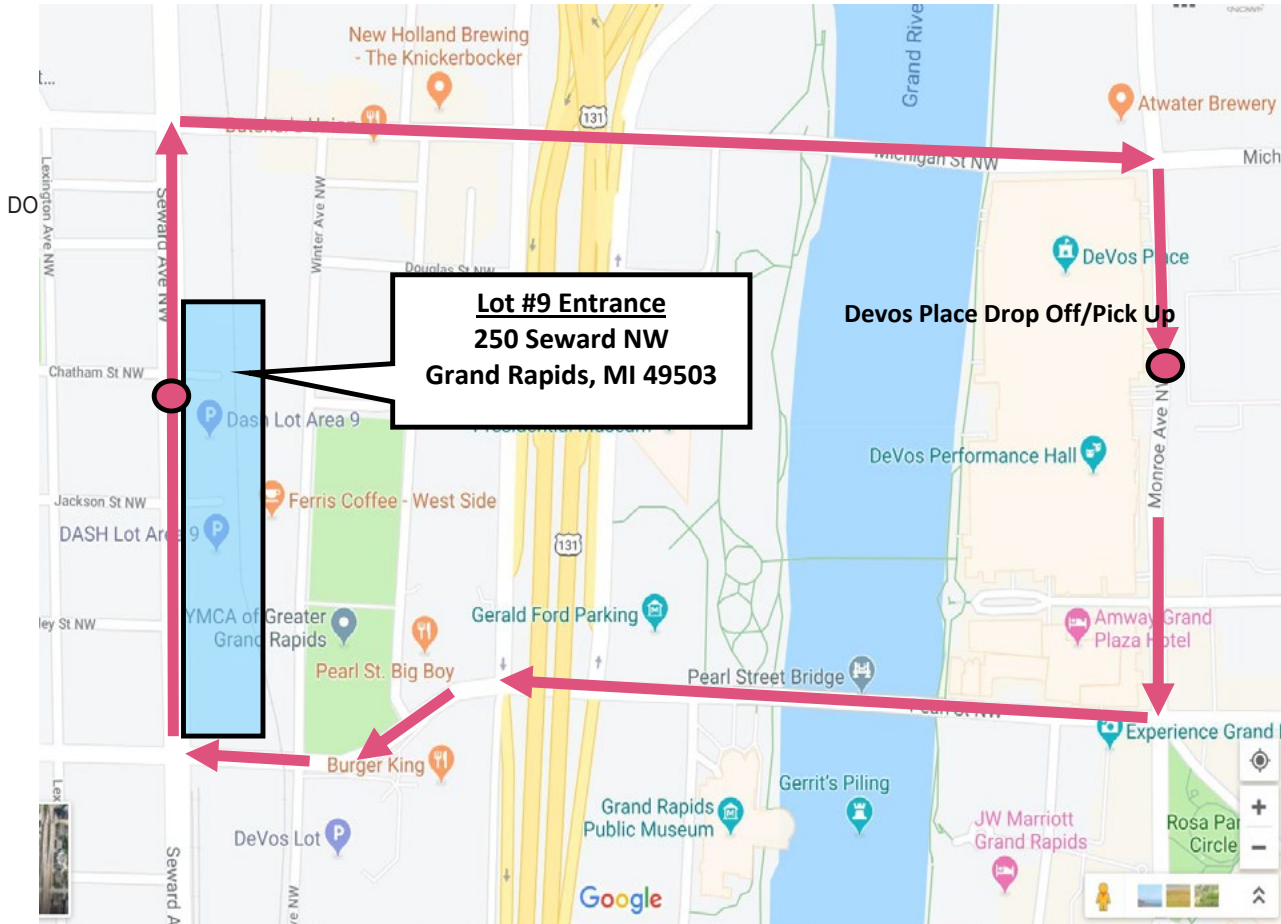
- MAF RODA  
 Mast Young Plants  
 May Farms Spraying Equip  
 McCutcheons Apple Products, Inc  
 Mechanical Transplanter Co  
 Meister Media Worldwide  
 Michigan AgrAbility  
 Michigan Agritourism Association  
 Michigan Apple Committee  
 Michigan Asparagus Advisory Board  
 Michigan Center for Employee  
 Ownership  
 Michigan Cherry Committee  
 Michigan Community Mediation  
 Association  
 MDARD-MAEAP - State of Michigan  
 Michigan Dept of Ag - Labor &  
 Economic Opportunity (Agricultural &  
 Foreign Labor Services  
 Michigan Dept. of Ag & Rural  
 Development-Pesticide & Plant Pest  
 Mgmt Div  
 Michigan Department of Environment,  
 Great Lakes, and Energy  
 Michigan Farm Bureau  
 Michigan Fitness Foundation  
 Michigan On-Farm Produce Safety  
 Team  
 Michigan Peat  
 Michigan State Horticultural Society  
 Trust  
 Michigan State University. IR-4  
 Michigan Valley Irrigation  
 Michigan Vegetable Council  
 Mid-Michigan Agronomy  
 Midwest Farm Drainage  
 Midwest Land Services  
 Miksanek Enterprises, Inc  
 Miller Chemical  
 MM Sprayers USA  
 Modern Produce Equipment  
 Monosem, Inc  
 Monte Package Company  
 Morgan Composting, Inc  
 Morrison Industrial Equipment  
 Moser Fruit Tree Sales  
 MSU Extension Bulletins  
 NACHURS  
 NAFDMA International Agritourism  
 Association  
 National MarketMaker Network  
 Nevill Supply Inc  
 Nichino America, Inc
- Nine Pin Cider  
 Nourse Farms  
 Nova Terra Energy  
 NutriAg Ltd  
 Nutrien Ag Solutions  
 OEFFA  
 OESCO, INC  
 Osborne Seed Company  
 OSTARA  
 Ottawa County  
 Oxbo International Corp  
 Packaging Corporation Of America  
 Palmer Holland, Inc  
 PanAmerican Seed  
 Paul Boers Manufacturing  
 Peach Ridge Orchard Supply, Inc  
 Phil Brown Welding Corp.  
 PickTrace  
 Plastpac Inc  
 PolyExpert  
 Powerlift Hydraulic Doors of Michigan  
 Power Yield Plus  
 Precise Manufacturing  
 Precision Mazes  
 Provide Agro Corporation & NM Bartlett  
 Inc  
 Putnam Plastics - Farm Products  
 Quest Products LLC  
 Reeman Farm Equipment  
 Reister's Grower Services  
 Reusable Transport Packaging  
 R H Wiles Sales  
 Ridge Automation LLC  
 Ridge Quest  
 Rimol Greenhouse Systems  
 Rispens Seeds Inc  
 River City Insurance Group  
 Rockford Package Supply  
 Roof Basket Works  
 Rupp Seeds Inc  
 Sakata Seed America  
 SAN Agrow  
 Searles Cleaning Systems  
 Seedway, LLC  
 Shawnee Canning Company, Inc.  
 Simpson Family Estates  
 Soiltech Wireless1  
 Spectrum Technologies, Inc  
 Spray Innovations  
 Spring Brook Supply  
 Stan Peterson Fruit Tree Sales LLC  
 State of Michigan (MIOSHA-CET)
- S.T. Biologicals, Inc.  
 Stokes Blueberry Farm & Nursery  
 Stokes Seeds Inc  
 Storage Control Systems Inc  
 St. Steve's Farm-Crafted Beverages  
 Summit Laboratory, LLC  
 Summit Tree Sales, Inc  
 Superb Horticulture  
 Superior Fruit Equipment  
 Superior Wind Machine Service, Inc.  
 Syngenta Professional Solutions  
 Syngenta Crop Protection, LLC  
 System Clean Inc.  
 T3 Technologies  
 Techmark  
 Tew Manufacturing Corp  
 The Jump Pad  
 Thomas Bros Equipment Sales  
 ThorPack, LLC  
 Thunderbird Plastics LTD  
 Timac Agro USA  
 TOMRA Food  
 Top Home Improvements  
 TotalGrow Lights  
 Treffler-Man @ Machine  
 Trickle-Eez Irrigation Inc  
 TriEst Ag Group  
 United Greenhouse Systems, Inc.  
 UPL NA, Inc  
 USDA Farm Service Agency  
 USDA - NASS Great Lakes Region  
 USDA - Natural Resources Conservation  
 Service  
 USDA/RMA  
 Valent U.S.A. LLC  
 Vandenberg Hort.  
 Van Well Nursery Inc  
 Vestaron Corporation  
 Wafler Nursery  
 Walton Lumber Co  
 Warner Packaging  
 WECO The Science of Optical Sorting  
 West Michigan Power Cleaning  
 Equipment  
 Westphalia Trading Company  
 Wilbur-Ellis Company  
 Willow Drive Nursery  
 Willsie Equipment Sales  
 Your Site Storage  
 Zenport



# \$3.00 Parking & Free Shuttle to the Devos Place!


To help our attendees with more affordable parking options Great Lakes Expo will offer free trolley service to and from DeVos Place!

We will run a dedicated Trolley from DASH Area Lot #9 (just a few blocks over the river) to the front of DeVos Place Convention Center. The Shuttle will run every 7-10 minutes on a loop during published times.



**LEGEND**

- Trolley Route
- Trolley Stops
- DASH Parking Lot



**DA  
SH**  
DOWNTOWN AREA SHUTTLE

Parking Services Department  
50 Ottawa Ave. NW  
Grand Rapids, Michigan 49503  
(616) 456-3290

**SCHEDULE:**

Tuesday, December 10	7:00am to 6:30pm
Wednesday, December 11	7:00am to 6:30pm
Thursday, December 12	7:00am to 5:00pm

The Complimentary Trolley pictured below will run on a 7- 10 minute loop. Each day the shuttle will start at the published times with the last shuttle leaving at the listed time.

There are also fee-based parking lots under and around Devos Place is you choose not to use the shuttle. The show **DOES NOT** reimburse or validate **ANY PARKING**.

Thank You **BASF**  
for Being a Loyal  
Supporter of the  
**Great Lakes Expo**



# THANK YOU

## MICHIGAN STATE UNIVERSITY | Extension

### FOR ALL THE EFFORT AND COORDINATION FOR THE 2024 GREAT LAKES EXPO EDUCATIONAL SESSIONS!

#### Session Coordinators

Joe Affholter  
Mariel Borgman  
Katie Brandt  
Lindsay Brown  
Florencia Colella  
Christina Curell  
Younsuk Dong  
Brad Fingland  
Chris Galbraith  
Carlos Garcia-Salazar

Zack Hayden  
Jeremy Jubenville  
Jon LaPorta  
Erin Lauwers  
Emily Lavelly  
Heidi Lindberg  
Erin Lizotte  
Saltanat Mambetova  
Vicki Morrone  
Esmaeil Nasrollahiazar

Ben Phillips  
Derek Plotkowski  
Cheyenne Sloan  
Phil Tocco  
Ben Werling  
Steve Whittington  
Garrett Ziegler



AMERICAN  
FRUIT GROWER

AMERICAN  
Vegetable  
GROWER

With unmatched credibility and nationwide reach, *American Fruit Grower* and *American Vegetable Grower* connect you directly to the markets that matter. When you partner with us, YOU become a part of the trusted community driving growth and innovation in commercial fruit and vegetable production.

#### Ready to grow?

Advertise with us and connect with the people who shape the industry.





## FREE SUBSCRIPTION INFORMATION

Fruit (#1), Vegetable (#2), Greenhouse (#3), Fruit/Vegetable and Other (#4) Regular Registration Fees include the following free subscriptions:

1. U.S. residents receive FREE one-year subscriptions to **Fruit Growers News** and **American Fruit Grower**. Residents of Canada receive a FREE one-year subscription to **The Grower** (published by the Ontario Fruit and Vegetable Growers' Association). MSHS Life Member registrations also receive these subscriptions.
2. U.S. residents receive FREE one-year subscriptions to **Vegetable Growers News** and **American Vegetable Grower**. Residents of Canada receive a FREE one-year subscription to **The Grower** (published by the Ontario Fruit and Vegetable Growers' Association).
3. U.S. and Canadian residents receive a FREE one-year subscriptions to **GrowerTalks**. U.S. residents also receive a FREE one-year subscription to **Greenhouse Grower** and **Greenhouse Product News**.
4. U.S. residents receive FREE one-year subscriptions to **Fruit Growers News, American Fruit Grower, Vegetable Growers News** and **American Vegetable Grower**. MSHS Life Member/ Vegetable registrations also receive these subscriptions.

***Please check here if you do not want these free publications.***

**OPTIONAL FREE SUBSCRIPTIONS:** Check the box if you are a U.S. resident and want to receive:

- Country Folks Grower**
- Growing**

**PERMISSION TO USE PHOTOS:** Please be aware that this registration form also serves as an agreement to appear in photographs taken at the 2024 Great Lakes Fruit, Vegetable & Farm Market EXPO and the Michigan Greenhouse Growers EXPO. These photos may be used for publicity or general information purposes and may be seen by the general public.

Your receipt, name badge and any special event tickets you purchase will be mailed to you if registered by 11/15/24. Any registrations received after 11/15/24 will have the ability to self-print at self-print kiosks in the Amway Grand Plaza Hotel 2nd floor near the Skywalk entrance, as well as in the Grand Gallery at the DeVos Place. These self-print kiosks will be open starting Monday, December 9 at 4:00 pm. If you need additional assistance staff members will be present to provide help with badge printing. Full refunds will be provided if a cancellation request is received by 12/9/24.

# REGISTER ONLINE AT

[glexpo.com/attend/register/](http://glexpo.com/attend/register/)

## 2024 REGISTRATION FORM

**Pre-Registration Deadline for lower registration fees and to receive name badges by mail is November 15, 2024. Online registration is open from now through December 12, 2024.**

A SEPARATE FORM IS REQUIRED FOR EACH REGISTRANT. PLEASE COPY FORM IF NECESSARY. You can also register or print a registration form from the Great Lakes EXPO website at [GLEXPO.com](http://GLEXPO.com). Registration questions: Call 734-239-8027 or email [ocrum@glexpo.com](mailto:ocrum@glexpo.com).

### REGULAR REGISTRATION FEES\*

See back of form for free subscription offers.

	By 11/15/24	Onsite	Total
<input type="checkbox"/> Fruit	\$110	\$130	\$ _____
<input type="checkbox"/> Vegetable	\$110	\$130	\$ _____
<input type="checkbox"/> Greenhouse	\$110	\$130	\$ _____
<input type="checkbox"/> Other	\$110	\$130	\$ _____
<input type="checkbox"/> Fruit & Vegetable	\$120	\$140	\$ _____

\***Business Discount** – Farm, farm market and greenhouse businesses with 4 or more regular registrations can deduct \$10 from each registration. This is only available through pre-registration and does not apply to special registration categories. To receive the discount, registrations must be submitted together online or by mail or fax.

### SPECIAL REGISTRATION FEES

<input type="checkbox"/> Thursday Only	\$60	\$65	\$ _____
<input type="checkbox"/> Horticultural Society Life Member <i>(New Life Memberships are not available (See #1 on back of form))</i>	\$65	\$80	\$ _____
<input type="checkbox"/> Horticultural Society Life Member & Vegetable Registration <i>(See #4 on back of form.)</i>	\$75	\$90	\$ _____
<input type="checkbox"/> College Student <i>(Students must provide a copy of college ID)</i>	\$40	\$40	\$ _____
<input type="checkbox"/> MSU Staff	\$50	\$50	\$ _____
<input type="checkbox"/> Children 18 and under are Free Name(s) and Age(s): _____	Free	Free	Free

Please see page 6 to find out more about registration scholarships.

### BUS TOURS and SPECIAL EVENTS

Indicate number of tickets for each event and total amount. Email or fax required at top of form if you register for a bus tour.

#### Monday, December 9

Farm Market Bus Tour \_\_\_\_\_ @ \$185\* \$ \_\_\_\_\_

\* Late Registration after 11/15: \$205 and subject to availability

No refunds after 11/25

#### Wednesday, December 11

Prayer Breakfast (7:00 am) \_\_\_\_\_ @ \$25 \$ \_\_\_\_\_

#### Thursday, December 12

Drone Spraying in Specialty Crops Symposium \_\_\_\_\_ @ \$50 \$ \_\_\_\_\_

### CONTRIBUTION FOR FRUIT AND VEGETABLE RESEARCH AND EDUCATION

The following funds provide financial support for research and educational projects beneficial to fruit and vegetable growers. Contributions to the MSHS fund are deductible on federal income tax returns. You will receive a receipt by mail for your tax deductible contribution.

Contribution to the Michigan State Horticultural Society Trust Fund \$ \_\_\_\_\_

Contribution to the Michigan Vegetable Council Fund \$ \_\_\_\_\_

**TOTAL AMOUNT DUE** (All payments must be made in U.S. Dollars) \$ \_\_\_\_\_

### PRE-REGISTER BY 11/15/2024 TO SAVE \$\$\$ AND TIME

**Save \$\$\$:** \$20 savings on regular registration fees. **Save Time:** Your receipt, name badge and any special event tickets you purchase will be mailed to you if registered by 11/15/24. Any registrations received after 11/15/24 will have the ability to self-print at self-print kiosks in the Amway Grand Plaza Hotel 2nd floor near the Skywalk entrance, as well as in the Grand Gallery at the DeVos Place. These self-print kiosks will be open starting Monday, December 9 at 4:00pm. If you need additional assistance staff members will be present to provide help with badge printing. Full refunds will be provided if a cancellation request is received by 12/9/24.

**Registration and Membership Information:** Your registration, *except for Thursday Only registrations*, provides admission for all three days to the trade show and all education sessions. The bus tours and special events require additional registration fees. For everyone paying the Fruit or Vegetable Regular Registration fee, registration includes membership in the Michigan State Horticultural Society (Fruit) or the Michigan Vegetable Council (Vegetable). The Fruit/Vegetable Regular Registration fee includes membership in both organizations.

### CHECK ALL THAT APPLY:

- FRUIT GROWER *(also check crops grown)*  
 Apples  Cherries  Peaches  Pears  Plums  
 Blueberries  Grapes  Strawberries  
 Raspberries/Blackberries  Other Small Fruit  
 Organic Fruit
- VEGETABLE GROWER *(also check crops grown)*  
 Asparagus  Carrots  Celery  Cole Crops  Peppers  
 Pickling Cucumbers  Pumpkins  Squash  Onions  
 Potatoes  Snap Beans  Sweet Corn  Tomatoes  
 Other Veg Crops  Organic Vegetables

### FARM SIZE

< 10 Acres  10-200 Acres  > 200 Acres

GREENHOUSE GROWER

FARM MARKETER

AG SUPPORT BUSINESS

### CONTACT INFORMATION

Print Name as it appears on credit card \_\_\_\_\_

Billing Street Address of Credit Card \_\_\_\_\_

Billing City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

### PAYMENT INFORMATION

Payment must accompany this form: **Mail to: Great Lakes Expo, 37637 Five Mile Rd. #399, Livonia, MI 48154.**

Email: [ocrum@glexpo.com](mailto:ocrum@glexpo.com)

**Payment by Check: Check #** \_\_\_\_\_

Make check payable to: Great Lakes EXPO

**Payment by Credit Card:**  Visa  Mastercard

Discover  American Express

Card Number \_\_\_\_\_

CVV Code (3 or 4-digit number on back of card) \_\_\_\_\_

Exp. Date \_\_\_\_\_

Cardholder Signature \_\_\_\_\_