

2002 INDIANA HORTICULTURAL CONGRESS AND TRADE SHOW
WEDNESDAY, JANUARY 30, 2002

New Specialty Crops/New Concepts
Fortune Square C

Developing New Crops

- 9:00 New Crops R & D
Mediterranean Crops - Jules Janick, Purdue University
Hispanic Crops - Mario Morales, Purdue University
Oriental Crops - Brad Bergeford, Ohio State University, Pikeston Center

10:15 Morning Break

New Technology

- 10:30 **Growing Specialty Herbs and Greens (Hydroponics vs. Soil Culture)** - Jim Quinn, Thomas Jefferson Agriculture Institute, Columbia, MO
11:15 **Gourmet Greens in a Float Bed System** - Denise Dailey, Walton Creek Farms, Deputy, IN

Herb Marketing Networks

- 11:45 **Hoosier Botanicals Project** - David Swaim, Purdue University
12:00 **Breakout Meeting for Hoosier Botanicals Growers**
IHC Awards Luncheon
Guest Speakers: Stanley Parka and Darren Boyd, Gleaner's Food Bank, Indianapolis, IN
Association Awards (Golden Preconvene) (Tickets Required)

1:15 **Herb Growers Perspectives:**

Ted Kroeger, Kroeger Greenhouses Newburgh, IN
Susan Trees, Prairie Stream Farms, Frankfort, IN
Kent Fendley, Fendley Greenhouse, Greensburg, IN
Kate Copsey, Betony Herbs, Brownsburg, IN

Season Extension Technology

- 2:15 Reports on Illiana Field Experiences:
Row Covers for Commercial Production - Liz Maynard, Purdue University
High Tunnels in Illinois - Bill Shoemaker, University of Illinois
High Tunnels in Indiana - Roy Ballard, Purdue University
Four Seasons Gardening Concepts - Brad Miller, Blue Moon Farm, Rockville, IN

3:15 Break

Specialty Produce Marketing Strategies

- 3:30 Marketers' Panel:
Marketing at Roadside Markets and Farmstands - Susan & David Trees, Prairie Stream Farms, Frankfort, IN
Marketing at Farmers Markets: Growers Perspectives - Brad Miller, Blue Moon Farms, Rockville, IN
Marketing to Chefs - Jacob Fisher, Parke County grower
Cooperative Farmers Market - Bud Beesley, Jennings Co. Growers' Cooperative

5:00 **Hoosier Fresh Cooperators Field Day Planning Meeting**

**INDIANA HORTICULTURAL CONGRESS AND TRADE SHOW
TUESDAY, JANUARY 28, 2003**

New Specialty Crops
Fortune Square D

- 1:00 **Welcome and Introductory Comments on Technology Trends** – David Swaim, Consultant, Crawfordsville, IN
- 1:10 **High Tunnel Production of Cool Season Crops** – Paul Weidiger, Au Naturel Farm, Smiths Grove, KY
- 2:10 **Challenges and Commitments of a Micro-Greens Enterprise** –Denise Daily, Walton Creek Farms, Deputy, IN
- 3:05 Break
- 3:15 **Tomatilla Variability: Culture and Use** – Dr. Mario Morales, Dept. of Horticulture and Landscape Architecture, Purdue University
- 3:45 **Arugula Production is Rocket Science** – Dr. Jules Janick, Dept. of Horticulture and Landscape Architecture, Purdue University and Dr. Mario Morales, Dept. of Horticulture and Landscape Architecture, Purdue University
- 4:00 **Growers' Perspectives on Commercial Herb Production and Marketing** – Culinary Herbs: Kent Fenley, Fenley Greenhouses, Greensburg, IN – Ornamental Herbs: Ted Kroeger, Kroeger Greenhouses, Newburgh, IN – Medicinal Herbs: Constance Ferry, Hobbit Gardens, Fillmore, IN