

## 2010 Trade Show Exhibitors

The following exhibitors have already signed up for the 2010 Trade Show held in conjunction with the Upper Midwest Regional Fruit and Vegetable Growers Conference. The Trade Show will be held at the St. Cloud Civic Center in St. Cloud, Minnesota on Thursday and Friday, January 21 & 22, 2010. More exhibitors and additional exhibitor information will be included in the next issue of the MFVGA Newsletter.

Ag Resource, Inc.  
Agro-K Corporation  
Crop Production Services – Big Lake, MN  
Crop Production Services – Galesville, WI  
Farm Service Agency  
GreenStar / Watkins  
JR Johnson Supply  
JRK Seed & Turf Supply  
Minnesota Dept. of Agriculture  
Minnesota Grown  
Nieuw Marketing, LLC  
Poly-Tex, Inc.  
Rispen Seeds, Inc.  
Rockford Package Supply  
Rupp Seeds  
Seedway, L.L.C.  
Siegers Seed Company  
Stokes Seeds, Inc.  
The Mulch Store

**EXHIBITORS: Sign up today so your information will be included in the next newsletter. Contact the MFVGA office at 763-434-0400 or [mfvga@msn.com](mailto:mfvga@msn.com) for an application for exhibit space.**

### "Session Spotlight"

## Understanding Purchase Behavior – More art than science today, but what about tomorrow?

What guides people's purchase decisions? What are the behavioral drivers impacting purchases? Bring your experiences and understanding of the subject and plan on a lively discussion led by Dr. Karl Foord, University of Minnesota Regional Extension Educator.

This is a Wednesday night bonus session. If you plan to be in St. Cloud by 7:00 p.m. on Wednesday, January 20, join Karl and other growers at the St. Cloud Civic Center for an informal, but informative discussion.

If you have the time, consider reading the book *Buyology* by Martin Lindstrom to stimulate your thinking.

### "Session Spotlights"



**Thomas Kuhar** is an Associate Professor in the Department of Entomology at Virginia Tech, Eastern Shore Agricultural Research & Extension Center (ESAREC) in Painter, VA. He is responsible for the development and assessment of novel approaches for managing arthropod pests in vegetables in Virginia. His research areas include IPM,

population ecology, biological control, economic injury levels, sampling strategies, and insecticide resistance management. He has more than 15 years experience conducting field research on crop pests. He has published more than 40 peer reviewed journal articles or book chapters and has given over 100 presentations at scientific meetings or extension venues. Dr. Kuhar will be giving three presentations during the Upper Midwest Regional Fruit & Vegetable Growers Conference. His presentations are featured during the Sweet Corn session on Thursday afternoon, January 21 and the Pumpkin and Cole Crops Sessions on Friday afternoon, January 22, 2010. The complete program can be found on pages 3 and 4.

### "Session Spotlights"

## Pay-Per-Click – Part II

When today's families look for information they are far more likely to "Google it" than to "Let their fingers do the walking." The Minnesota Grown Program has had great success promoting their on-line Minnesota Grown Directory through a "Pay-Per-Click" campaign with Google and other search engines. Come to the Marketing Session on Friday afternoon, January 22, 2010 to see how these kinds of marketing campaigns work and how you can use them to promote your own farm or market. If you were interested in what Paul Hugunin said about the "Pay-Per-Click" program at last year's conference, you won't want to miss this expanded presentation complete with live searches and demonstrations on how to create an account, how to choose your geographic area, etc.

### "Session Spotlights"

## Impacts of Strobilurin Fungicides on Yield and Soil Microbial Processes for Minnesota Strawberry Production

Kurt Spokas, Research Soil Scientist with the USDA-ARS in St. Paul, has been evaluating the impacts of strobilurin fungicides both on yield as well as soil microbial processes for strawberry production in Minnesota. The research is being conducted at the Pine Tree Apple Orchard in White Bear Lake, MN. The strobilurin fungicides are an effective fungicide and positive plant effects have been observed in other crops. They are currently in the second year of a three-year research program. Find out what they're learning during the Berry Session on Thursday afternoon, January 21, 2010.