

This workshop will provide participants with information about starting a small scale commercial berry operation on their property and some specific requirements and management practices needed for some of the more commonly grown small fruits.



This program is a cooperative workshop sponsored by the UW Extension Offices in Buffalo, Jackson, La Crosse, Monroe and Vernon Counties

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OF WISCONSIN



In the event of inclement weather, please call the La Crosse County UW-Extension cancellation line at 608.785.6418 to verify if the event is cancelled, rescheduled or on as planned.



Your county extension office

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Cooperative Extension



Your county extension office

An Introduction to Commercial Berry Production



Friday, March 11, 2011
The Log Cabin
N4697 State Hwy 162
Bangor, WI 54614

8:30 am Registration
9:00—4:30 Program

Pre-register by March 4
(Registration Form Inside)

Workshop Agenda

- 8:30am. . . . **Registration**
- 9:00 **Welcome and Introduction of Speakers**
- 9:10 **So You Want to be a Berry Farmer?**
Considerations before you get started: Resources (land, water, start-up and production costs), market, time, labor, regulations. Site Prep, Irrigation and Drainage
Steve Huntzicker, UW Extension Agent- La Crosse Co.
- 9:30 **Marketing: Who, What and How**
Diana Alfuth, UW Extension
Horticulture Agent- Pierce County
- 10:00 **Niche Market Crops: Currants and Aronia**, Dr. Rebecca Harbut,
UW Extension Fruit Specialist
- 10:30 **Break**
- 10:45 **Raspberry Production**, Dr. Rebecca Harbut
- 12:00 **Lunch**
- 12:45 **Grape Production**
Tim Rehbein, UW Extension Ag Agent- Vernon Co.
- 2:00 **Blueberry Production**, Dr. Rebecca Harbut
- 3:15 **Break**
- 3:30 **Grower Panel Discussion**
Greg Teff- Stoddard WI- Wine Grapes
Kyle Zenz- Old Oak Family Farm CSA- Bangor WI- Raspberries
Ann Thewis- Arcadia- Black Currants
TBD- Blueberries
- 4:30 **Adjourn**



****All Participants will receive a copy of the 2011 Midwest Small Fruit and Grape Spray Guide****

An Introduction to Commercial Berry Production Registration

Name: _____

Address: _____

Email: _____

Phone: _____ Number of People Attending: _____

Price: \$30.00 per person Payable to UW Extension

Please mail registration and payment to: La Crosse County UW-Extension Office

400th 4th Street North, Rm 3140

La Crosse, WI 54601-3200

Registration and payment due **March 4th** Questions call 608-785-9593

