2019 Oregon Blueberry Conference

Program

Monday, February 4, 2019
7:55 a.m. – 5:00 p.m.

Salem Convention Center
200 Commercial Street SE, Salem, Oregon 97301 • 503.589.1700

Program Sponsor:

Northwest Farm Credit Services

Presented by: Oregon Blueberry Commission and North Willamette Research and Extension Center
**PRE-REGISTRATION FORM**

Pre-registration – Please return by January 25, 2019 (Registration at meeting is $50)

<table>
<thead>
<tr>
<th>Company or Farm Name:</th>
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<tbody>
<tr>
<td>Mailing address:</td>
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<tr>
<td>Phone:</td>
<td>Email:</td>
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*Please make copies of form for additional registrants*

<table>
<thead>
<tr>
<th>Meeting Registration <em>(Includes Lunch and one ticket to Industry Reception)</em> - $40 each</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Name Registered</td>
<td>Email</td>
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<tr>
<td>$40 each – Includes Lunch and Industry Reception.</td>
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<tr>
<th>Student Registration <em>(Includes Lunch and Industry Reception)</em> - $20 per student</th>
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<tbody>
<tr>
<td>Student</td>
<td>Email</td>
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<tr>
<th>Additional Industry Reception Tickets – $10 each</th>
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<tbody>
<tr>
<td>Name</td>
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**Conference Sponsorship**

- **Gold Sponsor – $500**
  *(Includes display table and one registration, lunch and industry reception)*

  Sponsorship Available – DISPLAY AREA SOLD OUT

- **Platinum Sponsor – $1,000**
  *(Includes display table, priority location selection and two registrations, lunches and industry receptions)*

  Sponsorship Available – DISPLAY AREA SOLD OUT

**TOTAL DUE:** $

**MAIL TO:**
Oregon Blueberry Commission
PO Box 3366, Salem, OR 97302-0366
503-364-2944 • www.oregonblueberry.com

**REGISTER ONLINE AT:**
oregonblueberry.com/conference

**PRE-REGISTRATION DEADLINE IS JANUARY 25, 2019.**

If registering by mail, make check payable to Oregon Blueberry Commission.

Save $10 by pre-registering – registration at meeting will be $50.

**No waiting!** If Pre-registered, you may pick up your packet and tickets at the Registration Desk.

**No pre-registration refunds after JANUARY 25, 2019.**
WILLAMETTE FOYER
7:30 a.m. - 4:00 p.m.
REGISTRATION
LANYARDS – Courtesy of Fall Creek Farm & Nursery

WILLAMETTE B, C & FOYER
7:30 a.m.
8:00 a.m. - 5:00 p.m.
EXHIBITORS
COFFEE – Courtesy of AgriCare, Inc.

WILLAMETTE A & D
7:55 a.m. - 8:00 a.m.
Welcome
Jeff Malensky, Oregon Blueberry Commission, Chairman
8:00 a.m. - 8:45 a.m.
Global Blueberry Production and Demand Perspectives
Dave Brazelton, Fall Creek Farm & Nursery, Lowell, Oregon
8:45 a.m. - 9:15 a.m.
The Opportunities of Changing Consumer Expectations
Carl Casale, Osprae Ag Science, West St Paul, Minnesota
9:15 a.m. - 9:45 a.m.
Blueberry Health Research – Maintaining the Health Halo
Leslie Wada, PhD, RD, USHBC Health Research Administrator, Folsom, California
9:45 a.m. - 10:15 a.m.
Aerial Crown Gall of Blueberry
Virginia Stockwell, PhD, Horticulture Crops Research Unit, USDA-ARS, Corvallis, Oregon
10:15 a.m. - 10:45 a.m.
BREAK – Courtesy of Corteva Agriscience
VISIT EXHIBITORS

CROISAN CREEK ROOM AND FOYER
11:45 a.m. - 1:15 p.m.
LUNCH – Included with Registration
NETWORK and VISIT EXHIBITORS

WILBUR-ELLIS®

WILLAMETTE A & D
1:15 p.m. - 2:00 p.m.
Opportunities and Challenges with Export Market Development
Matt Lantz, Bryant Christie, Inc., Seattle, Washington
2:00 p.m. - 2:30 p.m.
New Harvesting Concepts: Less Labor, Less Ground Loss and Less Bruises
Peter Geurts and Marcel Driessen, FineField (previously EasyHarvester BV), The Netherlands
2:30 p.m. - 3:00 p.m.
BREAK – Courtesy of Wilson Orchard and Vineyard Supply
VISIT EXHIBITORS

3:00 p.m. - 3:30 p.m.
Rootopia – Keeping the Consumer Spotlight on Blueberries
Michelle Ratcliffe, PhD, Rootopia, Hubbard, Oregon
3:30 p.m. - 4:00 p.m.
What is Stalling the US/Canada Production Growth?
John Shelford, Strategic Adviser, Naturipe Farms LLC, Naples, Florida

WILLAMETTE B, C & FOYER
4:00 p.m.
INDUSTRY RECEPTION
Reception and Program Sponsor:
THE 2019 OREGON BLUEBERRY CONFERENCE

MONDAY, FEBRUARY 4, 2019 • 7:55 a.m. – 5:00 p.m.
Salem Convention Center
200 Commercial Street SE, Salem, Oregon 97301

It’s time to make your reservations for the Annual Blueberry Conference.

To receive our special discounted hotel room rates attendees must make their reservations by January 11, 2019. Be sure and tell them you are attending the Blueberry Conference to receive the discount. We recommend you make your reservations as soon as possible.

Once again we’re having an Industry Reception with hors d’oeuvres and a no-host bar at the end of the program. This provides a great opportunity to visit with friends, associates and exhibitors. Each paid registration will receive a ticket to the reception. Additional tickets are available for spouses or family members not registered for the meeting.

This year’s program topics include:

• International Blueberry production and market perspectives
• Machine harvesting in The Netherlands
• Fresh and processed market trends
• Early results of USHBC obesity and diabetes research
• Oregon promotions report
• The latest tools for SWD control
• Research reports and updates

A very special thank you to our sponsors. Thanks to their generosity, we’re able to keep the registration costs low.

This is the largest, most information-packed meeting in the blueberry industry. We hope you will join us on February 4.

Please fill out your pre-registration form and mail it today or register online at oregonblueberry.com/conference. We look forward to seeing you in Salem.
Make Hotel Reservations by January 11 directly with:

**THE GRAND HOTEL IN SALEM**
201 Liberty Street SE, Salem, OR 97301
Phone: 503.540.7800 or Toll-free 877.540.7800

Please inform reservations you will be attending the Oregon Blueberry Conference. Reservations received after January 11, 2019 may not be available at the convention room rate.

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<tr>
<th></th>
<th>SINGLE</th>
<th>DOUBLE</th>
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<tbody>
<tr>
<td>Deluxe King</td>
<td>$149.00</td>
<td>$159.00</td>
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<tr>
<td>Deluxe Double Queen</td>
<td>$149.00</td>
<td>$159.00</td>
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All guest room rates include breakfast buffet. Extra person charge $20.00 per night for each additional adult.

**PARKING**

Salem Conference Center & The Grand Hotel in Salem Parking Guide:

1) Salem Convention Center – Limited Underground Parking
   Enter from Liberty Street

2) Pringle Parkade – Complimentary Roof Top Parking
   325 High St SE (Southeast of the Convention Center)
   Enter from High or Liberty Streets

3) Chemeketa Parkade – Complimentary Parking
   300 Chemeketa Street NE (3 blocks North on Commercial)
   Enter off Commercial Street just south of Chemeketa Street

Register & Pay Online at:
oregonblueberry.com/conference