

Vegetable AoE Meeting
March 17, 2009
MSU Crops Barn

Meeting was called to order at 9:45 am.

Those present were Norm Myers, Dave Smith, Ron Goldy, Mathieu Ngouajio, Hannah Stevens, Dan Brainard, Dan Pavuk, Bernie Zandstra, Phil Tocco, Fred Springborn, Bill Steenwyk, Mike Brewer, Beth Bishop, Vickie Morrone, Darryl Warncke, Larry Olsen.

Election of Co-Chairs-Norm asked for nominations from the floor. Mathieu nominated Ron Goldy. Dan Brainard seconded. Phil moved to close nominations. Dan Pavuk seconded. Motion passed and a unanimous ballot was cast in support of Ron.

MVC Report (Dave)- No negative feedback. Keep doing what you're doing at Expo. Concern over veg extension statewide. There are some holes that are being covered in the field, but things are spotty on campus. It was suggested that the commodity priorities be updated or removed. It was suggested to have the new Horticulture chair invited to MVC meeting in order to foster a better relationship. A discussion ensued about gaps in soil sciences as well. This may also be an area for MVC to advocate around as well. Master Farmer Geo. McManus, Farmer Associate is Duane Frenz (sp?).

2009 Great Lakes Expo Program- Dave Smith shared some input from the vegetable council. Third party auditing ought to be a program on Thursday. Another topic that needs to be included is Western Bean Cutworm. Some discussion ensued about a possible vegetable program on small vegetable production. Possible problems may occur with our original audience being offended. Mat noted that a general session on this topic was done in 2003. Some felt this may be a better PREF Program. Possible application to video tape/website, to market for sale (could PREF). There is no IPM Workshop this year. Another idea brought up was doing a session on ergonomics. There was a program put on by Zelenka Nursery (Bill S.). The Greenhouse Expo may be joining us this year.

A detailed review of topics from previous years was presented and discussed. A discussion ensued about some issues regarding protectionism with regards to MSU research in expo programs being dispersed to out-state participants who are the competition. Norm discussed how he presents some general the info at the asparagus program then holds a field day for the cutting edge info locally. It works for a while until the outstater find out about it. Dave will present the idea of canceling the celery session to the Expo Board. Bill S. was approached by the celery board with this idea. Dave doesn't think that the Expo Board will have a problem. Mat continued outlining the Expo program after lunch.

Ron shared an idea he picked up at New York meeting which featured DVD's running on a promoted schedule. The group thought this might work very well in the trade show. For example mechanical weeding, raising certain crops, cucurbit and sweet corn DVD, hops, etc.

- Who will staff
- No product sales

Sessions were determined and the coordinators were assigned.

Enviroweather- Beth shared with us the new website and platform.

Swede Midge Update- In Ontario and New York. May be here soon. There are some partnerships being formed to create an early detection program with about 5 individuals statewide. There will be info packets available and some educational follow up. Some molecular testing is being arranged through Ray Hammerschmidt to verify the swede midge.

Budget Update- Mat brought report. Way under 50% carryover. Discussed 21 account. Not meant to carry over for long periods of time.

PREF Meeting- Continued discussion of small scale vegetable production. Some excitement about packaging and selling program. DVD's and In-person. Must deliver by 2009. Deliver regionally. Promote EXPO at the sessions.

- Marketing
- Business management
- Soil management
- Some basic master gardener talk topics

Finalize annual Report- Mat will send last copy to all. We will send changes to Ron Goldy.

- Bullets should focus on accomplishments, not programs
- Norm says template did not come out until ~March 10. We may be able to get an extension.
- Discussion of Quantitative Impacts/Outcomes. 120 million is total industry value (footnote for the pickle industry).
- 2009 programming needs to contain *one program using logic model*. **Dan Pavuk** will draft one on IPM to present at June meeting. Can be three year program

AoE Competitive Grants- Six page document. Decided on the following three grant proposals.

- Swede midge: Dan Pavuk
- Small scale veg production: Bill Steenwyk and Dan Brainard
- AOE marketing and promotion tools: Norm
 - Map
 - Flier

Other Business-

- AOE name may change to MSU Extension Vegetable and Research Team (Larry Olson)
- Vicki distributed a dozen books, bulletins, DVD's and hotlinks of materials relevant to conventional, organic and sustainable veg production methods. A really great collection of resources. Thanks Vicki.

FUTURE PLANS

- Invite Tom Rorabaugh to June meeting to see if he would like to be involved in small scale veg production meeting. We discussed the fact that Tom had worked closely with Amish growers who have successfully transitioned from livestock to produce systems. Who will our audience be?
- Next meeting June 11, 2009. Hannah will forward speaker ideas gleaned from the GLVWG meeting and discussed on the way home with some members of the group.

Respectfully submitted by Phil Tocco and Hannah Stevens