



The Place You Go.... to Learn To Grow!

The Indigo Hotel, Downtown Athens, Georgia

June 12 – 15, 2016

The Academy of Crop Production is a Southern-centric four-day (family-friendly) conference dedicated to sharing information on **ADVANCED** ornamental crop production and business management techniques for ornamental producers. Hosted by the University of Georgia and the Georgia Green Industry Association, at the beautiful Hotel Indigo. This is not a trade show, but rather a concentrated series of classes, open forums and social events that focus on important current issues facing growers. This program features an impressive national speaker lineup.

Speakers over the four-day event will include:

KEYNOTE

Will Healy, Senior Technical and Research Manager - Ball Horticultural Company

Understanding Shrink: How Small Losses Along the Production Cycle Add Up to Large Profit Losses

As growers embrace the third era of the industry “Plan for profit, plant to plan”, controlling shrink is a key part of optimizing profits. To truly control costs, we need to examine ‘shrink shifting’ where the losses are pushed up and down the supply chain. The inefficiencies and activities we continue to do add up to significant profit losses at every level of the industry. Will has worked the last 10 years identifying where production shrink is occurring and where growers can change their process to improve profitability.

- **Joe Albano**, USDA-ARS – *Nutrient Management-Why It’s Important to You*
 - Nutrient management for containerized floricultural and nursery crops is a complex interaction of plant species, fertilizer type, irrigation water quality and quantity, and media composition and chemistry. Nutrient management also has an effect on crop production economics and on the environment as nutrient runoff is wasting fertilizer that may cause eutrophication of runoff-receiving waterbodies, respectively. In this talk, we will explore these factors as they relate to nutrient management.
- **Paul C. Bartley III**, PhD Student, North Carolina State University – *Maximizing Weed Control Efficacy in Container Production*
 - Got weeds? Learn how current research has exposed pros and cons to various methods of weed control and how they affect you.
- **Benjamin Campbell**, Assistant Professor, Department of Agricultural and Applied economics, University of Georgia - *Foreseeing the Future: How to Predict the Future Plant Purchasing*
 - Marketing, pricing, and forecasting the future are common areas that are overlooked by producers and retailers even though these areas are critical in defining the profitability of a business. In this talk we will examine marketing from the consumer perspective, how to price, and what to think about when trying to forecast where the market is headed.
- **Margery Daughtrey**, Senior Extension Associate, Cornell University – *Downy Mildews: Old Pathogens with Increasing Impact*
 - Margery will improve your understanding of the various downy mildews that are cropping up on impatiens, coleus, rudbeckia and roses. Learn how to curb them by plant choice and environmental management—and find out which fungicides are your best allies when you’re fighting against downy mildews.

- **Nick Fuhrman**, Associate Professor, Department of Agricultural Leadership, Education and Communication, University of Georgia – *Influencing Positive Change at Work: Shift Happens*
 - Leadership is critical to the success of your business. Nick will discuss techniques that leaders can use to efficiently and effectively bring about positive change at work, particularly when mentoring/motivating others.
- **Will Hudson**, Extension Entomologist, University of Georgia – *Neonics: Where are we, and where do we go from here?*
 - Regulatory and label changes have forced the ornamentals industry as a whole to adapt management programs for a range of serious insect pests. This session will provide an update on the status of neonicotinoid insecticides, and a discussion of alternatives for growers.
- **Brian Jackson**, Associate Professor, North Carolina State University – *Recent Advances in Engineering and Managing Soilless Substrates*
 - Soilless substrates are evolving like every other product and facet of horticultural crop production. Increased focus on water capture/use, sustainability, regionality, and organic origins have led to many new products and evolving management practices during production. We will take a look at the latest science occurring below ground!
- **Joyce Latimer**, Professor and Extension Specialist for Greenhouse Crops, Virginia Tech – *PGR Strategies for Herbaceous Perennials Production*
 - The production of herbaceous perennials is changing as more producers learn how to effectively use PGRs. We have more quart production in greenhouses, new PGR application methods, more use of drenches and liner soaks, and more environmental concerns, especially in the nursery. Let's talk about how to create PGR strategies for a few of the primary crops, like Echinacea, Monarda, and Perovskia; and then talk about some more recent developments in PGR use, like liner soaks and Collate drenches.
- **John Lea-Cox**, Professor and Nursery Research / Extension Specialist, University of Maryland – *Sensor Networks – Beyond Irrigation Management*
 - Many growers have heard about the water savings that can be achieved using soil moisture sensing technology developed as part of a recent USDA grant, which will soon be commercialized as the PlantPoint system (Decagon Devices, Inc.). But many growers may be unaware of other real-time environmental and soil information that can greatly affect production and returns on investment. We'll highlight and demonstrate the power of those sensors used for fertility and disease management, which can be monitored with user-friendly software, to optimize fertilizer and pesticide applications.
- **Robert Lyons**, Professor Emeritus, University of Delaware – *Good Photos Sell Plants....Poor Photos Don't!*
 - Learn how to use your eyes, mind, and camera to capture the best photos for commercial use. This talk is example-driven and provides understandable information to create aesthetically pleasing and pragmatic images suitable for catalogs, labels, advertising, websites, and email blasts to name but a few. The information presented is relevant to photographers of all skill levels, particularly amateurs.
- **Steve Newman Ph.D., A.A.F.**, Professor and Extension Specialist of Floriculture and Greenhouse Crops, Colorado State University – *The Philips / Colorado State University LED Partnership: Lighting the Way*
 - Colorado State University built a new Horticulture Center including 21,000 square feet of greenhouses in 2015 to make room for a new football stadium. Which means that timing was right for a partnership between CSU and Philips Horticulture LED Solutions. CSU is working with Philips to showcase their latest LED lighting systems and Philips is supporting novel supplemental light research and teaching programs in the CSU Horticulture and Landscape Architecture Department.
- **Paul Pilon**, Horticultural Consultant, Perennial Solutions Consulting – *Production Pitfalls and How to Avoid Them*
 - As a horticultural consultant for over the past decade, Paul has certainly seen his share of good crops as well as a few less than admirable ones. Come join him in this informative session where he'll share several unfortunately all too common production pitfalls he frequently sees as well as how you can avoid making the same mistakes others have made. He'll be discussing a number of mistakes or areas to improve with starting materials, planting depths, irrigation, fertility, PGRs, pesticide applications guidelines and more.
- **James Robbins**, Extension Specialist, University of Arkansas Cooperative Extension Service – *What's the Buzz about Drones in Nursery Production*

- This talk will give a broad overview of the disruptive technology, unmanned aircraft systems (UAS). Presentation will highlight types of UAS, general applications in agriculture with specific results from application to inventory management, categories of UAS users, and current rules & regulations. A detailed handout will be provided.
- **Craig Regelbrugge**, Senior Vice President, AmericanHort – *What is Happening at a Federal Level that Impacts You?*
 - It's a big, bad, complicated business world these days. Learn the latest, and what to expect in the weeks and months ahead on the workforce, visas, and immigration progress; the buzz around bees and pollinators; tax policy and cash accounting; opportunities for nursery and greenhouse plant certification, and more.
- **Lloyd Traven**, Owner, Peace Tree Farms – *That Plant is 'Phenomenal'!! So What? NOW What?*
 - Finding or breeding a great new plant, even if a quantum improvement over everything else out there, is simply no longer enough, ZERO guarantee of success in a very crowded marketplace filled with me-too latest/greatest stuff. Trialing, assuring the supply chain, marketing, social media and licensing are also part of the process---but sometimes you struggle just to get past the bouncers at the door. All this before even talking to consumers, yet THEY are the only ones who really matter. This is a total shift for most of us in the industry!!! Fail to do all of this and you can forget getting paid for your incredible creation, relegated to the ash heap of great plants that failed miserably, never to be heard of again, despite being fabulous. Here is a case study, a history of one of the most successful new plants in the last 5 years, how it happened, what went right, and things that went horribly wrong despite all the planning and work. This is really important stuff to understand, or the dingo eats your baby!!!
- **Marc "The Fabulous" van Iersel**, University of Georgia, Department of Horticulture – *The Cutting Edge of LED Technology*
 - LEDs are being touted as 'The light of the future'. But are they a cost-effective replacement for HPS lights? This talk will cover the advantages and disadvantages of using LEDs for greenhouse production.
- **Donglin Zhang**, Professor, University of Georgia – *Opening a Pipeline of Plants – The Asia Connection*
 - Southeastern Asia nourishes 2-3 times more plant species than the similar area of North America. Although there are many outstanding ornamental plants from Asian countries in the market, many outstanding ornamental plants are just waiting to be discovered. Donglin will share with you his plant exploration experiences and describe his goal of working with growers to introduce new cultivars from Asia into the North American market.
- **Heping Zhu**, Agricultural Engineer, USDA-ARS – *Next Generation of Sprayer Technology for Ornamental Nurseries*
 - This presentation will document the development of an advanced and affordable spray system that employs intelligent technologies to continuously match system operating parameters to crop characteristics during pesticide applications, and a report of chemical cost savings and pest management efficacy trials of this spray system in commercial nurseries.

We will offer 5-8 credit hours of pesticide CEUs and 3-5 hours of ISA regional credits (depending upon state) for Georgia, Alabama, Florida, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee and Virginia.

Register Here: <http://t.uga.edu/21R>

Hotel Indigo Registrations: Please call the hotel directly at (706) 546-0430 and use hotel booking code 'UGA Horticulture Commercial Agriculture'. Room Rate: \$109.00 (night). Reduced rate deadline 5/13/2016.