



# 43rd Annual Conference

January 17-18, 2020

Kenansville, North Carolina

## FRIDAY, JANUARY 17

### WORKSHOP AND SPECIAL EVENTS

**1:00-4:30 WORKSHOP "Getting Started in Muscadines"** Led by Dr. Mark Hoffman, NCSU Small Fruit Extension Specialist, with others.

Location: James Sprunt Community College, Williams Bldg., Room 100, 133 James Sprunt Dr, Kenansville, NC

This workshop is oriented towards growers getting into production or thinking about it and those in their first years. Topics will include:

- \* What's your plan? How will you sell and to whom? How will you harvest? Labor and equipment needs?
- Getting started: soils, location, varieties, land prep, trellising
- Pest/disease and production basics through the year
- Discussion with experienced vineyard managers: "What I know now that I wish I had known then"
- Pruning demonstration and practice (in the community college's on-site vineyard)

**5:00-6:00 DUPLIN WINERY TOUR** at Duplin Winery, 505 N Sycamore St, Rose Hill, NC (no charge; preregistration required).

**6:00-7:00 RECEPTION** at Duplin Winery. 505 N Sycamore St, Rose Hill, NC (no charge; preregistration required).

**7:00 DUTCH TREAT DINNER** at the Mad Boar restaurant 111 River Village Pl, Wallace, NC. Join other conference participants for informal dining and networking (please preregister).

## SATURDAY, JANUARY 18

### MAIN CONFERENCE

At Duplin County Extension Center, 165 Agriculture Dr, Kenansville, NC (across the street from James Sprunt Community College)

**8:00-9:00 Registration, visit with exhibitors**

**9:00 Production Topics**

- How to Manage Crop Load in Muscadines - *Greg Ison, Ison's Nursery*
- Cultivar Trends for Fresh Market and Wine - *Greg Ison, Ison's Nursery*

- Disease Update and Results of Our Vineyard Nematode Survey - *Bill Cline, NCSU*
- Developing a Clean Plants Program for Muscadines - *Christie Almeyda, Micropropagation and Repository Unit, NCSU*
- What Information Do We Need to Make Insect Management Decisions in Muscadines? - *Hannah Burrack, NCSU*
- Winter and Spring Production Chores - *Mark Hoffmann, NCSU*

### 11:00 Marketing Muscadines

- Selling Grapes for Processing and Wine - *Mark Friszlowski, Childress Winery*
- The Basics of Marketing Muscadines as Fresh Produce - *Lonnie Kelly, Local Produce Sourcing Specialist, Food Lion*
- Food Safety: What Muscadine Growers Really Need to Know - *Chloe Johnson, Carolina Farm Stewardship Association*

**12:15 Lunch and visit with exhibitors** Lunch will feature several muscadine recipes. Lunch is included in all registrations.

**1:30 Keynote Presentation:** The Therapeutic Potential of a Muscadine Grape Extract - *Dr. Patricia Gallagher, Wake Forest School of Medicine*

**2:30 Health Messages of Muscadines:** How, When and Where to Share - *Angela Jamison, Communicopia Marketing*

**3:00 Muscadine Challenges and Opportunities** - *multiple speakers; discussion*

**3:45-4:30 NCMGA Annual Meeting**

### ACCOMMODATIONS

A block of rooms has been reserved at the **Holiday Inn Express Hotel & Suites Wallace-Hwy 41** (131 River Village Place, Wallace, NC) for January 17 and 18. This is the closest hotel to Duplin Winery (about 10 minutes) and is about 15 minutes from the Agriculture Center in Kenansville. To make reservations: Call 910-285-9200 and mention "NC Muscadine Association." The group rate is \$110 and the cut-off date is December 30.

### REGISTRATION

Please note that members can register multiple people from their farm, winery, or company at the member rate.

**Questions?** Call NCMGA at 919-542-3687 or email [ncmgasec@gmail.com](mailto:ncmgasec@gmail.com). *Exhibitor inquiries welcome.*