

2024

OREGON BLUEBERRY CONFERENCE



TUESDAY, FEBRUARY 6, 2024

7:30 a.m. – 5:00 p.m.

SALEM CONVENTION CENTER

Salem, Oregon

Program Sponsor:



Presented by:

**Oregon Blueberry
Commission**

**North Willamette Research
and Extension Center**

PRE-REGISTRATION FORM

Pre-registration – Please return by January 26, 2024 (Registration at meeting is \$70)

Company or Farm Name:

Mailing address:

Phone:

Email:

Please make copies of form for additional registrants

Meeting Registration (Includes Lunch and one ticket to Industry Reception.) - \$60 each

TOTAL

1

Name Registered

Email

\$

\$60 each – Includes Lunch and Industry Reception.

2

Name Registered

Email

\$

\$60 each – Includes Lunch and Industry Reception.

3

Name Registered

Email

\$

\$60 each – Includes Lunch and Industry Reception.

4

Name Registered

Email

\$

\$60 each – Includes Lunch and Industry Reception.

5

Name Registered

Email

\$

\$60 each – Includes Lunch and Industry Reception.

6

Name Registered

Email

\$

\$60 each – Includes Lunch and Industry Reception.

Student Registration (Includes Lunch and Industry Reception) - \$20 per student

Student

Email

\$

School

Additional Industry Reception Tickets – \$10 each

Name

\$

Name

\$

Conference Sponsorship

☐ **Gold Sponsor – \$500**

Sponsorship Available – DISPLAY AREA SOLD OUT

\$

(Includes display table and one registration, lunch and industry reception)

☐ **Platinum Sponsor – \$1,000**

Sponsorship Available – DISPLAY AREA SOLD OUT

\$

(Includes display table, priority location selection and two registrations, lunches and industry receptions)

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 26, 2024.

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

Save \$10 by pre-registering – registration at meeting will be \$70.

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

No pre-registration refunds after January 26, 2024.

PROGRAM

Program Sponsor – **AgWest Farm Credit**

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.

COFFEE – Courtesy of AgriCare, Inc.



8:00 a.m. – 5:00 p.m. EXHIBITORS

WILLAMETTE A & D

7:55 a.m.

Welcome

TJ Hafner, Oregon Blueberry Commission, Chairman

8:00 a.m.

Positioning for Growth in National and International Markets - Strategies from the US Highbush Blueberry Council

Kasey Cronquist, President

Kevin Hamilton, Vice President of Global Marketing and Communications

US Highbush Blueberry Council, Folsom, California

8:30 a.m.

Understanding How Bloom Conditions Influence Blueberry Pollination

Rufus Isaacs, Michigan State University, East Lansing, Michigan

9:00 a.m.

Scorch Virus – Research and Impacts on Blueberry Production

Eric Gerbrandt, BC Blueberry Council, British Columbia, Canada

9:30 a.m.

BerrySmart Fields – Applying New Technologies Focused on Fruit Set, Pollination, Yield and Nutrients

Steve Mantle, Founder/CEO, innov8.ag, Walla Walla, Washington

Lisa Wasco DeVetter, Washington State University, Pullman, Washington

10:00 a.m.

BREAK – Courtesy of Corteva Agriscience



VISIT EXHIBITORS

10:30 a.m.

Overview of OSU's Blueberry Program

Scott Lukas, NW Berry Production and Management Endowed Professor

Oregon State University, Corvallis, Oregon

10:45 a.m.

Bee Protection Protocols for the Blueberry Industry

Andony Melathopoulos, Oregon State University, Corvallis, Oregon

11:15 a.m.

Overview of the Endangered Species Act on Agriculture

Dani Lightle, Oregon State University, Corvallis, Oregon

11:45 a.m.

LUNCH (included with registration)

NETWORK AND VISIT EXHIBITORS

1:00 p.m.

Panel Discussion: Machine Harvesting for Fresh Markets – Issues to Consider

Industry Members

1:45 p.m.

Keeping An Eye on Salem - Oregon's 2024 Legislative Session

Katie Murray, Oregonians for Food and Shelter, Salem, Oregon

2:15 p.m.

BREAK – Courtesy of True Organic Products

VISIT EXHIBITORS



2:45 p.m.

Blueberry Production and Global Market Perspectives from Chile and South America

Andres Armstrong, Chilean Blueberry Committee, Santiago, Chile

3:30 p.m.

El Nino Weather Impact in the Pacific Northwest and the Western Production Regions of South America

Phil Volker, Meteorologist, ERF Company, Inc.

Portland, Oregon

Reception and Program Sponsor:



4:00 p.m.

INDUSTRY RECEPTION (included with registration)

THE 2024 OREGON BLUEBERRY CONFERENCE

Program Sponsor:



TUESDAY, FEBRUARY 6, 2024 • 7:30 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 Oregon Blueberry Conference.

To receive our special discounted hotel room rates, attendees must make their reservations by January 11, 2024. 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:

- Production and global marketing perspectives from Chile and South America
- Understanding how bloom conditions influence pollination
- The continuation of the popular machine harvesting for fresh markets panel discussion
- New technologies focused on fruit set, pollination, yield and nutrition
- Bee protection protocols for the blueberry industry
- Research and impacts of scorch virus on blueberry production
- USHBC Update – strategies for domestic and international markets
- Impact of El Niño in the Pacific Northwest and South America
- Overview of the Endangered Species Act on agriculture
- Oregon's Legislature – what's coming our way in the 2024 session

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

This is the largest, most information-packed meeting in the blueberry industry. We hope you will join us on February 6.

Please fill out your preregistration form and mail it today. We look forward to seeing you in Salem.