University of California Cooperative Extension

your *North Coast* Orchard Notes

FEBRUARY 2001

!! MARK CALENDARS !!

All meetings will be held at the Clear Lake Grange #680, 1510 Big Valley Road, Finley.
Contact UCCE for further information

FEBRUARY 13	**2001 NORTH COAST PEAR RESEARCH MEETING** (agenda enclosed)
MARCH 1	**LAKE COUNTY WALNUT UPDATE** (agenda in February *Orchard Notes*)
MAY 16	**Agricultural Easement Forum**

NORTH COAST PEAR RESEARCH MEETING

The financial situation of the pear industry affects how growers view research and related funding. It makes sense this year to acknowledge this reality and reformat the annual research meeting. Rather than present data and results from individual research projects, there will be several panel discussions focused on major issues of both short and long-term concern. Panelists will be growers, other industry personnel, researchers and extensionists, each of whom will present their perspective on strategies and tools available to growers, and perhaps more importantly, where marketing and research should be directed to ensure future profitability. There will be minimal visuals; emphasis will be on dialogue.

The success of this format will depend on participation of audience members. Each registrant is asked to contribute one question for each of the four major sessions: California Pear Advisory Board, Orchard Systems, Disease Management, and Insect Management (see registration form on page 3). These questions will provide guidance on areas of concern to growers. **PLEASE contribute your questions and plan to actively participate in the discussions.**

Session participants are excited about this opportunity for dialogue with growers. California Pear Advisory Board has also graciously agreed to sponsor refreshments and lunch so there will be no fee to attend the meeting. We hope to see ALL of you at the meeting.

883 Lakeport Blvd. • Lakeport, CA 95453 • (707) 263-6838 • FAX (707) 263-3963 • TDD 1-800-698-4544
U.S. Department of Agriculture, University of California and County of Lake Cooperating

2001 NORTH COAST PEAR RESEARCH MEETING

"A DAY OF REFLECTION AND EXPLORATION"

Tuesday, February 13, 2001
Clear Lake Grange, 1510 Big Valley Road, Finley
(Hwy. 29 to Thomas Drive, then left onto Big Valley Road)

sponsored by:
University of California Cooperative Extension
California Pear Advisory Board
Pear Pest Management Research Fund

AGENDA
(3.5 hours PCA/Private Applicator Credit applied for)

7:45 a.m.	**Registration, coffee, muffins**
8:15	**Welcome, opening remarks** *Rachel Elkins, UCCE Lake, Mendocino, Sutter and Yuba Counties*
8:30	**The California pear industry; current status and future outlook** *Chris Zanobini, Executive Director, and staff of the California Pear Advisory Board (CPAB)*
9:45	**Local efforts to support the pear industry** *Jeff Lucas, Community Development Services, Lakeport* *Madelin Holtkamp, Economic Development & Financing Corp., Ukiah*
10:00	**BREAK**
10:20	**Introduction to Panel Discussions: What is needed to ensure profitability?** *Rachel Elkins*
10:25	**Panel #1: Orchard Systems; the Overall View** *Steve Southwick (Chair), Pomology, UC Davis* *Chris Ruddick, grower, Ukiah Valley* *Ted DeJong, Pomology, UC Davis* *Rachel Elkins*
11:30	**Panel #2: Disease Management** *Steve Lindow (Chair), Plant & Microbial Biology, UC Berkeley* *Dan Thornton, grower, Potter Valley and Scotts Valley* *Doug Gubler, Plant Pathology, UC Davis* *Chuck Ingels, UCCE Sacramento County* *Dave Rizzo, Plant Pathology, UC Davis*
12:30	**LUNCH** (sponsored by CPAB)

1:30 **Panel #3: Insect Pest Management**

Bob Van Steenwyk (Chair), Insect Biology, UC Berkeley
Dave Mostin, grower, Kelseyville
Nick Mills, Biological Control, UC Berkeley
Lucia Varela, UCCE, Sonoma/Lake/Mendocino/Napa Counties
Steve Welter, Insect Biology, UC Davis

3:00 **Concluding Remarks and Adjourn**

Rachel Elkins

PLEASE COME AND PLAN TO PARTICIPATE !!

- -

RSVP by Wednesday, February 7 for the lunch (no payment is required)

Return to: U.C. Cooperative Extension; 883 Lakeport Blvd.; Lakeport, CA 95453
FAX: (707) 263-3963 Email: celake@ucdavis.edu

Name(s) _____ _____

_____ _____

Please write down one question for each of the following sessions and return with your luncheon RSVP:

California Pear Advisory Board _____

_____

Orchard Systems _____

_____

Disease Management _____

_____

Insect Management _____

_____

The University of California prohibits discrimination against or harassment of any person on the basis of race, color, national origin, religion, sex, physical or mental disability, medical condition (cancer-related or genetic characteristics), ancestry, marital status, age, sexual orientation, citizenship, or status as a covered veteran (special disabled veteran, Vietnam-era veteran or any other veteran who served on active duty during a war or in a campaign or expedition for which a campaign badge has been authorized).

University Policy is intended to be consistent with the provisions of applicable State and Federal laws.

Inquiries regarding the University's nondiscrimination policies may be directed to the Affirmative Action/Staff Personnel Services Director, University of California, Agriculture and Natural Resources, 1111 Franklin, 6th Floor, Oakland, CA 94607-5200 (510) 987-0096.