



NARBA is pleased to bring its annual conference to Arkansas, the home of Dr. John Clark's renowned blackberry breeding program, which we will visit during the conference tour. This meeting is being warmly welcomed by the University of Arkansas berry community and the city of Fayetteville. Join other caneberry growers, researchers, extension, marketers, and suppliers to learn, network, and celebrate.

CONFERENCE TOUR

This tour will be a highlight of the meeting!

Boston Mountain Nursery has been in operation since 1973, raising and selling blackberry, raspberry, grape, and other fruit plants.

The Fruit Research Station in Clarksville is the site of Dr. John Clark's breeding work with blackberries, blueberries, grapes, peaches, and nectarines. Navajo, Natchez, Ouachita, PrimeArk 45... they all started here!

Post Familie Vineyards has been in continuous family operation since 1880 and is the largest winery in the state. We will tour, taste, and talk with the owners about the wine business. *Travel will be by bus; space on the tour is limited by seats available. Lunch and the wine tasting are included in the fee. Plan to dress appropriately for weather and walking.*

PRE/POST CONFERENCE TOURS

These tours are free but must be preregistered. On-site registration will be permitted if space is available. Transport is by van, carpool, or on your own. Please indicate transportation needs when you register. See schedule for times of tours. Find more details at our website.

U of Arkansas NanoScience Building - The very small offers amazing structures, appearances, properties, and applications. Visit the world of electron microscopes, spectroscopes, materials science, and more. *On campus, 15 min. walk from the hotel.*

U of Arkansas Food Science Labs and Research Farm - See a pilot plant product development facility that can be used to process

You are invited to the 2015 North American Raspberry & Blackberry Conference February 24-27, 2015 The Chancellor Hotel – Fayetteville, Arkansas

products like berries for market testing, learn how sensory aspects in food perception and acceptance are researched, and see labs that can identify bioactive compounds and determine health benefits. On the farm, see high-tunnel strawberry and organic blackberry research in three different kinds of high tunnels. *15 minutes drive.*

Crystal Bridges Museum of American Art - This celebrated new museum is widely recognized for its collection, its architecture (by leading architect Moshe Safdie), and its parklike grounds. Take a guided tour or wander on your own. *In Bentonville, 35-40 min. drive.*

WORKSHOP: BLACKBERRY & RASPBERRY PRODUCTION 101

For beginning growers and those in their first few years of production. It takes place over several time slots within the conference, so that participants have the opportunity to take in some other sessions as well. Includes a USB flash drive of resources. Registration is limited. Led by Elena Garcia, University of Arkansas and Patrick Byers, University of Missouri, with additional presenters. Cost: \$15/person. *Number of participants limited; must preregister.*

POSTERS

Researchers, extension, and growers are invited to submit posters for display. See www.raspberryblackberry.com for details.

PROCEEDINGS

Proceedings of the Conference will be published online at the NARBA website after the conference. A CD version will also be available.



Visit www.raspberryblackberry.com for the most up-to-date and detailed conference information.

REGISTRATION

Register on paper (mail, fax, or email in the form) or online (see the link at www.raspberryblackberry.com). Registration fees are per/person, with lower rates for NARBA members and registrations received/postmarked by January 24, 2015. Contact NARBA to inquire about reduced fees for children. **You may join NARBA with your registration to receive the member rates.** *Refunds: Full refund minus a \$20 processing fee for refunds requested by Feb. 10. After Feb. 10, partial refunds may be available on request.*

ACCOMMODATIONS

The Chancellor Hotel in downtown Fayetteville is the site of our conference. This recently renovated hotel is within walking distance of the University of Arkansas, and is surrounded by a lively district of restaurants, shops, and entertainment. There is free on-site parking for attendees and free wireless access throughout the hotel.

To make hotel reservations call 855-285-6162 (toll free) or 479-442-5555. Be sure to mention "NARBA" when you call. For a link to online reservations go to www.raspberryblackberry.com.

Cut-off date: February 1, 2015

Conference rate: \$109/night. Also available for several nights on either side of the conference. Be especially sure to make reservations early if you plan to stay over February 27 into the weekend.

TRAVEL

By air: The NW Arkansas Regional Airport (XNA) is the closest airport, about a half hour away near Bentonville. For transport to/from the airport, **Green Cab Co (479-966-4111)** will coordinate carpooling for conference attendees and has energy-efficient hybrid cars (be sure to mention NARBA when you call). Other airports in the region, such as Tulsa, OK (TUL), about two hours away, may have more direct flights and less expensive fares, and may be worth considering, especially if you plan to rent a car or there are several people in your group.

By car: Fayetteville is located on Interstate I-540, close to I-412. The hotel is a block from the historic square in this small city, and easy to find. Street address is 70 N. East Avenue, Fayetteville, AR 72701 (between Center and Meadow Sts).

CONFERENCE SCHEDULE

TUESDAY, FEBRUARY 24

2:00-8:00 pm Registration, Chancellor Hotel

Pre-conference Tours (by preregistration)

- 2:30-3:30 U of Arkansas NanoScience Building
- 2:00-4:30 U of Arkansas Research Farm & Food Science Labs

2:00-4:00 NABG Research Foundation Meeting

4:00-6:00 NARBA Executive Council Meeting

7:00-9:30 **Opening Reception** "Arkansas Fruits – John Clark and Curt Rom" – *John Clark, Curt Rom, University of Arkansas Dept. of Horticulture*

WEDNESDAY, FEBRUARY 25

7:00-7:45 am Registration, Chancellor Hotel

8:00am-5:00 pm **Conference Tour** (buses load at 7:45) Visits Boston Mountain Nursery, Mountainburg, AR; Fruit Research Station, Clarks-ville, AR; Post Familie Vineyard, Altus, AR

6:00 pm– Dinner on your own

8:00 – Hospitality Room Informal discussion & refreshments.

THURSDAY, FEBRUARY 26

7:30-9:00 am Registration, continental breakfast.

Exhibit area open all day.

8:00-9:00 **Raspberry & Blackberry Production 101** starts. (continues in several time blocks) Must pre-register for this.

9:00-11:00 **General Session**

- Grower Spotlight - *Chris Eckert, Eckert Farm, Belleville, IL*
- Growing for Health: How berries protect against the radicals that plague our bodies daily - *Ron Prior, USDA Arkansas Children's Nutrition Center (ret.)/U of Arkansas*
- Focus on SWD: *Panel of presenters*

11:10-12:00 **Concurrent Sessions**

A Closer Look at SWD: Panel Discussion	Getting Consumers, Pro-cessors, Chefs, Food Writ-ers, & Foodies to Choose Our Berries	Live & Learn: Experi-ences with High Tunnel Organic Berry Produc-tion
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12:00-1:45 **Lunch and NARBA Annual Meeting.**

1:45-5:00 **Concurrent Sessions**

Experiences with Rotating Cross-Arm Trellis – Panel Dis-cussion	Safeguarding the Caneberry Industry from Virus Diseases: A Systems-based Approach New Developments with Rubus Viruses on the West Coast	Blackberry & Raspberry Production 101 continues
Winter-injury Experiences and Research	How Nematodes and Soil-borne Diseases Work Together to Wreak Havoc on Caneberries	
Arkansas Blackberry Breeding Program: Investigating the Physical, Composi-tion, and Sensory Attributes of Black-berries	Developing the Genomic Infra-structure for Black Raspberry Breeding Improvement: An Update Challenges Black Raspberry Growers Face	Follow the Money: New Interactive Raspberry & Blackberry Budgets

3:40-4:10 **Poster Session and Break**

5:00 **Dinner on your own**

8:00 **Hospitality Room** Informal discussion & refreshments.

8:00-**Roundtable Discussion:** Grant seeking/writing – funding new farm enterprises

FRIDAY, FEBRUARY 27

7:00-8:45 am Registration, continental breakfast.

Exhibit area open all morning.

8:45-10:15 **General Session**

- Grower Spotlight - *Robert Hays, Hays Berry Farm, Dumus, MS*
- FSMA Update for Produce Growers - *Betsy Bihn, Cornell University*
- Filling the Retail Shelves: The U.S. Caneberry Supply - *Mike Thomsen, University of Arkansas, Ag Economics*

10:30-12:00 **Concurrent Sessions**

Weed Control for Caneberries	Practical Tools for Meet-ing FSMA requirements & Market Demand for Produce Safety	Roundtable Discus-sion: On-Farm Inno-vations and Decision Making
Mites in Raspberries and Blackberries	Crisis Management for Your Farm & the Caneberry Industry	Blackberry & Raspberry Production 101 Wrap-up

12:00-12:30 **Closing General Session** (presenters TBA)

Post-Conference Tours (by preregistration)

- 2:00-4:30 U of Arkansas Research Farm & Food Science Labs
- 2:00-5:00 Crystal Bridges Art Museum (Bentonville)
- 2:30-3:30 U of Arkansas NanoScience Building

OUR PRESENTERS

There isn't room on this schedule to list all presenters in their concurrent sessions; a detailed schedule will be posted at www.raspberryblackberry.com. Below is a list of confirmed presenters as of Dec. 5, 2014.

Growers Chris Eckert, Belleville, IL – Bob Hayes, Dumus, MS – Bill Jacobs, Owasso, OK – Jack Jacobs, Gardnerville, NV

Universities/Extension/USDA: Robert Agunga, The Ohio State Univer-sity – Mark Bolda, U California Cooperative Extension – Jill Bushakra, USDA-ARS Corvallis, OR – Patrick Byers, University of Missouri – Doug Doohan, The Ohio State University – Gina Fernandez, NC State Univer-sity – Chad Finn, USDA-ARS Corvallis, OR – Bob Martin, USDA-ARS Corvallis, OR – Fumiomi Takeda, USDA-ARS Kearneysville, WV – Inga Zasada, USDA-ARS Corvallis, OR. **From the University of Arkan-sas:** John R. Clark (Berry Breeding) – Curt Rom (Horticulture) – Elena Garcia (Horticulture) – Olivia Hines (Horticulture) – Luke Howard (Food Science) – Jenny Popp (Ag Economics) – Donn Johnson (Entomology) – Ron Prior (berry health research) – Alejandra Salgado (Horticulture) – Rene Threlfall (Horticulture) – Mike Thomsen (Ag Economics) – Ioannis Tzanetakis (Virology)

Organizations: Margo Hale, ATTRA – Cat McKenzie, Oregon Raspberry & Blackberry Commission

Thank you to Naturipe Farms, our Host Sponsor!

For a list of all conference sponsors and information on becoming a sponsor, visit www.raspberryblackberry.com or call 919-542-4037.



NORTH AMERICAN RASPBERRY & BLACKBERRY CONFERENCE

Fayetteville, Arkansas • February 24-27, 2015

REGISTRATION FORM

For online registration, visit www.raspberryblackberry.com

Register by January 24, 2015 for best rates.

Name (primary registrant)* _____

Farm/Company/institution* _____

Additional farm/company members on this registration* _____

Mailing address _____

City* _____ State/Province* _____ Zip/Postal code _____ Country _____

Phone _____ E-mail _____

* This information will be used on nametags. Please indicate if name or company/location should differ for any registrant or our database.

NARBA MEMBERSHIP DUES

Membership is per family, farm, or company (at one address). 25% of grower dues goes directly to the NABG Research Foundation.

Growers ☐ New \$50 ☐ Renewing \$85 _____

plus Acreage charge _____

(\$5/acre planted in caneberries; maximum \$100)

Industry \$150 _____

(suppliers, processors, marketers, etc)

Research, extension, students \$40 _____

I prefer newsletters ☐ by mail ☐ by email (pdf)

PRE- AND POST-CONFERENCE TOURS

Free tours but must preregister	# persons	Need transport	
		Yes	No
Tuesday, Feb. 24			
NanoScience Center			
Food Science Labs/ Research Farm			
Friday, Feb 27			
Crystal Bridges Museum			
NanoScience Center			
Food Science Labs/ Research Farm			

REGISTRATION FEES

All registrations are per-person.

FULL CONFERENCE PACKAGE

Feb 24 reception, Feb 25 tour & lunch, Feb 26-27 sessions; lunch Feb 26, all breaks, Proceedings

Members- Earlybird: \$175 After Jan 24: \$195

Nonmembers- Earlybird: \$225 After Jan 24: \$245

BY THE DAY REGISTRATIONS

Tour only Feb 25 (includes lunch)

Members- Earlybird: \$50 After Feb 1: \$60

Non Members- \$80

Feb 26 & 27 only (no tour)

Members- Earlybird: \$125 After Jan 24: \$145

Non Members- Earlybird: \$175 After Jan 24: \$195

WORKSHOP: Raspberry & Blackberry Production 101: \$15

TOTAL REGISTRATION FEES

MEMBERSHIP FEES (from box at left)

TOTAL DUE

Special dietary or accessibility needs, other comments, or questions:

PAYMENT

☐ Mastercard ☐ Visa ☐ Check (make out to "NARBA" – U.S. Funds only) Check Number _____

Card number _____ Expiration date _____

Name on card _____ Signature _____

SEND REGISTRATIONS TO: NARBA, 197 Spring Creek Rd., Pittsboro, NC 27312 USA Fax: 866-511-6660

Email: info@raspberryblackberry.com

Hotel Reservations: To make your reservations at the Chancellor Hotel, call 479-442-5555 or 855-285-6162 (toll free). Be sure to identify yourself as part of the block "NARBA" and make your reservation by **February 1**. Room rate: \$109/night.

Questions? info@raspberryblackberry.com, 919-542-4037