



NORTHEAST GREENHOUSE CONFERENCE AND EXPO

2023

Growing the Northeast's floriculture industry for over 50 years

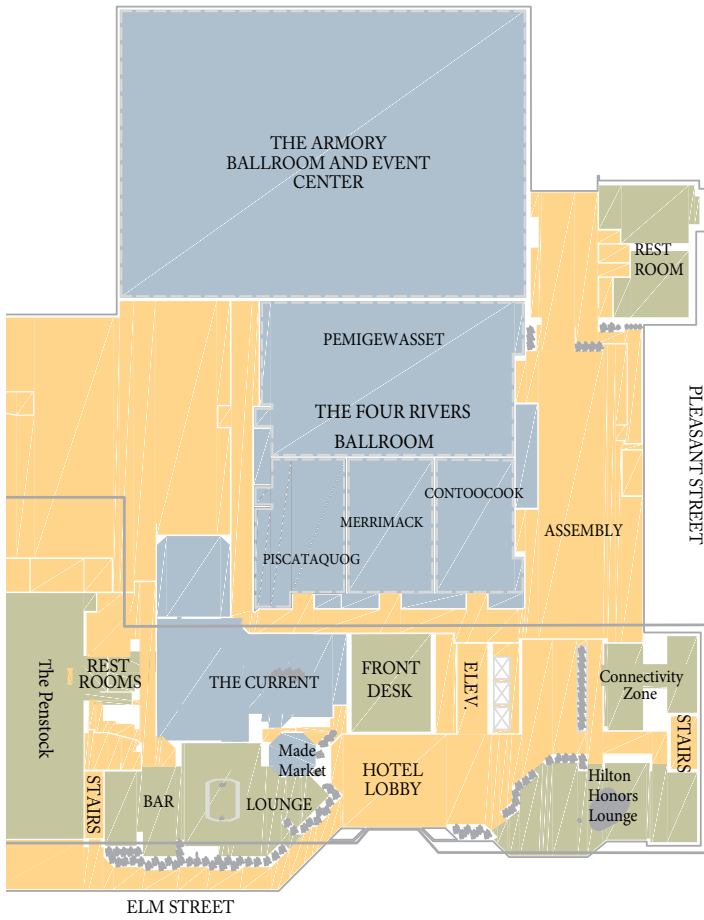
NOVEMBER
8 & 9, 2023

DOUBLETREE BY HILTON
DOWNTOWN
Manchester, New Hampshire

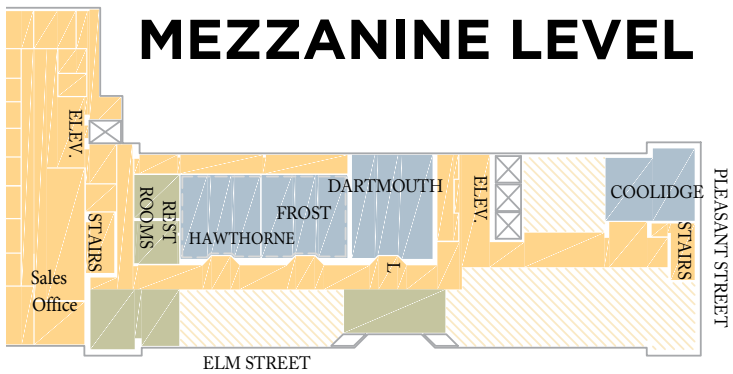


PROGRAM

MAIN LEVEL



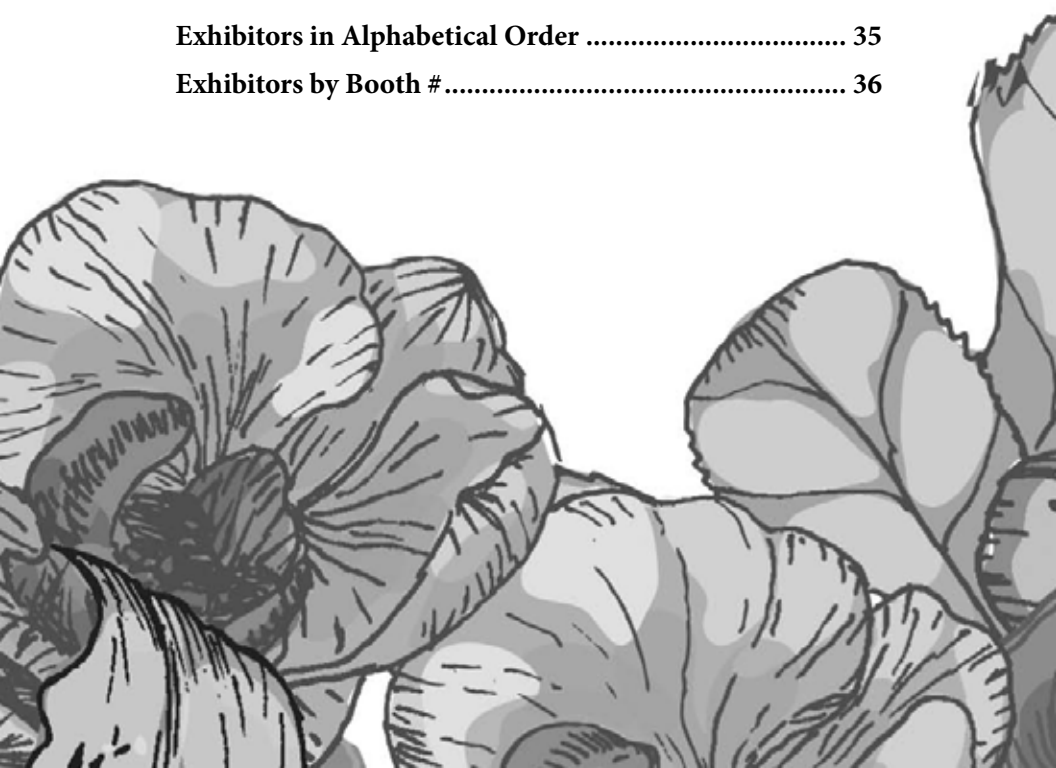
MEZZANINE LEVEL





NORTHEAST GREENHOUSE CONFERENCE AND EXPO 2023

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Acknowledgments

The Northeast Greenhouse Conference is co-sponsored by New England Floriculture, Inc., a group of grower representatives from the Northeast, in collaboration with University and Cooperative Extension staff in each state who specialize in greenhouse crops and management.

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General Information

NAME BADGE FOR ENTRY

All attendees, exhibitors, speakers and moderators **MUST** check in at the Conference Registration Desk onsite to pick up their nametag, and prominently display it during the conference. Nametags will be required for entry into all areas, and special designated nametags will be required for entrance into the educational workshops.

NEW YORK AND NEW ENGLAND MANAGEMENT GUIDELINES FOR GREENHOUSE FLORICULTURE AND HERBACEOUS ORNAMENTALS

New for 2023, NEGC has teamed up with Cornell University to develop a joint guide for the integrated management of greenhouse floriculture crops and herbaceous ornamentals. The Cornell Crop and Pest Management Guidelines series has been the reference-of-choice for hundreds of agricultural producers and consultants throughout the Northeast for decades. The manual presents biological, cultural and chemical management information for insects, diseases, weeds and plant growth regulation. The guide also includes management options for outdoor production and maintenance of herbaceous perennials. Information about ordering the guide directly from Cornell University will be posted on the Floriculture Guide web page soon: www.negreenhouse.org/pest-guides. Those who pre-ordered a Guideline during attendee registration can pick it up at the Conference Registration Desk.

TRADE SHOW

Visit with participating companies in the Armory and Assembly (tabletop commercial displays) and discover the newest innovations in our industry, learn about new products and services, network with your professional peers, gather information for future purchases, and order products that will enhance what you currently offer. Be sure to check out the State Resource and Nonprofit Organization tabletop exhibits. These displays offer free and low-cost services to help your business. Displays will be located in Assembly.

FOOD OPTIONS

Pre-registration included the option to purchase concession vouchers that you can use at the concession bar in Assembly for breakfast, coffee, & lunch items. We will provide your pre-purchased vouchers when you check in at the conference registration desk. The following additional options are available at the hotel: **The Current** (restaurant) –7am-10pm, serving breakfast, lunch, and dinner; **Made Market** – 24/7 – offers grab and go beverages & snacks; **Daily Brew** –7am-1pm offers specialty coffees, sandwiches, soup, and snacks.

POST CONFERENCE SURVEY

We value your feedback! Please take a moment to visit negreenhouse.org for a link to our online conference evaluation. We'd appreciate your thoughts and comments about your experience at this year's event. Participants will be entered into a raffle for a chance to win two registration passes for the next NEGC conference and expo and a Floriculture Pest Management Guide. Thank you!

Welcome Reception & Townhall Panel

What's New in Floriculture Breeding and Genetics

Wednesday, November 8

5:00 PM - 6:00 PM // Pemigewasset Room

Leaders in the industry will engage in a lively panel discussion on the topic “*What’s New in Floriculture Breeding & Genetics.*” Consumers are always on the lookout for new varieties with new colors, texture, and function. This townhall of industry experts will discuss the process from breeding to market, new genetic techniques, and their predictions on the next must-have plants. Cash bar and hors d’œuvres will be provided.

Reception sponsored by Ball Seed. **BallSeed.**



JIM DEVEREUX
*Chief Executive Officer,
Green Fuse Botanicals,*



MEGAN BOWMAN, PH.D.
*Director of Research
Operations, Ball Helix*



GARY SAINSBURY
*Account Manager,
Syngenta Flowers*



STEPHANIE WHITEHOUSE
*North American Product
Manager, Dummen*

Vendor Lunch & Learn Presentations

We are excited to add this NEW feature of the conference, providing vendors an opportunity to present about their products and expertise and attendees another dynamic learning experience.

Wednesday, November 8

12:00 PM - 1:00 PM // Pemigewasset Room

12:00 PM

Blending Bio Pots into your Business - *CowPots*

12:15 PM

Soil Microbes Massive Roots & Less Disease - *Microbial Science Laboratories, LLC*

12:30 PM

BioBee Bugflow: Streamlining Natural Enemy Applications - *BIOBEE USA*

12:45 PM

H-2A Guest Workers and The Labor Contractor Model - *Specialty Crop Farm Labor Contractors, LLC*

Thursday, November 9

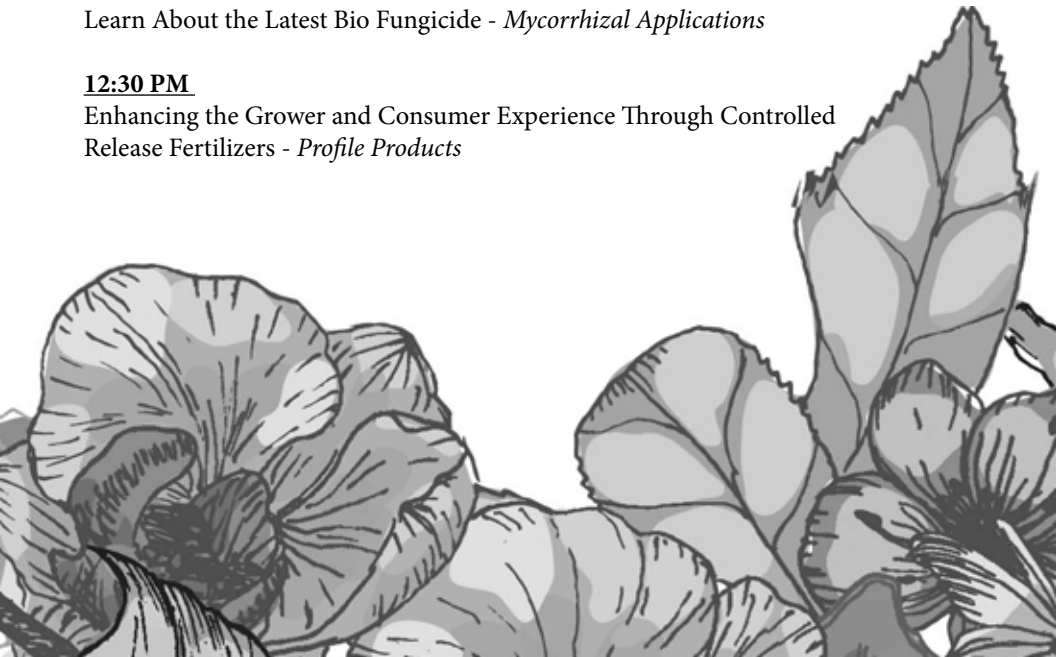
12:00 PM - 1:00 PM // Pemigewasset Room

12:00 PM

Learn About the Latest Bio Fungicide - *Mycorrhizal Applications*

12:30 PM

Enhancing the Grower and Consumer Experience Through Controlled Release Fertilizers - *Profile Products*



Pesticide Applicator Credit

Pesticide applicator recertification credits will be available at the conference for the six New England states plus New York. A total of 16 one-hour presentations (each worth 1 (one) credit) will be offered. Check at the Pesticide Applicator Credit table outside the Piscataquog/Merrimack room to determine the process you should follow to complete credit submission for your state. **All applicators should check in at the pesticide credit information table BEFORE you attend a session!**

PESTICIDE CREDIT KEY

KEY TO NEW ENGLAND (NE)

LICENSE CATEGORIES

- 26=Greenhouse (private license)
- 29=Nursery (private license)
- 31=Vegetable (private license)

KEY TO NEW YORK (NY)

LICENSE CATEGORIES

- 1a=Agricultural Plant
- 3a=Ornamental and Turf
- 24=Greenhouse and Florist
- 25=Nursery, Ornamentals and Turf

KEY TO NEW HAMPSHIRE (NH)

LICENSE CATEGORIES

Private Category



**Pesticide Recertification Credit
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Pesticide Credit Approved Sessions

APPROVED SESSIONS - WEDNESDAY, NOVEMBER 8

9:00 – 10:00 AM	Diagnóstico de Enfermedades y Desórdenes Abióticos/Diagnosis of diseases and abiotic disorders <i>(Session in Spanish only)</i>
9:00 – 10:00 AM	Biostimulants to Improve Plant Health and Quality
10:30 - 11:30 AM	Leer las etiquetas y el equipo de protección personal (PPE, por sus siglas en inglés)/Reading labels and PPE <i>(Session in Spanish only)</i>
10:30 - 11:30 AM	What's New in the Biocontrol World

Pesticide Credit Approved Sessions

APPROVED SESSIONS - WEDNESDAY, NOVEMBER 8 (CONTINUED)

1:30 - 2:30 PM	Stopping Xanthomonas and Other Plant Spotters
2:30 - 3:30 PM	Dealing with Diagnosis
2:30 - 3:30 PM	Monitoreo de Plagas de Insectos y Ácaros en el Invernadero/Scouting for Insect and Mite Pests in the Greenhouse (<i>Session in Spanish only</i>)
4:00 - 5:00 PM	Trabaje con seguridad/Work Safely (<i>Session in Spanish only</i>)
4:00 - 5:00 PM	Why Can't They Just Stay Home? What's New in Invasive Pests of Ornamentals






APPROVED SESSIONS - THURSDAY, NOVEMBER 9

9:00 - 10:00 AM	Feeling a Bit Grey and Fuzzy?
9:00 - 10:00 AM	Getting the Most Out of New, Old and Combo PGRS
10:30 - 11:30 AM	They Seek Them Here, They Seek Them There.... How to Effectively Scout a Greenhouse
10:30 - 11:30 AM	Pest Issues for Cut Flowers
1:30 - 2:30 PM	Scouting Methods for Greenhouse Pests and Beneficials
2:30 - 3:30 PM	Don't Let your Roots Rot!
3:30 - 4:30 PM	Pesticides and Beneficials - How to Get the Best of Both Worlds in Your Operations



Schedule

Wednesday, November 8

7:00 AM - 5:00 PM	Registration & Information Desk Open	<i>Assembly</i>
9:00 AM - 10:00 AM	Concurrent Educational Sessions	
Diagnóstico de Enfermedades y Desórdenes Abióticos (Rosa Raudales) 		<i>Dartmouth</i>
Environmental Factors to Get Nutritious Crops (Kellie Walters)		<i>Frost/Hawthorne</i>
Perennials: Past, Present, and Future (Paul Pilon)		<i>Contoocook</i>
Biostimulants to Improve Plant Health and Quality (Michelle Jones) 		<i>Piscataquog / Merrimack</i>
10:00 AM - 10:30 AM	Refreshment Break with Exhibitors	<i>Armory</i>
10:00 AM - 5:00 PM	Trade Show Open	<i>Armory</i>
10:30 AM - 11:30 AM	Concurrent Educational Sessions	
Leer las etiquetas y el equipo de protección personal (PPE, por sus siglas en inglés) (Anna Meyerhoff) 		<i>Dartmouth</i>
Hydroponics: Water Quality to Grow High-Quality Crops (Rosa Raudales)		<i>Frost/Hawthorne</i>
Perennials, Natives and Beagles (Peter Van Berkum)		<i>Contoocook</i>
What's New in the Biocontrol World (Suzanne Wainwright-Evans) 		<i>Piscataquog / Merrimack</i>
11:30 AM - 1:30 PM	Lunch Concessions	<i>Assembly</i>
12:00 PM - 1:00 PM	Vendor Lunch & Learn Presentations	<i>Pemigewasset</i>
1:30 PM - 2:30 PM	Concurrent Educational Sessions	
Regando Cultivos en Contenedores en Invernaderos y Viveros (Mayra Toro-Herrera)		<i>Dartmouth</i>
Strategies for Growing High-quality Herbs (Kellie Walters)		<i>Frost/Hawthorne</i>
Growing and Selling Native and Naturalized Perennials for Pollinators (Jane Sorensen)		<i>Contoocook</i>
Stopping Xanthomonas and Other Plant Spotters (Margery Daughtrey) 		<i>Piscataquog / Merrimack</i>



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Schedule

2:30 PM - 3:30 PM	Concurrent Educational Sessions	
Monitoreo de Plagas de Insectos y Ácaros en el Invernadero (Carla Caballero)	✦	<i>Dartmouth</i>
Food Safety Issues When Growing Greenhouse/CEA Leafy Greens (Shirley Micalef)		<i>Frost/Hawthorne</i>
Perennial Trial Results (Eileen Anderson)		<i>Contoocook</i>
Dealing with Diagnosis (Nora Catlin)	✦	<i>Piscataquog / Merrimack</i>
3:30 PM - 4:00 PM	Break & Visit with Exhibitors	
4:00 PM - 5:00 PM	Concurrent Educational Sessions	
Trabaje con seguridad (Anna Meyerhoff)	✦	<i>Dartmouth</i>
Lighting Up CEA Crops (Neil Mattson)		<i>Frost/Hawthorne</i>
You Grow Perennials, What Could Possibly Go Wrong? (Paul Pilon)		<i>Contoocook</i>
Why Can't They Just Stay Home? What's New in Invasive Pests of Ornamentals (Elizabeth Lamb)	✦	<i>Piscataquog / Merrimack</i>
5:00 PM - 6:00 PM	Welcome Reception & Townhall Panel "What's New in Floriculture Breeding & Genetics" Reception sponsored by Ball Seed. All invited to attend. Light hors d'oeuvres and cash bar available.	<i>Pemigewasset</i>

Thursday, November 9

7:30 AM - 3:00 PM	Registration & Information Desk Open	<i>Assembly</i>
8:00 AM - 3:00 PM	Trade Show Open	<i>Armory</i>
9:00 AM - 10:00 AM	Concurrent Educational Sessions	
Outdoor Dahlia Production for Cut Flowers (Stephanie Burnett)		<i>Dartmouth</i>
Pricing Strategies from a Grower/Retailer's Perspective (Mark Adams)		<i>Frost/Hawthorne</i>
Getting the Most Out of New, Old and Combo PGRS (Roberto Lopez)	✦	<i>Contoocook</i>
Feeling a Bit Grey and Fuzzy? (Mary Hausbeck)	✦	<i>Piscataquog / Merrimack</i>
10:00 AM - 10:30 AM	Refreshment Break with Exhibitors	
		<i>Armory</i>

Schedule

10:30 AM - 11:30 AM	Concurrent Educational Sessions	
Pest Issues for Cut Flowers (John Sanderson)	✦	<i>Dartmouth</i>
Omni-Channel Plant Purchases: How Are Online and In-store Plant Purchasers and Purchases Different? (Bridget Behe)		<i>Frost/Hawthorne</i>
Success with Unrooted Cuttings From the Box to the Rooted Liner (Roberto Lopez)		<i>Contoocook</i>
They Seek Them Here, They Seek Them There... How to Effectively Scout a Greenhouse (Elizabeth Lamb)	✦	<i>Piscataquog / Merrimack</i>
11:30 AM - 1:30 PM	Lunch Concessions	
12:00 PM - 1:00 PM	Vendor Lunch & Learn Presentations	
12:00 PM - 1:30 PM	Youth Luncheon (Invite Only) Sponsored by New Hampshire FFA Foundation	
1:30 PM - 2:30 PM	Concurrent Educational Sessions	
Effective Marketing on a Budget: The Most Bang for Your Buck! (Maggie Bridge)		<i>Frost/Hawthorne</i>
What's New in Substrates, Peat and Alternative Amendments (Brian E. Jackson)		<i>Contoocook</i>
Scouting Methods for Greenhouse Pests and Beneficials (John Sanderson)	✦	<i>Piscataquog / Merrimack</i>
2:30 PM - 3:30 PM	Concurrent Educational Sessions	
Managing Through a Labor Shortage (Erin Pirro)		<i>Frost/Hawthorne</i>
The Basics of Sensing Media Moisture and Ways to Manage Irrigation (John Lea-Cox)		<i>Contoocook</i>
Don't Let Your Roots Rot! (Mary Hausbeck)	✦	<i>Piscataquog / Merrimack</i>
3:00 PM	Trade Show Closes	
3:30 PM - 4:30 PM	Concurrent Educational Sessions	
Lessons From the International Retail Garden Congress in The Netherlands (Bridget Behe)		<i>Frost/Hawthorne</i>
Top 10 Tips for Saving Water/Fertilizer (Neil Mattson)		<i>Contoocook</i>
Pesticides and Beneficials - How to Get the Best of Both Worlds in Your Operations (Suzanne Wainwright-Evans)	✦	<i>Piscataquog / Merrimack</i>

Educational Session Descriptions

Wednesday, November 8 • 9:00 AM - 10:00 AM

TRACK: Perennials and Natives // **ROOM:** Contoocook

Perennials: Past, Present, and Future

Paul Pilon, Director of Growing at Opel Growers

Growers, retailers and landscapers are not only looking for the best new perennials, they aim to offer the best of the best when it comes to their perennial offerings. Paul will share some perennial standouts from his travels revealing some underutilized gems, promising recent introductions and even a couple up and coming varieties.

TRACK: Spanish Language // **ROOM:** Dartmouth

Diagnóstico de Enfermedades y Desórdenes Abióticos {Offered in Spanish ONLY}

Rosa Raudales, University of Connecticut

This presentation will include a description of biotic and abiotic disorders in ornamental greenhouses. By the end of the presentation attendees will know how to the general guidelines to identify and manage disorders caused by plant pathogens, environmental factors, and nutrients imbalances.

TRACK: Controlled Environment // **ROOM:** Frost / Hawthorne

Environmental Factors to Get Nutritious Crops

Kellie Walters, University of Tennessee

Controlled-environment agriculture gives us the opportunity to precisely control the growing environment to elicit our desired plant responses including enhancing phytonutrients. The problem is, what exact strategies should we use to enhance phytonutrients? In this session, we will share insights regarding how phytonutrients change with altered environmental conditions. Additionally, we will share some new data on consumer preference and willingness to pay for these enhancements.

TRACK: Disease & Pest Management // **ROOM:** Piscataquog / Merrimack

Biostimulants to Improve Plant Health and Quality

Michelle Jones, Ohio State University

Biostimulants are products that can stimulate natural plant processes that increase nutrient uptake, nutrient efficiency, tolerance to environmental stress, and crop quality. Active ingredients in these products may include beneficial microorganisms, seaweed extracts, humic acids, protein hydrolysates, and many other substances. How do you choose from all the available products and how do you incorporate them into your production system? How is the efficacy of biostimulants affected by the greenhouse environment and other inputs? This session will address these questions and share current research results on different biostimulant products for both greenhouse ornamentals and vegetables.

Wednesday, November 8 • 10:30 AM - 11:30 AM

TRACK: Perennials and Natives // **ROOM:** Contoocook

Perennials, Natives and Beagles

Peter Van Berkum, Van Berkum Nursery

Peter will discuss plants in the horticulture world, and help clarify terms such as open pollinated, cultivars, natives, and generally share a bit of his passion for plants.

TRACK: Spanish Language // **ROOM:** Dartmouth

Leer las etiquetas y el equipo de protección personal (PPE, por sus siglas en inglés) {Offered in Spanish ONLY}

Anna Meyerhoff, New York Center for Agricultural Medicine and Health and Northeast Center for Occupational Health and Safety (NYCAMH/NEC)

In this session in Spanish we will review pesticide label information and basic first aid for emergencies, as well as how to use and care for personal protective equipment. En esta sesión en español vamos a repasar la información que se encuentra en las etiquetas de los pesticidas, los primeros auxilios en caso de emergencia, y cómo usar y cuidar su equipo de protección personal (PPE, por sus siglas en inglés).

Educational Session Descriptions

TRACK: Controlled Environment // **ROOM:** Frost / Hawthorne

Hydroponics: Water Quality to Grow High-quality Crops

Rosa Raudales, University of Connecticut

Water is a foundational component of hydroponics production. In this session, we will discuss the quality parameter that may affect crop health and how to manage these parameters to achieve high quality crops.

TRACK: Disease & Pest Management // **ROOM:** Piscataquog / Merrimack

What's New in the Biocontrol World

Suzanne Wainwright-Evans, Buglady Consulting

The market for biopesticides and beneficial organisms is expanding rapidly, leading to continuous product development. This presentation aims to provide you with the latest updates on new products, enhancements to existing products, and a glimpse into what we can expect in the future. Stay informed about the advancements in this evolving field during this informative session.

Wednesday, November 8 • 1:30 PM - 2:30 PM

TRACK: Perennials and Natives // **ROOM:** Contoocook

Growing and Selling Native and Naturalized Perennials for Pollinators

Jane Sorensen, Northeast Pollinator Plants

This presentation will cover: The role and status of pollinators in the U.S.; What makes a good pollinator habitat; Building a pollinator plants niche for a nursery business; Selecting Plants to Grow and Sell; A Short List of Key Pollinator Plants; Accessing/Collecting Seeds; Techniques for Growing Native/Naturalized Perennials; Resources.

TRACK: Spanish Language // **ROOM:** Dartmouth

Regando Cultivos en Contenedores en Invernaderos y Viveros {Offered in Spanish ONLY}

Mayra Toro-Herrera, University of Connecticut

In this presentation, we discuss tips on how to water containers properly, factors that affect irrigation frequency, the importance of maintaining a balance of water and air in the root zone, and how to communicate within a farm so that everyone waters the same way.

TRACK: Controlled Environment // **ROOM:** Frost / Hawthorne

Strategies for Growing High-quality Herbs

Kellie Walters, University of Tennessee

Controlled-environment agriculture gives us the opportunity to precisely control the growing environment to elicit our desired plant responses. The problem is, what should that environment be? In this session, we will focus on culinary herb responses to temperature, light, CO₂, and nutrient solutions both during propagation and throughout production. Learn how the production environment and cultural practices influence yield, color, flavor, and consumer perceptions.

TRACK: Disease & Pest Management // **ROOM:** Piscataquog / Merrimack

Stopping Xanthomonas and Other Plant Spotters

Margery Daughtrey, Cornell University

Xanthomonas, Pseudomonas, Acidovorax and other fearsome sounding bacteria will be featured, along with rusts and downy mildews and fungal leaf spots plus powdery mildews. Learn how they are recognized, prevented and treated through using your wits, managing the environment, and deploying fungicides and biofungicides.



Educational Session Descriptions

Wednesday, November 8 • 2:30 PM - 3:30 PM

TRACK: Perennials and Natives // **ROOM:** Contoocook

Perennial Trial Results

Eileen Anderson, Aris Horticulture, Inc.

This presentation will cover the last two years of trial garden results including head-to-head comparisons of new genetics with industry standards. Trial ratings as well as visitor favorites will be highlighted.

TRACK: Spanish Language // **ROOM:** Dartmouth

Monitoreo de Plagas de Insectos y Ácaros en el Invernadero {Offered in Spanish ONLY}

Carla Caballero, University of Connecticut

This session focuses on helping individuals with the identification of key greenhouse pests, their different life stages, and their plant damage.

TRACK: Controlled Environment // **ROOM:** Frost / Hawthorne

Food Safety Issues When Growing Greenhouse/CEA Leafy Greens

Shirley Micallef, University of Maryland

This presentation will discuss what we know and what we don't know about food safety issues of CEA grown leafy greens and ways to reduce risk.

TRACK: Disease & Pest Management // **ROOM:** Piscataquog / Merrimack

Dealing with Diagnosis

Nora Catlin, Cornell Cooperative Extension of Suffolk County

This interactive presentation will both quiz and teach attendees about the process of diagnosing plant problems, with a focus on plant diseases. Participants will be led through the process of diagnosis and will learn what to look for, what questions to ask, and how and where to seek help.

Wednesday, November 8 • 4:00 PM - 5:00 PM

TRACK: Perennials and Natives // **ROOM:** Contoocook

You Grow Perennials, What Could Possibly Go Wrong?

Paul Pilon, Director of Growing at Opel Growers

It seems like perennials practically grow themselves in some instances; however, certain perennials require more work and attention to detail to produce high quality crops. In various roles (Grower, Horticultural Consultant, Technical Manager and Director of Growing) over the past three decades, Paul has certainly seen his share of good crops as well as a few less than admirable ones. In this webinar, he'll be discussing how growers can lessen the pain from the all too common issues growers frequently face.

TRACK: Spanish Language // **ROOM:** Dartmouth

Trabaje con seguridad {Offered in Spanish ONLY}

Anna Meyerhoff, New York Center for Agricultural Medicine and Health and Northeast Center for Occupational Health and Safety (NYCAMH/NEC)

This session in Spanish will provide information about how to prevent injuries and pesticide exposure while working in agriculture. Esta sesión en español proveerá información sobre cómo prevenir lesiones y exposición a pesticidas cuando trabaja en agricultura.

Educational Session Descriptions

TRACK: Controlled Environment // **ROOM:** Frost / Hawthorne

Lighting Up CEA Crops

Neil Mattson, Cornell CALS

CEA crops have different requirements for light quantity (daily light integral) . Mattson will discuss lighting requirements for the most common CEA crops and free online tools our e-GRO team has developed to calculate requirements for your crop. Lopez will talk about the effect of light quality (spectrum) in both the greenhouse and under sole-source lighting, giving examples for several CEA crops. In addition, he will discuss considerations for selecting lighting systems.

TRACK: Disease & Pest Management // **ROOM:** Piscataquog / Merrimack

Why Can't They Just Stay Home? What's New in Invasive Pests of Ornamentals

Elizabeth Lamb, New York State Integrated Pest Management Program, Cornell CALS

It seems like the number of new invasive pest species just keeps increasing. We'll discuss some of the newer pests – box tree moth, spotted lanternfly, beech leaf disease, elm zigzag sawfly, Thrips parvispinus – and how to identify and manage them.

Thursday, November 9 • 9:00 AM - 10:00 AM

TRACK: Floriculture Production // **ROOM:** Contoocook

Getting the Most Out of New, Old and Combo PGRS

Roberto Lopez, Michigan State University

In this session Roberto will share the latest MSU research results on the effectiveness of foliar rooting hormone applications on difficult-to-root species to tips for consistent ethephon spray results. He will also show you the benefits of micro drenches for those that struggle keeping annuals and perennial in check with PGR sprays but are afraid of utilizing a drench due to the residual effects for consumers. Lastly, Roberto will discuss how PGR combos can lead to compact and well branched crops.

TRACK: Cut Flowers // **ROOM:** Dartmouth

Outdoor Dahlia Production for Cut Flowers

Stephanie Burnett, University of Maine

Dahlias are an ideal cut flower for outdoor or high tunnel production. This talk will cover information about growing dahlias outdoors, including planting environment, techniques for staking, and considerations for protecting plants from the cold. Stephanie will also share results from a two-year trial at the University of Maine exploring which cultivars are suited for outdoor production in the northeast.

TRACK: Business & Marketing // **ROOM:** Frost / Hawthorne

Pricing Strategies from a Grower/Retailer's Perspective

Mark Adams, Adams Fairacre Farms

50 years trying to sell garden products! The lowest price is not always the best. Learn about KV items, pay-by-scan, dynamic, dartboard and drip pricing.

TRACK: Floriculture Disease & Pest Management // **ROOM:** Piscataquog / Merrimack

Feeling a Bit Grey and Fuzzy?

Mary Hausbeck, Michigan State University

Botrytis has become one of producers' biggest challenges in producing high quality plants. New research from Michigan State University shines a light on the reasons that this pathogen is creating such a fuzzy dilemma and how you can implement solutions that keep this grey mold away.

Educational Session Descriptions

Thursday, November 9 • 10:30 AM - 11:30 AM

TRACK: Floriculture Production // **ROOM:** Contoocook

Success with Unrooted Cuttings From the Box to the Rooted Liner

Roberto Lopez, Michigan State University

In this session, Roberto will share step-by-step tips to help improve your success during annual and perennial cutting propagation. You will gain a better understanding of the ins and outs of rooting stages 0 to 4: from cutting arrival, storage, and handling to rooting, callusing, and toning.

TRACK: Cut Flowers // **ROOM:** Dartmouth

Pest Issues for Cut Flowers

John Sanderson, Cornell University Entomology

Managing insect and mite pests of cut flowers can be challenging, depending on the circumstances. This presentation will cover the identification and management options for many of the common insect and mite pests of cut flowers, as well as some not-so-common pests.

TRACK: Business & Marketing // **ROOM:** Frost / Hawthorne

Omni-Channel Plant Purchases: How Are Online and In-store Plant Purchasers and Purchases Different?

Bridget Behe, Michigan State University - Retired

For many plant buyers, making online purchases is not either in-store or online, it is both. Recent 2022 data of online and in-store plant buyers shows how they are different demographically and regarding the plants they buy. Bridget will also highlight how customer satisfaction differs between them. The results are useful to retailers with and still-thinking-about online sales.

TRACK: Floriculture Disease & Pest Management // **ROOM:** Piscataquog / Merrimack

They Seek Them Here, They Seek Them There.... How to Effectively Scout a Greenhouse

Elizabeth Lamb, New York State Integrated Pest Management Program, Cornell CALS

Knowing which insect, disease or weed pests you need to manage requires knowing which ones you have – but who has the time to spend looking? There are ways to make scouting for pests more efficient and therefore more likely to get done AND be effective. I'll cover some tips for the major greenhouse insect and disease pests and for scouting in general.

Thursday, November 9 • 1:30 PM - 2:30 PM

TRACK: Floriculture Production // **ROOM:** Contoocook

What's New in Substrates, Peat and Alternative Amendments

Brian E. Jackson, North Carolina State University, Department of Horticultural Science

The growing media industry, both retail and professional, is facing unprecedented demand, growth, popularity, and significance both domestically and globally. As the global demand for soilless substrates is projected to increase over 400% in the coming decades, coupled with transportation and supply chain uncertainties, future peat supply instability, sustainability concerns, and new growing markets for peat alternative substrates, we find ourselves facing many unique challenges and opportunities, many of which will be highlighted in this presentation.

TRACK: Business & Marketing // **ROOM:** Frost / Hawthorne

Effective Marketing on a Budget: The Most Bang for Your Buck!

Maggie Bridge, Sam Bridge Nursery & Greenhouses

Learn about effective marketing strategy that stretches every dollar. Practical and proven, real world solutions to market your retail garden center, landscape services or even a B2B wholesale operation.

Educational Session Descriptions

TRACK: Floriculture Disease & Pest Management // **ROOM:** Piscataquog / Merrimack

Scouting Methods for Greenhouse Pests and Beneficials

John Sanderson, Cornell University Entomology

Accurate, timely, and consistent scouting for pests and diseases leads to peace of mind and cost savings, because scouting can provide early pest detection before problems get out of hand, can track pest levels through time to reveal population increases or decreases, and can provide the information needed to optimize pest management decisions. Scouting is the backbone of an IPM program. This presentation will cover the basics of a scouting program including the mechanics of setting up and conducting a scouting program in a greenhouse business; tools to use; where, when, and how often to scout; what to do with the scouting information; and how to detect signs of different pests and identify the most common pests.

Thursday, November 9 • 2:30 PM - 3:30 PM

TRACK: Floriculture Production // **ROOM:** Contoocook

The Basics of Sensing Media Moisture and Ways to Manage Irrigation

John Lea-Cox, University of Maryland

Timing irrigation applications to optimize plant-available water -- and yet minimize leaching and loss of nutrients from the rootzone is the "holy grail" of irrigation management. Irrigation systems that apply water on a timed schedule typically rely on active (human) management which is labor intensive and usually not very precise. However, recent advances in sensor-based techniques and especially software capabilities now allow us to cost-effectively achieve highly precise water and nutrient applications, based on real-time substrate and environmental measurements. This presentation will cover the basics of how this is achieved, and demonstrate the impacts of better irrigation on crop yield, disease incidence, and nutrient management.

TRACK: Business & Marketing // **ROOM:** Frost / Hawthorne

Managing Through a Labor Shortage

Erin Pirro, Farm Credit East

Good help is so hard to find! And these days, it seems like there's never enough. Join Erin Pirro in this strategic planning session to discuss different ways to make sure all the important things get done in your business, even when you're short-handed.

TRACK: Floriculture Disease & Pest Management // **ROOM:** Piscataquog / Merrimack

Don't Let Your Roots Rot!

Mary Hausbeck, Michigan State University

Roots can begin to decay long before being noticed. Soil-loving pathogens may instigate root invasion at any time during the crop's development and if uncontrolled for too long, the damage is irreversible. A combination of new and established tools are the best defense and will be discussed in this program.

Thursday, November 9 • 3:30 PM - 4:30 PM

TRACK: Floriculture Production // **ROOM:** Contoocook

Top 10 Tips for Saving Water/Fertilizer

Neil Mattson, Cornell CALS and Stephanie Burnett, University of Maine

We will share tips for saving water, fertilizer, and money without sacrificing plant quality. The range of approaches we discuss will help growers who are looking for quick, inexpensive fixes or those who are ready to make a big change in their approach to irrigation and fertilization.

Educational Session Descriptions

TRACK: Business & Marketing // **ROOM:** Frost / Hawthorne

Lessons from the International Retail Garden Congress in The Netherlands

Bridget Behe, Michigan State University - Retired

Every year (except during COVID-19) the International Retail Garden Centre Association convenes a tour of the best retail garden centers in one country. The association has active members from five of seven continents and the meeting in 2022 was held in The Netherlands. From cool signage to new products, the dozen retailers we visited showcased trends only beginning to emerge in the U.S. Sustainability was the key theme of likely the last Floriade (International Horticulture Show) but did not disappoint. Bridget will share many of the trends she observed there for you to capitalize on.

TRACK: Floriculture Disease & Pest Management // **ROOM:** Piscataquog / Merrimack

Pesticides and Beneficials - How to Get the Best of BOTH Worlds in Your Operations

Suzanne Wainwright-Evans, Buglady Consulting

In modern pest management programs, a combine conventional pesticide, biopesticides, and beneficial organisms such as mites, insects, and nematodes are commonly used. One challenge lies in effectively integrating these diverse components together to maximize on their individual benefits. During this session, The Buglady will address the strategies for combining these tools and optimizing the potential of each product.

Thank You to Our Session Moderators, Room Monitors, and Pesticide Applicator Credit Desk Staff

Angela Madeiras	Mayra Toro
Ann Hazelrigg	Neil Mattson
Christy King	Rosa Raudales
Jason Lanier	Sarah Salatino
Joe Polseno	Scott Longfellow
Jonathan Ebba	Stephanie Burnett
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Meet the Presenters

MARK ADAMS

Adams Fairacre Farms
sooadams@aol.com

Mark Adams is co-owner of Adams Greenhouses, a 5-acre operation that supplies five family-owned retail stores in New York's Hudson Valley. Mark has been involved with layout, merchandising and pricing decisions for too many years to count. He is also a past state board member of New York Farm Bureau, an award winning garden writer, and an advisor to the Cornell Ornamental Horticulture faculty. Adams Greenhouses received the Greenhouse Growers Excellence in Community Service in 2017.

EILEEN ANDERSON

Aris Horticulture, Inc.
eileen.anderson@glplants.com

Twelve years ago, I left a successful career as a marketing researcher to pursue my passion for horticulture and garden design. Two years ago, I took over the Aris Green Leaf Trial Garden and New Product Development and last year became their Product Manager. We evaluate the latest genetics from key breeders and help to determine the product pipeline for Green Leaf. A key element of our evaluations is the comparison of new varieties to key industry standards. Prior to coming to Aris Green Leaf, I worked for Hardscrabble Farms, in North Salem New York as a sales consultant in both their perennial and nursery stock departments as well as working with their perennial growing division.

BRIDGET BEHE

Michigan State University - Retired
behe@msu.edu

Dr. Bridget Behe is a Professor Emeritus of Horticultural Marketing at Michigan State University. She taught courses on marketing and management for horticulture majors. Bridget conducted over 200 consumer and market research projects on horticultural products, both edible and ornamental. She wrote nearly 1000 publications in the trade press and peer-reviewed journals. She joined Michigan State's faculty in August, 1997, and retired in December, 2022. Before working at Michigan State, she spent 8 years on the Horticulture faculty at Auburn University (Alabama). Bridget earned degrees from Penn State University (Ph.D. Horticulture, B.S. Horticulture, B.S. Agricultural Education) and The Ohio State University (M.S. Horticulture). Each year, she speaks to professionals and industry groups nationally and internationally. She writes articles for trade magazines to share the findings of her consumer research studies. In 2016, she was recognized as the Outstanding Extension Specialist in Michigan. In 2018, she was awarded the American Society for Horticultural Science Undergraduate Educator of the Year. Just last July, she was awarded a Horticulture Industry Leadership Award. Launched in 2018, Bridget produces a free weekly (10-15 minute) podcast called "Marketing Munchies".

MEGAN BOWMAN

Ball Helix

Megan Bowman is the Director of Research Operations at Ball Horticultural Company in West Chicago, Illinois. Founded in 1905, Ball Horticultural is a world leader in the research, breeding, production and marketing of ornamental crops. Ball Helix, Ball's central R&D team, provides innovative product development and production support for Ball's various business units through a global network of research laboratories specializing in plant pathology and diagnostics, molecular marker development, cell biology, tissue culture production, and bioengineering. As a member of the Ball Helix team, Megan leads research portfolio management, major infrastructure projects, laboratory safety, and global biotechnology regulatory and compliance. She has a PhD in

Meet the Presenters

Plant Breeding and Plant Genetics from the University of Wisconsin-Madison and worked for several years in computational biology and bioinformatics in both the agricultural and biomedical research sectors. She joined Ball in 2018 to lead bioinformatics and genomics prior to moving to operations in 2020. She is a trustee of the American Floral Endowment and serves as a committee member and mentor for ASHS.

MAGGIE BRIDGE

Sam Bridge Nursery & Greenhouses

Maggie@sambridge.com

Maggie is currently a Partner and the Manager of Sales & Marketing at Sam Bridge Nursery & Greenhouses and Trailside Nursery, both located in Greenwich, CT. Like many small business owners she wears many hats and has worked in many facets throughout the nursery and landscape business. She is an Accredited Nursery Professional and a Past President of the Connecticut Nursery & Landscape Association. She is a third generation nurserywoman and a graduate of the University of Colorado at Boulder with a BS in Business Administration and a dual emphasis in Marketing and Human Resource Management. Maggie is a mom of two young girls, 6 and almost 2 years old, and an avid outdoorsperson. A former ski racer and coach professionally, when not at the nursery or in a landscape, you'll find her on a mountain in Vermont or somewhere way out west.

STEPHANIE BURNETT

University of Maine

sburnett@maine.edu

Stephanie Burnett is an Associate Professor of Horticulture in the School of Food and Agriculture at the University of Maine. Her research program focuses on irrigation management, novel plant propagation techniques, and field grown flower production.

CARLA CABALLERO

University of Connecticut

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Carla Caballero has a B.S. in Agricultural Science and Production from Zamorano Pan-American Agricultural School, Honduras. She has several years of experience managing farms in Latin America dedicated to field and greenhouse production of horticulture crops (vegetables, fresh-cut flowers, microgreens). At the University of Connecticut (UConn) she has assisted in Extension work training growers and Spanish-speaking workers in the green industry under the Connecticut IPM Program. Currently, she is a graduate student in the Plant Science Department at UConn. Her research focuses on the use of hemp hurd fiber as a sustainable substitute for sphagnum peat moss in greenhouse and nursery plant production. Carla uses her positive attitude and energy to encourage all of those around her to work hard and succeed.

NORA CATLIN

Cornell Cooperative Extension of Suffolk County

njc23@cornell.edu

Nora Catlin received a MS in Plant Pathology from Penn State University and PhD in Plant, Soil, and Insect Science from University of Massachusetts. Nora has been the Greenhouse/Floriculture Specialist for Cornell Cooperative Extension of Suffolk County since 2005 where her role is to support greenhouse growers through educational programs, materials, and research.

Meet the Presenters

MARGERY DAUGHTREY

Cornell University
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Margery Daughtrey is a Senior Extension Associate with the Section of Plant Pathology and Plant-Microbe Biology of Cornell University. She conducts a research and extension program on the management of diseases of ornamental plants. She educates growers on IPM for greenhouse and nursery crop diseases, runs a diagnostic laboratory and investigates controls for boxwood blight, impatiens downy mildew, and other terrible diseases. Daughtrey holds a B.S. degree in Biology from the College of William and Mary, an M.S. in Plant Pathology from the University of Massachusetts, and a Ph.D. in Plant Pathology from Cornell. She is coauthor of several books, including the Compendium of Bedding Plant Diseases and Pests and Diseases of Herbaceous Perennials, and is a Fellow of the American Phytopathological Society.

JIM DEVEREUX

Green Fuse Botanicals

Jim Devereux has over 20 years experience in the horticultural market. With a history in commercial growing, sales and breeding. Currently the Chief Executive Officer of Green Fuse® Botanicals, a California based breeding company specializing in innovation of vegetative annuals and perennials. Jim is a past president of All American Selections and graduate of the University of Wyoming with degrees in botany and soil science. He currently resides in Fort Collins, Colorado where he enjoys camping and, of course, gardening.

MARY HAUSBECK

Michigan State University
hausbec1@msu.edu

Mary Hausbeck is a University Distinguished Professor of Plant Pathology from Michigan State University. Her research interests include a focus on diseases of greenhouse flower and vegetable crops and the best methods to limit the damage caused by commonly occurring plant pathogens.

BRIAN E. JACKSON

North Carolina State University, Department of Horticultural Science
brian_jackson@ncsu.edu

Brian is a Professor and Director of the Horticultural Substrates Laboratory at North Carolina State University. Brian teaches 4 courses per year and his research program focuses on the development and utilization of soilless growing media in horticultural crop production systems. Brian has studied and researched soilless growing media since 2003 and has worked extensively with forest-based materials as peat alternatives. Brian writes and speaks frequently about various topics and current developments in the global growing media industry. He also works very closely with the Growing Media industry in North America and around the globe to develop new soil products for the professional and retail market.

MICHELLE JONES

Ohio State University
jones.1968@osu.edu

Dr. Michelle Jones studied Agricultural Biochemistry at Iowa State University for her BS and received her PhD in Horticulture from Purdue University. Her love of Floriculture stems from an undergraduate honors research project evaluating the effect of ethylene on carnation vase life. She was on the faculty at Colorado State University

Meet the Presenters

for three years and moved to The Ohio State University in 2001. She is currently a Professor in the Horticulture and Crop Science Department and serves as the D.C. Kiplinger Endowed Floriculture Chair. Her current research and extension programs focus on the use of beneficial bacteria and biostimulants to increase nutrient use efficiency and improve disease and environmental stress tolerance in floriculture crops. She also works with greenhouse growers to identify and remediate ethylene damage in production greenhouses and improve the shelf life of flowering ornamentals.

ELIZABETH LAMB

New York State Integrated Pest Management Program, Cornell CALS

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Elizabeth (Betsy) Lamb is the coordinator for the Ornamentals Program of the New York State Integrated Pest Management Program, a position she has held since 2006. She works with growers of greenhouse and nursery crops, Christmas trees and cut flowers to find effective and ecologically sound methods of managing the wide variety of pests that affect them.

JOHN LEA-COX

University of Maryland

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As a professor, researcher and extension specialist in the Department of Plant Science and Landscape Architecture at the University of Maryland, Dr. John Lea-Cox has specialized in water, nutrient and pathogen management of intensive ornamental and crop production systems since 1993. He strives to find ways to provide farmers and urban managers with their own production and environmental information, utilizing sensor networks and intelligent software. His goal is to help people to make better decisions, conserve resources, improve their profitability and reduce the environmental impact of their crop production practices. John was the Principal Investigator of the SCRI-MINDS project (see <https://www.smart-farms.net>) from 2009-14 which focused on improving irrigation and nutrient management efficiency in the nursery and greenhouse industry. You can access his short CV at <https://tinyurl.com/JLC-Summary-CV>

ROBERTO LOPEZ

Michigan State University

rglopez@msu.edu

Dr. Roberto Lopez is an associate professor and controlled environment/floriculture extension specialist with a research, teaching, and extension appointment in the Department of Horticulture at Michigan State University. His research focuses on propagation and production of young and finish plants (floriculture, leafy green, and culinary herb crops) in greenhouses, growth rooms/containers, warehouse-based plant factories, and vertical farms. The primary objective of his research is to determine how light (quantity, quality, and duration), substrate and air temperature, and carbon dioxide in controlled-environment agriculture (CEA) production influences crop timing, rooting, yield, quality, flavor, nutrition, and subsequent performance.

NEIL MATTSON

Cornell CALS

neil.mattson@cornell.edu

Neil Mattson is Professor and greenhouse extension specialist in the School of Integrative Plant Science at Cornell University. Neil joined Cornell in 2007 after completing his PhD from the University of California Davis and Master's from the University of Minnesota. Neil is the director of Cornell's Controlled Environment Agriculture

Meet the Presenters

program and his research is focused on optimizing performance and resource use efficiency of vegetables, small fruits, and floriculture crops. Particular research interests include strategies to reduce energy use in CEA lighting through LED adoption and intelligent light controls, sustainable fertilization practices, and development of new CEA crops.

ANNA MEYERHOFF

New York Center for Agricultural Medicine and Health and Northeast Center for Occupational Health and Safety (NYCAMH/NEC)

anna.meyerhoff@bassett.org

Anna is the bilingual farm safety educator with NYCAMH/NEC. She delivers trainings on pesticides, tractors, and other safety topics, and teaches first aid and CPR classes at farms. She also conducts respirator fit testing and helps farms choose appropriate personal protective equipment. Anna es la educadora bilingüe de seguridad agrícola con NYCAMH/NEC. Entrena a trabajadores agrícolas sobre pesticidas, tractores y otros temas de seguridad, y ofrece clases de primeros auxilios y RCP en los ranchos. También hace pruebas de ajuste de respiradores y ayuda a los granjeros a elegir el equipo de protección personal (PPE, por sus siglas en inglés) apropiado.

SHIRLEY MICALLEF

University of Maryland

smicall@umd.edu

Dr. Shirley Micallef is a Professor in microbial ecology and safety of fruit and vegetables at the University of Maryland in College Park. Her work focuses on human pathogen-plant interactions focusing on Salmonella-tomato and E. coli O157:H7-lettuce interactions. Her research investigates the mutual responses between pathogen and host. In controlled environments, her group is investigating plant traits and environmental conditions that modulate the enteric pathogen-plant association. She also conducts research that evaluates agricultural practices that affect enteric pathogen dispersal onto crops and has led several studies that assessed surface and reclaimed water quality for crop production purposes.

PAUL PILON

Director of Growing at Opel Growers

paul@opelgrowers.com

Paul received a degree in Horticulture from Michigan State University and has over 30 years of professional horticulture experience. Throughout his career, Paul focused on researching and improving various aspects of production to improve crop quality, decrease production losses and simplify cultural practices. For the past 20 years, he has authored over 400 articles and continues to write for numerous trade publications. Paul is currently the Editor-at-Large for Ball Publishing's Perennial Pulse e-newsletter which reaches over 33,000 subscribers each month and has a bimonthly column called "Paul Pointers" in GrowerTalks magazine. He's also authored a book titled, Perennial Solutions: A Growers Guide to Perennial Production. Currently, Paul is the Director of Growing at Opel Growers in Hudsonville, Michigan where he oversees all aspects of producing high quality plants.

ERIN PIRRO

Farm Credit East

erin.pirro@farmcrediteast.com

Erin Pirro has been helping farmers large and small make their businesses run better since 2001. As a Certified Agricultural Consultant for Farm Credit East with a background in agricultural economics, Erin's focus has been on benchmarking and profitability improvement because sustainability means economics, too! At home, Erin's small family farm raises and markets sheep and wool products in southern New England.

Meet the Presenters

ROSA RAUDALES

University of Connecticut
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Rosa Raudales is an Associate Professor of Horticulture and Greenhouse Extension Specialist at the University of Connecticut. Rosa has a background in plant pathology and horticulture. In her lab, the team conducts research and outreach in practical issues related to water recirculation, use of low-quality water for irrigation of crops, and water treatment design with a focus on chemical and microbial parameters that impact crop quality and yields in controlled environment agriculture. The Raudales Lab also work on developing educational opportunities for the Spanish-speaking workforce.

GARY SAINSBURY

Syngenta Flowers

Gary Sainsbury has worked in horticulture all over the world for over 30 years, getting his education in Commercial Horticulture Production before moving into Sales and Sales Management roles. His current role, with Syngenta Flowers, one of the largest breeders of floral crops in the world, started over 8 years ago and he primarily works with growers and broker companies to help them better understand Syngenta's portfolio and direction.

JOHN SANDERSON

Cornell University Entomology
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For 36 years, John has been a professor in the Cornell University Entomology Department, with research, teaching, and extension responsibilities for the biology and management of pests and beneficial arthropods of greenhouse/Controlled Environment Agriculture crops with an emphasis on biological control and integrated pest management.

JANE SORENSEN

Northeast Pollinator Plants
Janethyrasorensen@gmail.com

Jane Sorensen is passionate about pollinator habitat enhancement and loves any opportunity to spread the word. She is a full-time farmer and co-owner of River Berry Farm, an organic fruit and vegetable farm in Fairfax, Vermont, where she grows and sells native plants for pollinators on-farm and through her on-line nursery, Northeast Pollinator Plants. Jane has recently retired from the University of Vermont where she taught one course, Landscape Design for Pollinators, and is a retired landscape architect with 14 years experience.

MAYRA TORO-HERRERA

University of Connecticut
mayra.toroh@uconn.edu

Agronomist from the National University of Colombia with a master's and Ph.D. in Plant Physiology from the Federal University of Lavras in Brazil. Currently a postdoctoral fellow at the University of Connecticut in the Department of Plant Science and Landscape Architecture of the College of Agriculture, Health and Natural Resources. Research scientist with expertise in plant ecophysiology focused on the influence of environmental factors on plant growth and development.

Meet the Presenters

PETER VAN BERKUM

Van Berkum Nursery
peter@vanberkumnursery.com

Peter van Berkum, along with his wife Leslie, started Van Berkum Nursery in 1986. It is a wholesale perennial nursery specializing in natives (with particular attention to local ecotype), shade perennials and wicked rugged, plants that perform well and last a long time in New England landscapes. Peter has a degree in Plant Science at the University of New Hampshire, and spent a year studying horticulture in the Netherlands, as well as working at several other nurseries and garden centers before starting VBN. He is a past president of the NH Plant Growers Association, as well as a founding member of the NH Horticulture Endowment. He has lectured in local and national Symposia. He and Leslie were recipients of the Massachusetts Horticulture Societies Silver Medal, and Peter was the Perennial Plant Associations Grower of the Year in 2013. They sold VBN in 2021, and Peter still works part time as a consultant to the nursery as well as working on crop planning and anything else that is helpful. His extra time is spent vegetable gardening and studying the local flora whenever possible.

SUZANNE WAINWRIGHT-EVANS

Buglady Consulting
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Suzanne Wainwright-Evans is a horticultural entomologist specializing in integrated pest management. Suzanne has been involved in the Green Industry for more than 30 years with a primary focus on biological control and using pesticides properly. She is a graduate of the University of Florida with degrees in both Entomology and Environmental Horticulture. She has worked throughout the United States and internationally consulting to greenhouses, nurseries, landscapers, cannabis production and interiorscape companies. She is the owner of Buglady Consulting, now in business 23 years.

KELLIE WALTERS

University of Tennessee
waltersk@utk.edu

Kellie is an Assistant Professor in the Department of Plant Sciences at the University of Tennessee (UT). Her research team focuses on food crop physiology in controlled environments including greenhouse and indoor production systems, spanning from potted culture to hydroponics. The overall goal is to determine how to leverage environmental controls (i.e. light intensity, duration, and quality, temperature, and CO₂), plant nutrition, and plant growth regulators and hormones to improve vegetable, leafy green, and culinary herb production efficiencies, yield, and crop quality. In addition to general physiology and production research, her lab is focusing on metabolites contributing to crop flavor and nutritional value to improve taste, appearance, overall consumer appeal, and producer profitability and sustainability.

STEPHANIE WHITEHOUSE

Dummen

Stephanie Whitehouse is the Regional Product Manager for Decorative Annuals with Dümme Orange, North America. Previously she was General Manager for Dickman Farms Greenhouse, an independent garden center in Central New York State. During her 5-years in garden retail, she increased profit margins and helped the company successfully navigate challenges during COVID-19. Prior to Dickman Farms, Stephanie worked for Peace Tree Farm, a Certified Organic wholesale greenhouse in Bucks County, PA, as the Sales & Marketing Director. During her 8-year tenure, Stephanie worked to increase company profitability, redefined product lines and offerings, improved broker and customer relations, and was instrumental in the global commercial launch of Lavender Phenomenal®. During her time at Peace Tree Farm she was recognized as a member of GPN Magazine's 40 Under 40 inaugural class in 2012.

Sponsor & Exhibitor Directory

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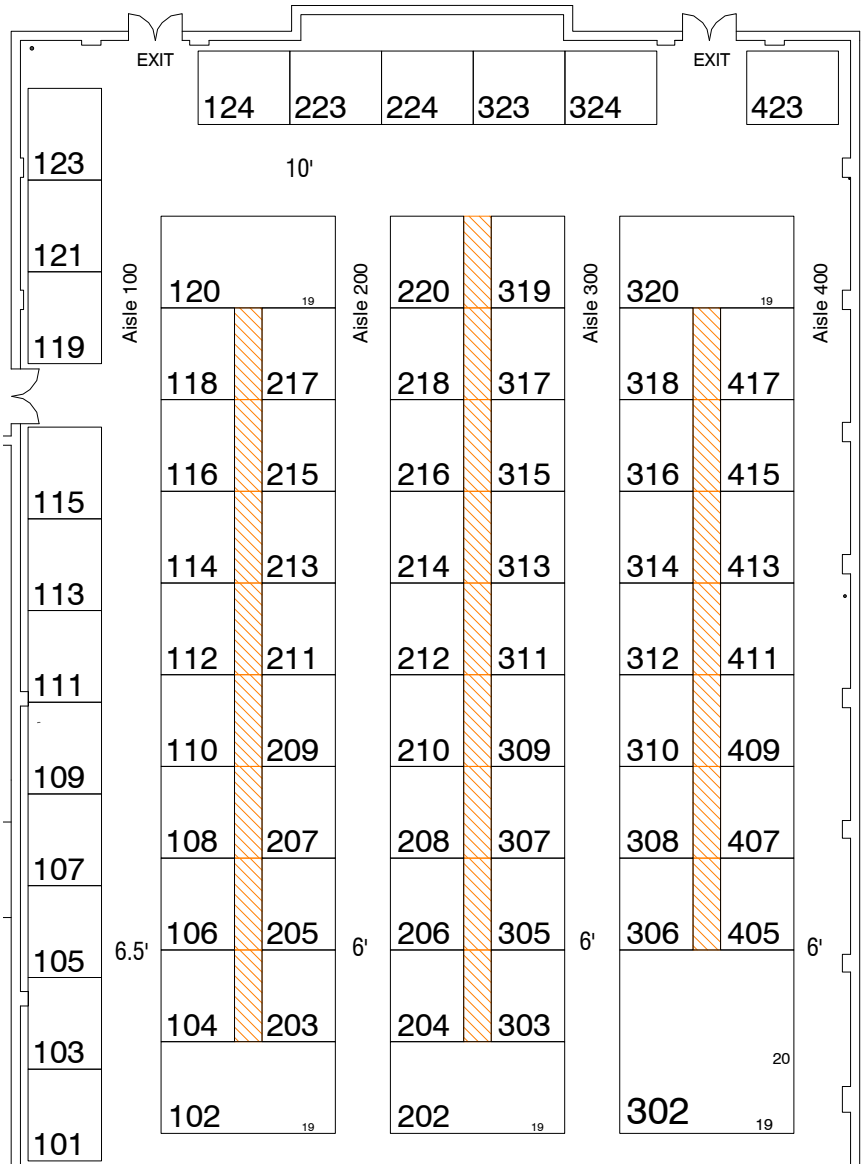
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