The 2015 Missouri Blueberry School

March 13-14, 2015
MSU Darr Agricultural Center
2401 S. Kansas Expressway
Springfield, MO 65807
and 3 area blueberry sites

Blueberries offer huge potential for Missouri farmers. Though a challenging crop to produce, blueberries are in high demand for many markets. The Missouri Blueberry School will offer educational sessions and a tour of innovative blueberry farms. Join local and nationally known blueberry specialists to gain expertise on a wide range of blueberry issues, including:

- Establishing new blueberry plantings
- Blueberry weed management, including recent advances
- Update on blueberry insect issues, including spotted wing drosophila and brown marmorated stink bug
- Creative marketing strategies for blueberries
- Blueberry production practices
- Blueberry growers profile
- On-farm tours of innovative blueberry producers

$60 for first member of farm
$45 for additional members of a farm

Fee includes Friday educational sessions, Saturday bus tour and Saturday lunch and educational materials

2015 Blueberry School

Questions: Call Patrick Byers at 417-881-8909/email: byerspl@missouri.edu or Kelly McGowan at mcgowank@missouri.edu
Make check payable to Greene County Extension, mail to or drop by: Greene County Extension Center, 2400 S. Scenic Avenue, Springfield, MO 65807

Your Name and Farm Name: ____________________________________________________________
Additional Members from Farm: _________________________________________________________
Address: _____________________________________________________________________________
City, State, Zip: _______________________________________________________________________
Daytime Phone: _______________________________________________________________________
The Missouri Blueberry School

Friday, March 13, 2015  Blueberry Educational Sessions

8:30  Registration
9:00  Welcome  Anson Elliott
9:15-10:15  Establishing blueberries – avoiding costly mistakes  Mark Longstroth
10:15-10:30  Break
10:30-11:00  Blueberry cultivar trial update  Martin Kaps
11:00-12:00  Marketing blueberries in local markets  Timothy Woods
12:15-1:30  Lunch on your own
1:30-2:15  Blueberry weed management  Mark Longstroth
2:15-3:00  Managerial Economics 101 for blueberry growers  Timothy Woods
3:00-3:15  Break
3:15-4:15  Blueberry grower profile: Amy and Gabe Craighead
4:15-5:00  Blueberry insect issues  Anastasia Becker, Jacob Wilson
5:00-5:15  Updates in the Small Fruit and Grape Spray Guide  Patrick Byers
5:15  Missouri Blueberry Council meeting

Saturday, March 14, 2015  Blueberry Tour

8:30  Board buses and depart from Pinegar Arena, Darr Agriculture Center
9:30-10:30  Weaver Blueberry Farm tour, Stott City
           A discussion of pruning practices and pest management will take place during this tour stop.
11:00-1:00  MU Southwest Research Center tour, lunch
           Learn about alternative fruit crops (pawpaw, persimmon, elderberry) and nuts.
2:00-3:00  Rausch’s Blueberry Farm tour, Monett
           A discussion of cultural practices and marketing strategies will highlight this stop.
4:00  Tour concludes, buses return to Darr Agricultural Center

Tour Stops

Weaver Blueberry Farm, Stott City, MO
Joas and Lisa Weaver operate a berry farm near Stott City. The farm includes three cultivars, and the fruit is sold PYO and prepicked.

MU Southwest Center, Mount Vernon, MO
The University of Missouri Southwest Research and Education Center was established in 1959. Horticulture research at the Center provides information on viable production practices for both commercial and home producers of vegetables and fruits. Crops of interest include elderberry, pawpaw, persimmon, nuts, grapes, and several vegetables.

Rausch’s Blueberry Farm, Monett, MO
George and Annmarie Rausch established their blueberry farm in 1987 north of Monett, MO. The 3 acre farm includes 7 cultivars, and plans are underway to expand production. Customers arrive from across Missouri and from neighboring states to enjoy the harvest, which is sold primarily at the farm, as both PYO and prepicked fruit.
Featured Speakers

**Mr. Mark Longstroth, Small Fruit Extension Educator, Michigan State University Extension**

Mark has served the fruit growers in Southwest Michigan since 1993. His current efforts are now focused on small fruit. Mark is based in Paw Paw and is the lead field educator for blueberries and cranberries. Mark’s focus is to maintain a healthy Michigan fruit industry, helping growers remain profitable and adapt to changes in agriculture. Most of Mark’s work deals with horticultural and pest management. He also does farm financial management.

**Dr. Timothy Woods, Professor of Agricultural Economics and State Extension Specialist, University of Kentucky**

Tim has devoted his time and energy to help facilitate the development of small ag-related businesses and cooperatives that have promising innovative processes and/or products. He is known for work in farm entrepreneurship, business planning, cooperative development, consumer market research for microenterprises, and facilitating value-added enterprises for farmers and agriculture. He recently developed MarketReady, a nationally recognized best marketing practices education program for farmers selling to restaurants, grocery, and wholesale.

Presenters

**Anson Elliott, Head of the Darr School of Agriculture, Missouri State University**

Anson Elliott has provided leadership to Missouri’s agricultural community for many years, as head of the MSU School of Agriculture and Director of the Missouri State Fruit Experiment Station.

**Anastasia Becker, IPM Specialist, Missouri Department of Agriculture**

Anastasia Becker directs IPM activities, with an emphasis on invasive insects, with the Missouri Department of Agriculture.

**Patrick Byers, Horticulture Specialist, MU Extension**

Patrick Byers has worked with blueberry research and outreach education for the past 28 years. His particular interests lie with production systems for blueberry growers in Missouri, and blueberry marketing.

**Amy and Gabe Craighead, Blueberry Producers, Fulton, MO**

The Craigheads produce blueberries near Fulton, Missouri. The farm was established in 2012, and the fruit is sold PYO.

**Martin Kaps, Research Professor, Missouri State University**

Dr. Kaps has provided leadership; in small fruit research and teaching at the MSU State Fruit Experiment Station.

**Jacob Wilson, IPM Specialist, Lincoln University**

Jacob Wilson provides support to the Lincoln University’s statewide extension and research activities in integrated pest management.
Meeting Information

Friday, March 13, 2015  Blueberry Educational Sessions

The March 13 Blueberry Educational Sessions will take place at the Bond Learning Center, located at the MSU Darr Agricultural Center, 2401 S. Kansas Expressway, in Springfield. The Friday program includes presentations on a wide range of blueberry topics, by national experts and local blueberry specialists. Blueberry establishment, weed management, marketing, and economics are focus topics. The Missouri Blueberry Council will hold its annual meeting Friday evening.

Saturday, March 14, 2015 Blueberry Farm Tour

The Missouri Blueberry School tour will visit two premier blueberry sites and the MU Southwest Center, interact with growers and researchers, and provide plenty of time to ask questions. Learn how to get started in blueberries, how to address the challenges related to blueberry production, and how to market the blueberry crop. In addition, we will focus on several aspects of blueberry production during the tour, including pruning, disease management, and opportunities for diversifying a blueberry farm with additional fruit crops.

Our thanks to the following supporters of the Missouri Blueberry School, who have provided financial and/or other support:

Lincoln University Integrated Pest Management Program
University of Missouri Extension-Greene County
University of Missouri Southwest Center
Missouri State University School of Agriculture
Missouri Blueberry Council
Sunshine Valley Farm
Persimmon Hill Berry Farm
Highland Blueberry Farm

Organizing Committee for the 2015 Missouri Blueberry School:

University of Missouri: Donna Aufdenberg, Robert Balek, Patrick Byers, Gordon Carriker, Kelly McGowan

Missouri State University: Martin Kaps

Lincoln University: Nahshon Bishop, Chris Boeckmann, Touria Eaton