

# STRAWBERRY

NORTH CAROLINA STRAWBERRY ASSOCIATION



# GROWER

OCTOBER 2014



## **SouthEast Strawberry Expo** November 17-19th, 2014

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- | **Annual Luncheon**
- | **Industry Tradeshow**
- | **Farm Tour**
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**FEEDBACK WILL BE VITAL FOR OUR ASSOCIATION MOVING FORWARD**

Dear Members,

At the 2014 SE Strawberry Expo, one of our primary roles is to collect feedback from our membership. This is essential for the direction and roles of the Association going forward.

For all who will attend, we ask you to bring your thoughts on the strengths that we are already providing, and areas that we can either improve or perhaps need to get more involved.

**The 2014 will not only be the largest Expo we have had, it will also be the most dynamic in defining the future of the Strawberry industry as a whole!**

© 2014, NC Strawberry Association, Inc. This newsletter is a benefit of membership in the association. For more information about membership or the association, or to submit an article to the newsletter, contact the NCSA office at the address above. Newsletter Schedule: The Strawberry Grower is generally published on a monthly basis except for Nov/Dec and Jan/Feb issues, near the beginning of each month. Send items for inclusion by the 20th of the previous month; contact the NCSA office about final deadlines.

Word ads (Buy & sell listings) are free to members for up to two issues. Advertising: All ads should be camera-ready; digital ads preferred. Additional charges may apply for typesetting and layout. Contact the NCSA office to receive a rate sheet, quote, or more information.

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

## EXPO UPDATE:

### WHY ARE WE DOING A "LISTENING SESSION" ON TUESDAY EVENING?

by Dr. Barclay Poling

Professor Emeritus, NC State Univ. & Interim Executive Director, NCSA, Inc.



You may be wondering why we are doing a special session on Tuesday evening to gather information regarding a possible regional breeding and extension effort, when we could be enjoying ourselves over at the Hospitality Villa.

The answer is that this may be our LAST BEST CHANCE to go on the record about the need for breeding and extension in support of strawberry plasticulture growers in the mid-south (NC, SC, VA, TN, GA) and other states as well. We hope you will participate and bring comments on how you personally think we should move forward as a region. Two important questions for discussion will be: (1) If the land grants in the Southern Region are unable to provide leadership in strawberry breeding, for example, then where will our strawberry varieties come from in the future? And, (2) what will be our Plan B?

On hand for the "listening session" will be several University officials whom I've invited to this conference, including Dr. Robert Burns, the Assistant Dean for Agriculture and Natural Resources, University of Tennessee – he will be representing UT Extension administration. Just before our October newsletter went to press, I received an encouraging note from Dean Brown at UGA: "A regional approach is often a good way to provide support, especially when a border state (meaning NC) has more resources than we do. NCSU clearly has a history of providing more research and extension support to strawberries than we do, but it seems they are in a position of reorganizing that support." Though Dean Brown has a conflict on Nov. 18 and will not be able to attend, he assured me that he is, "a vocal supporter of sharing expertise across state lines." And he went on to say that, "Joe Zublena (NCSU Extension Director) and Robert Burns (UT), will be able to explain our efforts within the Southern Region Extension Directors to explore new ways to do just that."

Now that you have a little more background information on our listening session, please consider the questions posed at the beginning of this article and join us from Tuesday night of the expo, from 8:15-9:30 pm in the Calloway/Oakley Room. The industry in NC alone is worth nearly 30 million. Imagine the possibilities if we could establish a regional strawberry breeding effort for growers in NC, SC, VA, TN, GA, AR and possibly KY!

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## THE STRAWBERRY ASSESSMENT

The NC Strawberry Assessment raises funds for strawberry research and promotion. Funds raised through the assessment are very important to strawberry research for our region and often leverage funds from other sources.

Growers vote every 3 years whether to renew this voluntary program, established by law in 1991. The vote will take place this November at the annual Strawberry Expo. NC growers are required to pay the assessment (but may ask for it back). The assessment is currently \$3/1000 plants on all plants purchased for commercial fruit production, including those nurseries use for their own fruiting needs. At this year's expo, we will hold a referendum to increase the assessment to \$4/1000 plants.

NC plant suppliers are required by law to collect the assessment from all NC fruit growers. The assessment must be listed as a separate line item on the invoice. Out-of-state nurseries listed here also support the program and should automatically collect and remit your assessments. Remind them if they don't.

Growers who live outside NC are encouraged to voluntarily contribute to the assessment. If you grow strawberries in the Southeast, you directly benefit from work funded by the assessment. Ask your supplier to collect it or send your contributions to NCSA or NCDA.

The assessment should be clearly listed on invoices of growers and will be added on request for non-NC growers. If your plant seller declines to collect the assessment, does not list it as a separate line item, or if there are any other questions about the assessment, contact NC Strawberry Association.

To pay the assessment directly: Make the check out to NCDA, write "strawberry assessment" on it, and send it to NCDA, Admin Services Division, 1001 Mail Service Center, Raleigh, NC 27699.

# October Growers Checklist

E. Barclay Poling, Professor Emeritus, NC State University

- 1. Overhead irrigation is still the favored approach for plug establishment. Irrigate plugs 5 hours the first day, 3 hours the second and 2 hours the third day. (More may be needed if it is hot and sunny). It is a good idea to check several plug plants 2-3 days after planting to make sure soil moisture is adequate — you should see new white roots within a couple days of transplanting.
- 2. You can also establish plugs with drip irrigation, but be sure to hook up the system before planting. Drip irrigate often enough after transplanting to keep beds near field capacity during the first 4 weeks. Don't over irrigate (avoid standing water in aisles).



Deer damage to a month old Chandler planting



Angular Leaf Spot

- 3. Irrigate fresh dug plants from 9 am to 5 pm for 7-12 days. Don't start irrigation in the morning until you see fresh dugs beginning to wilt down slightly (on rainy days like today, 10.1.12, you are getting a nice break!)
- 4. Check for dead plants and reset ASAP. A good rule of thumb is to have at least 5% extra plugs for re-planting. Plugs are also the ideal transplant for re-setting in fresh dug plantings, as they do not require constant watering each day for the first 7-12 days, as do fresh dugs! Cut-off plants may be an option for growers who cannot locate additional plug plants for re-planting.
- 5. Send suspicious-looking plants to the Disease & Insect Clinic for positive ID; notify plant seller of any problems. Be on the lookout for deer damage soon after planting.
- 6. Watch plants for disease problems, including angular leaf spot. The earlier you diagnose a problem with ALS, the better! Development and spread of ALS is favored by wet weather and overhead irrigation. Angular leaf spot (*Xanthomonas fragariae*) can be introduced on nursery plants, and is a more serious disease in cool-wet weather in fall and winter. It first appears on the undersides of leaves as small light green, water-soaked spots. If your transplants are infected with ALS, the sooner you can stop overhead irrigations for transplant establishment in fresh dugs, the better!
- 7. Scout for weeds. Hand weed emerging winter weeds established in the row near the strawberry plants. Winter weed pressures may be more serious on sites where fumigation had to be omitted due to wetter than normal field conditions in late August and September.
- 8. Occasionally, strawberry plants form runners in the fall after planting. These runners should be cut off — hand scissors do an excellent job. Do runner pruning in late October and again in early to mid-November. Do not “pull off” the runners — you will possibly damage the plant's newly developing root system!
- 9. Runner removal may be combined with hand weeding operations
- 10. Depending on your planting site, you may need to inject Ridomil Gold soon after transplanting if there has been a history in the soil of Phytophthora Crown Rot — see 2014 NC Ag. Chem Manual or SRSFC IPM Guide for recommendations
- 11. Place order for row covers NOW; these will help to greatly conserve irrigation water for frost protection next spring.
- 12. A row cover applied in the first 2 weeks of November may enhance flower bud development in the crowns and improve spring yields — this may be especially helpful for later plantings of Chandler. Row

cover research in the Mountains, Piedmont and Coastal Plain, has shown that Camarosa yields are optimized with 800 Growing Degree Day units in the fall (Oct-Nov-Dec), and Chandler needs about 650 GDD units.

- 13. Growers should consult seasonal climate data and predicted long range forecasts before they install row covers. Dr. Ryan Boyles, Director, State Climate Office (NC) suggests that growers look for guidance from the Climate Prediction Center's 6-10 and 8-14 day outlooks:

<http://www.cpc.ncep.noaa.gov/products/predictions/610day/interactive/index.php>

<http://www.cpc.ncep.noaa.gov/products/predictions/814day/interactive/index.php>

- 14. If unseasonably warm temperatures during rowcover treatment were followed by unseasonably cold temperatures, plants may not acclimate and tissues could have a reduced cold tolerance. One way to improve winter cold hardiness of Albion (day-neutral) is to de-blossom in the fall season (this may be needed on plug plants of Albion, but not cut-offs). Do not “pull off” the blooms — you could damage root system (use small scissors). Also, be mindful that Albion is very susceptible to cold injury in the fall, and row covers must be applied in October if there is threat of any temperature below mid-20s.
- 15. Consider removing dead leaves from plants in Nov–Dec to minimize grey mold. Don't hand prune if anthracnose is known to be present. *According to Clemson researcher, Dr. Guido Schnabel, good products for anthracnose control in grower fields are Captan, captan plus TopsinM (C.glo only), captan plus Switch, Cabrio, Pristine and Merivon.*

**It's time to order your plants for next year's crop.**

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## THE 2014 EXPO FARM TOUR

Monday, November 17th, 2014

Buses Depart 1pm - Return 8pm

### Stop #1 - Carter Farms (Billy Carter)

Billy Carter grows 5 acres of strawberries, and has been in business for over 20 years. He has grown Camarosa, Chandler, and Sweet Charlie for numerous years and uses row cover for frost and extreme cold protection. Billy utilizes a mixed marketing approach, including U-Pick customers, a retail stand on the farm with pre-picked berries and other produce, in addition to wholesale. Billy's farm is a very diversified one with tobacco (both conventional and organic) soybeans, wheat and numerous vegetables with watermelons, cantaloupes, tomatoes, sweet corn and squash.

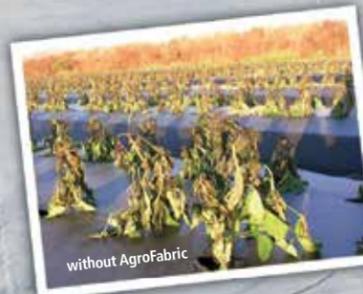
### Stop #2 - David's Produce (David and Jackie Sherrill)

David and Jackie Sherrill have been growing strawberries for over 25 years. Their operation and produce stand used to be on Highway 220, which was a major highway for beach traffic. The highway department put in a 220 bypass, which diverted the traffic. David will discuss how he has changed his marketing strategy to continue to be a major produce grower. He is one of a very few that survived the bypass as most stands on High 220 went out of business. His farm is also a very diversified one with all types of produce grown as well as soybeans and small grain. . He sells some produce wholesale but most is sold retail at his produce stand and also at farmers markets.

### Stop #3: - The Berry Patch (Lee Berry)

Lee's homemade ice cream and unique farm stand are big features here! Lee started growing strawberries 20 years ago and has survived the bypass construction; he lost part of his farm including his farm stand location at that time. He relocated up the road and now has the only stand on the new highway 220 bypass, where he sells 90 percent his of his produce. He has a very successful ice cream stand as well and sells the most ice cream in this region. He has grown Camarosa for numerous years, utilizing row covers each fall/winter. He has experimented with off-season production for many years and he will share his successes and failures. In 2014 he added low tunnels to his production practices and will share his experience with that as well.

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# North Carolina Strawberry Association



August 28, 2014

Dear All!

We have an outstanding line-up of speakers presenting educational programs and workshops at this year's Southeastern Strawberry Expo, in Pinehurst, NC. (Please see attached pages).

The Expo's Farm Tour will be on the afternoon/early evening of Monday, Nov. 17th and will include three visits – you will see our most innovative strawberry plasticulture growers in the Sandhills, including a farm that is now using low tunnels for fall fruiting!

Our keynote speaker is Dr. Vance Whitaker, one of the country's leading strawberry breeders, from the University of Florida Strawberry Breeding and Genetics Program. His presentation, "46 Years of Strawberry Breeding in Florida" will share points on what is important to breeding efforts and what kinds of traits, breeding techniques and cultivars will be available in the future. Other featured speakers include Dr. Natalia Peres, plant pathologist from the University of Florida, Dr. Guido Schnabel, plant pathologist of Clemson University, and Dr. Kim Lewers, research geneticist with the U.S. Department of Agriculture.

The always-popular Intro to Strawberry Plasticulture Workshop will run all morning on Monday, Nov. 17, and each participant will get a newly revised Strawberry Plasticulture Manual. The workshop is being organized by Mike Wilder, Agronomist, NCDA & CS, and Barclay Poling, Prof. Emeritus, NC State, and they will be joined by Mitchell Wrenn, an experienced strawberry grower and custom fumigator and plug propagator, as well as Horticultural Agent, Amy-Lynn Albertson, Davidson County, who has worked with numerous start-up strawberry plasticulture growers in the western piedmont counties of NC. If you are new to strawberry growing, be sure to sign up for this workshop!

On Tuesday evening of the Expo, a session focused on Regional Breeding and Strawberry Plasticulture Extension Positions is being designed as a "listening session." It will include university officials from the Southeast region; the purpose will be to discuss and gather information regarding a possible regional breeding research and extension position to support the industry. N.C. State University lost its strawberry researcher earlier this year and has not filled an extension specialist position from three years ago. The information collected will be shared with Dr. Richard Linton, dean of the N.C. State University College of Agriculture & Life Sciences.

This is just a snapshot of the great events we have planned for this year's expo. Our association, along with our partners MM Meeting Destinations and Adtrium Group, are working to make this our best ever Southeastern Strawberry Expo! Don't miss this opportunity to get industry updates, learn about new research, gain ideas for marketing or management and have your voice heard regarding industry direction.

***We look forward to seeing everyone at Pinehurst on Nov. 17-19, our 2014 Southeast Strawberry Expo already promises to be our best to date!***

***From all of us at NCSA!***

# NC STRAWBERRY ASSOCIATION

## SouthEastern Strawberry Expo 2014

NCSA Invitation



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## Coming Together; Moving Forward



**November 17-19, 2014 Pinehurst, NC**



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*The upcoming Southeastern Strawberry Expo will offer the full benefits it always has, but this year it also offers members and their families the chance to enjoy all of the amenities of one of the nation's finest resorts — Pinehurst, the perfect blend of work, rest and play!*



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# NCSA 2014/15 ANNUAL MEMBERSHIP FORM

Code	TYPE OF MEMBERSHIP	\$ Per	Total
MI	Member In-State	\$100	\$
MO	Member Out-of-State	\$170	\$
FAC	Faculty	\$ 50	\$
AGR	NCDA Agronomist / Extension	\$ 25	\$
STU	Student	\$ 15	\$
SPO	2014 Expo Sponsor/Exhibitor	\$ 0	\$
Total		\$	\$

NCSA Membership is renewable at each Annual Expo and provides many benefits throughout the year for its members. Constantly looking forward, we wish to know ways that you, as a member, think that we can better our Association. - Please tell us below.



### Help Us To Help You - please select 3 of the most important benefits of the Association to you as a member

- Networking
- Lobbying / Advocacy
- Educational Support
- Pre-Plant Regional meetings
- Annual Expo
- Promo Materials
- Marketing Support
- Newsletter
- Website Resources
- Facebook page

Renewing Member     New to NCSA

If new, how did you hear of us.....

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### Member Payment Information

Donation towards the NCSA Scholarship Fund \$ \_\_\_\_\_

Check  (Make checks payable to NC Strawberry Association or NCSA.)

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**MAIL TO: NC Strawberry Association, (NCSA), PO Box 2287, Apex NC 27502**

**TEL: 919-537-2287 FAX TO: 919-742-5259 SCANS TO: info@ncstrawberry.**



# 2014 NCSA EXPO Agenda at a Glance



## MONDAY, NOVEMBER 17, 2014

8am Workshops, Meeting, Open Registration (Ross Olmstead Foyer)

9am-12:30pm or 9am - 3:30pm **Workshops:**

**GETTING STARTED IN PLASTICULTURE**  
(includes a new Strawberry Plasticulture Manual)  
**\$100 - Code: M1**

**FRESH PRODUCE SAFETY** Led by NC Fresh Produce Safety Task Force  
**\*(all day workshop 9:00am-4:00pm)**  
**\$120 - Code: M2**

**INTRO TO USING SOCIAL MEDIA FOR FARM MARKETING**  
**\$100 - Code: M3**

10am Coffee Break

1-8pm **FARM TOUR** Buses Depart for Sandhills Farm Tour. Included will be lunch and dinner which will be held off-site. Buses return at approx. 8 pm. Option: If Driving on Own, - \$35 (Tour/dinner only) **\$70 - Code: F**

8pm-10pm **HOSPITALITY VILLA** - Complimentary Refreshments and Light Snacks

## TUESDAY, NOVEMBER 18, 2014

7:30am Registration opens - Coffee and Biscuits in Exhibit Area

9-10am **GENERAL SESSION** -

1. Welcome from the NC Dept. of Agriculture, Dr. Richard Reich, Assistant Commissioner for Agriculture, NCDA & CS
2. Grower Spotlight: Eric and Kristi Hunter, Hunter Farms, Easley, South Carolina

10-10:30am Break

10:30-12pm **BREAKOUT SESSIONS**

**SMART RESISTANCE MGMT**  
Botrytis & Anthracnose Disease Cycles, & How Nurseries, Plug Propagators & Fruit Growers Can Employ Smart Resistance Mgmt Strategies

**PRODUCE SAFETY TRACEBACK**  
Food Safety Regs and Potential Impact  
Irrigation Remediation & Treatments  
Viral Contamination of Berries

**USING FACEBOOK AND SOCIAL MEDIA TO GROW YOUR STRAWBERRY BUSINESS**

12:15- 1:45pm **LUNCH & NCSA ANNUAL MEETING:** elections, referendum, reports & awards  
**GENERAL SESSION:** "46 Years of Strawberry Breeding in Florida" - Dr. Vance Whitaker, Univ. of Florida

2:00-3:15pm **BREAKOUT SESSIONS**

**MANAGING SOILBORNE DISEASES**  
a) Strawberry Bio-fumigant trials in Virginia, Dr. Chuck Johnson, VA Tech  
b) Fumigant and Non-fumigant Approaches to Managing Soilborne Diseases & Weeds - Dr. Allen Straw, VA Tech

**UPDATE-NEW STRAWBERRY SELECTIONS**  
(a) A New USDA Variety - Flavorfest;  
(b) Breeding for Flavor in Florida;  
(c) Promising Selections from NCSU  
(d) Lassen Canyon Breeding Program Introductions

**WHAT THE NCDA & CS MARKETING DIVISION DOES TO PROMOTE NC & VA STRAWBERRIES**  
*Utilizing Gleaners (e.g. Food Bank, Society of St. Andrews), when Berries are Getting Overripe*

3:15-3:30 Break

3:30-4:45pm **BREAKOUT SESSIONS**

**METHYL BROMIDE IS GONE. WHAT'S NEXT?**  
An In-depth Update on the Florida Experience in a Post-Methyl Bromide Era

**GROWER PANEL ON FLAVOR MGMT**  
(Variety Selection, Fertility Program, Irrigation Management, and Crop Cooling Options)

**RISK MANAGEMENT & CROP INSURANCE**  
*Understanding how RAFF's New Strawberry Crop Insurance Initiative Can Protect Your \$14k/acre Investment*

5-6pm **SOCIAL HOUR AND LIVE AUCTION** to benefit Scholarship Fund;

6pm **DINNER ON YOUR OWN**

8pm **HOSPITALITY VILLA OPEN** - Complimentary Refreshments and Light Snacks

8:15 - 9:30pm **REGIONAL BREEDING AND STRAWBERRY PLASTICULTURE EXTENSION POSITIONS** - Stakeholder Discussion with University Officials (NC State, VA Tech, Clemson, Univ. of Georgia and Univ. of Tennessee)

*\*This is a tentative schedule and may be subject to change.*





# NCSA EXPO ATTENDEE FORM

November 17-19th., Pinehurst Resort, NC



Code	TYPE OF ATTENDEE	FULL CONFERENCE			or SINGLE DAY			
		\$ Per	Qty.	Total	Tue/Wed	\$ Day	Qty.	Total
NCSA	NCSA Member / Exhibitor	\$150		\$		\$ 85		\$
NMI	Non-Member In State	\$250		\$		\$185		\$
NMO	Non Member Out-of-State	\$320		\$		\$245		\$
ADD	Additional Persons	\$125		\$		\$ 60		\$
STU	Student	\$100		\$		\$ 70		\$
AGR	Extension/NCDA Agronomist	\$100		\$		\$ 70		\$
CHI	Child (6-14)	\$ 75		\$		\$ 50		\$
		Total		\$	Total \$			

Code	MON. ACTIVITY/WORKSHOP	\$ Per	Qty.	Total	Code	WEDS. ACTIVITY/WORKSHOP	\$ Per	Qty.	Total
F	Farm Tour +Bus/Lunch/Dinner	\$ 70		\$	W1	Resistance Profile Interpreting	\$ 50		\$
M1	Starting Plasticulture	\$100		\$	W2	All About Albion	\$ 50		\$
M2	Produce Safety	\$120		\$	W3	On-Farm Food Safety	\$100		\$
M3	Intro Social Media Benefits	\$100		\$			Tot.		\$
		Tot.		\$					

See 'Agenda at A Glance' Sheet for More Info

Member Company or Organization  Telephone #

Primary Address of Above and Below Attendees  website

Description of Industry profile

Code  Attendee Individual's Name  Telephone #

List Activities/Workshop Codes, (See above)  email

Code  Attendee Individual's Name  Telephone #

List Activities/Workshop Codes, (See above)  email

Code  Attendee Individual's Name  Telephone #

List Activities/Workshop Codes, (See above)  email

### Attendee Payment Information

Check  (Make checks payable to NC Strawberry Association or NCSA.)

Visa  MasterCard  Discover

Card #  Exp.

Name on card

Total Amount enclosed / to be run on credit card

\$

MAIL TO: NC Strawberry Association, (NCSA), PO Box 2287, Apex NC 27502  
 TEL: 919-537-2287 FAX TO: 919-742-5259 SCANS TO: info@ncstrawberry.

## WEDNESDAY, NOVEMBER 19, 2014

7:30am Registration opens - Coffee & Biscuits in Exhibit Area  
 9-10am GENERAL SESSION: Maintaining Soil Health in Southeastern Plasticulture Strawberry Production: Practices and Current Research

10-10:30am Break  
 10:30-11:15am BREAKOUT SESSIONS

WEED CONTROL OPTIONS IN PLASTICULTURE STRAWBERRY FRUIT PRODUCTION & SPOTTED WING DROSOPHILA, MITES UPDATES

WEATHER EXTREMES, ROW COVERS & LOW TUNNELS  
 Regional Advice for Growers from Manufacturers, Plastic Suppliers and researchers

LABOR LEGISLATIVE UPDATE  
 UTILIZING GLEANERS TO HELP OUT WHEN BERRIES RIPEN TOO FAST!!  
 Eastern/Central Foodbank of NC

11:20am-12:30pm BREAKOUT SESSIONS

ANTHRACNOSE CROWN ROT OF STRAWBERRY: From wild host to nursery to fruiting field  
 DISEASE MANAGEMENT IN PLUGS

LOW TUNNEL PRODUCTION PART 2  
 Rain Damage & The Case for Low Tunnels  
 Reducing disease pressure & extending seasons. Grower Panel discussion.

POST-HARVEST COOLING METHODS FOR STRAWBERRY GROWERS

12:30-1:30pm LUNCHEON - Carolina Dining Room - outcome of Referendum, Board Elections, & Research Reports

2:00-3:30pm WORKSHOPS

INTERPRETING YOUR PROFILE  
 RESISTANCE MANAGEMENT REPORT  
 (Dr. Guido Schnabel)  
 \$50 - Code: W1

ALL ABOUT ALBION  
 (Dr. Barclay Poling)  
 \$50 - Code: W2

HOW ARE YOU PROGRESSING WITH IMPLEMENTING YOUR ON-FARM FOOD SAFETY PROGRAM? (John Eade)  
 \$100 - Code: W3

3:30pm Breakdown and departure

\*This is a tentative schedule and may be subject to change.



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# PINEHURST ROOM RESERVATION FORM



North Carolina Strawberry Association

2014 Southeast Strawberry Expo

Booking ID #: 44010

Sunday, November 16 – Wednesday, November 19, 2014



We look forward to welcoming you to Pinehurst! Please take a moment to fill out this reservation form to ensure your accommodations for your upcoming visit. Pinehurst requires that your reservation request form be completed and returned on or before **Friday, October 24, 2014**. Reservation forms received after this date will be processed on a "space-available basis". Pinehurst consists of a variety of accommodations including the Carolina, Villas, Holly Inn, The Manor and Condominiums. THE RESORT WILL MAKE EVERY EFFORT TO HONOR SPECIFIC ROOM REQUESTS. If your request is not available, the best substitution will be made.

**DAILY RATES: European Plan LOCATION: Resort wide Accommodations**

**(Please Check Desired Occupancy)**

SINGLE OCCUPANCY: \_\_\_\_\_ \$119.00 PER PERSON, PER NIGHT

DOUBLE OCCUPANCY: \_\_\_\_\_ \$59.50 PER PERSON, PER NIGHT

Rates are per room, per night and include your lodging only.

Arrival Date \_\_\_\_\_ Departure Date \_\_\_\_\_

**Check-In Time: 4:00 PM - Check-Out Time: 12:00 NOON**

**RESORT SERVICE FEE & STATE SALES TAX:** For your convenience a 10% resort service fee, current State sales tax of 6.75% and occupancy tax of 3% has been added to your account. The Resort Service Fee covers the following amenities and services: in-room high speed internet, unlimited use of the fitness center, bicycles, practice putting greens, pitching areas, driving range, in-coming faxes, afternoon tea in the Carolina, self & valet parking, on-call transportation, outdoor pools and beach club (based on seasonal availability). Package meal gratuities for staffs in the dining venues as well as the bell and door staff are also included. For non-package meals and beverages in our resort dining outlets a separate 18% service charge is added to your account. Housekeeping and transportation staffs do not participate in the resort service fee. Gratuities in addition to the above and for any other resort staff are at your discretion. State and county taxes are subject to change without notice.

**DEPOSIT AND CANCELLATION POLICY:** A deposit representing one night's rate per person is charged at the time the reservation is made. Pinehurst must receive notice of any cancellation at least 30 days prior to date of arrival in order to refund a deposit. The cancellation deadline is **Friday, October 17, 2014**.

Please complete and fax or mail with deposit to: **GROUP RESERVATIONS**

**FAX THIS FORM Directly to Pinehurst Reservations: 910-235-8240**

PHONE: 1-855-860-6613

PO BOX 4000, VILLAGE OF PINEHURST, NC 28374-4000

ROOMS TO BE OCCUPIED BY: (Type or Print all names) (ALL GUESTS WILL BE CHARGED A ONE-NIGHT ROOM DEPOSIT)

Name Address City State Zip

Home Phone (\_\_\_\_) \_\_\_\_\_ Business Phone (\_\_\_\_) \_\_\_\_\_ E-Mail \_\_\_\_\_

Name Address City State Zip

Home Phone (\_\_\_\_) \_\_\_\_\_ Business Phone (\_\_\_\_) \_\_\_\_\_ E-Mail \_\_\_\_\_

**CREDIT CARD INFORMATION FOR ROOM DEPOSIT (S):**

Credit Card Name & Number \_\_\_\_\_ EXP \_\_\_\_/\_\_\_\_

Card Holder Name \_\_\_\_\_

## NC Strawberry Investigations

NCSA's NC Strawberry Investigations curriculum is now online! Be sure to check it out and let your local educators know about this resource for the 2014-2015 school year. Last year we shared the draft lessons with a small group of teachers and growers, and this fall we are going public with NCSI in a big way, including an Educational Innovations Contest that will award three \$150 prizes to the teachers that make the best use of the program in their classrooms.

There are 5-7 lessons for each grade, organized around the current curriculum standards for science, social studies, math, and language arts. The NCSI lessons may be done as a full-year program, or teachers (and growers) may pick and choose among lessons or modify them. Classes don't need to visit a strawberry farm or have a school strawberry garden to use this curriculum, though either of these activities enhances the Investigations.

The lessons are online, and can be accessed at <http://www.ncstrawberry.com/plan.cfm> to register.

## Teaching Prints

We have also just finished printing sets of ten very handsome color images of strawberry production, plus a strawberry plant drawing labeled with the parts of the strawberry plant. At 18" x 24", they are the same size as our roadside signs, but these are printed on heavy cardstock. They may be laminated or mounted for greater durability.

This set is available to both growers and educators. We're requesting a \$10-\$20 donation for the set to help cover some of the printing and mailing costs so we can continue to offer them in the future after the grant money runs out. Growers may request partial sets; teachers will want the full set.

These prints (as well as the corrugated plastic hand-washing sign created last spring) are available at the Strawberry Expo or can be mailed to you, please contact Kristy Phillips, NCSA Executive Secretary at [info@ncstrawberry.com](mailto:info@ncstrawberry.com) or 919-537-2287.

This project is supported in part by the North Carolina Department of Agriculture and Consumer Services Specialty Crop Block Grant Program.



Photo Credit CDC



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All sponsors benefit from prominent recognition in our program booklet, on signs and announcements during the conference, as well as various types of conference publicity prior to expo.

**Host Level (Gifts of \$1,800 and up)**

- Premium Booth position in Pre-Function area of trade show
- 2x promotional email transmissions prior to the expo
- Free ½ page ad in program booklet - or \$ credit to up-size

**Platinum Level (Gifts of \$1,200 - \$1,799)**

- Preferred Booth position in Pre-function area of trade show
- 1x promotional emails prior to expo
- Free ½ page ad in program booklet - or \$ credit to up-size

**Gold (Gifts of \$600 - \$1,199)**

- Choice Booth position within general trade show area
- Free ¼ ad in program booklet – or \$ credit to up-size

**Silver (Gifts of \$350 - \$599)**

- Free ¼ ad in program booklet – or \$ credit to up-size

**Bronze (Gifts of \$200 - \$349)**

- Free 2 x 3.5" ad in program booklet – or \$ credit to up-size

**Exhibit space(s) \_\_\_ @ \$650 = \$ \_\_\_\_\_**

Incl. booth, an Annual NCSA membership and two free Expo Attendee passes.

\*Sponsors have privileged positioning

Booths will be 8' wide x 6' deep, have 6' table, power strip and wireless Internet access.

Indoor Booth Table **NOT** required

Add'l Outdoor Lawn Area @ \$350 \$ \_\_\_\_\_

Addl. Needs .....

**Info / requests call 919 537-2287**

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All ads in full color. Send all ad art by Sept 25.

Business-card size (\$45)  1/4 page (\$75)

1/2 page (\$135)  Full page (\$250)

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Apply Sponsor credit \$ \_\_\_\_\_ Due \$ \_\_\_\_\_

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FREE

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**Exhibitor / Sponsor Payment Information**

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Visa  MasterCard  Discover

Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Name on card \_\_\_\_\_

**Total Amount enclosed / to be run on credit card**

\$ \_\_\_\_\_

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**TEL: 919-537-2287 FAX TO: 919-742-5259 SCANS TO: info@ncstrawberry.com**

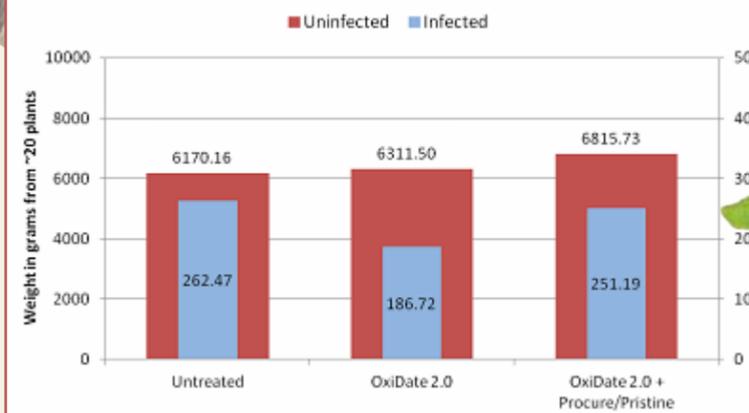


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