

Monday, January 26, 2015 Agenda

8:00-9:00 a.m.	Registration desk open - Morning coffee in Trade Show area sponsored by <i>Veseys Seeds Ltd.</i>		
General sessions	Topics of interest to all producers		Moderator: Henry Visser
9:00-9:25	Welcomes: Mark Sawler , HNS President / Brian Hirtle , Deputy Warden, Kings County / Chris van den Heuvel , NSFA President		
9:30-10:30	Opening Keynote (sponsored by <i>Farm Credit Canada</i>): Dr. Larry Martin , Principal, Dr. Larry Martin & Associates, and Agri-Food Management Excellence, Inc.		
10:35-11:30	News from CHC: Peter Swetnam , Regional Vice-President (Atlantic), Canadian Horticultural Council		
11:30-12:00	Networking session - visit the Trade Show		Horticulture Nova Scotia Annual General Meeting – Blomidon Room <i>Note: Lunch served during the meeting is for attending HNS members only. Other congress attendees are welcome to attend, space permitting, and may pick up lunch in the Trade Show area.</i>
12:00-1:00 p.m.	Lunch in Trade Show area (sponsored by Dalhousie Faculty of Agriculture Alumni)		
Break-out sessions	Production Sessions – Salon ABC Moderator: John Lewis - Berries		Marketing for Business Success– Blomidon Room Moderator: Patricia Bishop and/or Carolyn Bishop-Cameron
1:00-1:25	AAFC Strawberry Virus Research – Pervaiz Abbasi , Agriculture & Agri-Food Canada		1:00-1:45 Introduction: Patricia Bishop , Taproot Farms and Carolyn Bishop-Cameron , Noggins Farm
1:30-1:55	NS Strawberry Virus Crisis & Recovery Update - John Lewis , Perennia		
2:00-2:30	Blueberry Stunt Identification & Management/ Raspberry Virus – Dr. Paul Hildebrand , Delbridge Disease Management		1:50-2:30 Developing a Marketing Plan - Debi Hartlen MacDonald - New Life Business Solutions
2:30-2:55	Nutrition break in Trade Show area (sponsored by <i>Bayer CropScience</i>)		
	Berries con't & Vegetables		Marketing for Business Success con't
3:00-3:25	Berry & Vegetable Research Update – Kim Best , Prospect Agri-Services		3:00-3:45 Social Media Marketing: Nancy Beth Guptill , Sweet Spot Marketing
3:30-3:55	Drip Irrigation in Treasure Valley – Jon Watson , J.C. Watson Co		
4:00-4:30	Optimizing Pesticide Efficacy – Ken Lingley , On-Target Sprayer Services		3:50-4:30 Consumer Trends - Sue Lewis , Canadian Produce Marketing Association
4:30-5:00	Free time		
5:00-6:30	Canadian Produce Marketing Association (CPMA) Reception - Trade Show Area		
6:30-9:00	Banquet (sponsored by <i>Syngenta Canada Inc.</i>) - Acadia Room MC: Karen Corey Grace: Bruce Rand Guest Speaker: Mark Black , CEO, Adversus Communications Inc.		

Tuesday, January 27, 2015 Agenda

7:00-9:00 a.m.	Registration desk open.	
7:30-9:00 a.m.	Sobeys' <i>Better Food is Local</i> Breakfast – Acadia Room	
Full day general sessions - Topics of interest to all producers - Salon ABC		
9:00-9:30	Welcome speaker and moderator: Angus Ells with intro to “Managing the Farm as a Business.”	
9:30-11:00	Guest speakers: Earl Kidston , CEO, Nova Agri Group Jon Watson , President, J.C. Watson Company, Parma, Idaho David Cudmore , President & CEO, Scotian Gold / Partner, Crisp Growers	
11:00-11:25	Question Period	
11:30-12 noon	Networking session - visit the Trade Show (sponsored by <i>Stokes</i>)	Nova Scotia Potato Marketing Board Annual General Meeting - Room 303
12:00-1:00 p.m.	Lunch in Trade Show area	
Joint Sessions Salon ABC	Programs to Assist Farmers' Business Success Moderator: Peter Swetnam	
1:00-1:25	Venture Capital – Gregg Curwin , Truleaf & Leigh Huestis , Office of Industry & Community Engagement, Acadia University	
1:30-1:55	Provincial Programs – Peggy Weatherbee , Nova Scotia Department of Agriculture	
2:00-2:30	Advanced Payment Program (APP) – Katelyn Reitsma & Katia Courie , Agriculture & Agri-Food Canada, with Christina Swetnam , Dominion Produce, & Doug Nichols , Apple Lane Farm	
2:30-2:55	Nutrition break in Trade Show area (sponsored by <i>Bayer CropScience</i>)	
Salon ABC	Federal Workers Programs Moderator: Charles Keddy	
3:00-4:30	Guest speakers: Murray Porteous , Chair, Canadian Horticultural Council's Human Resources Committee Ken Forth , President, Foreign Agricultural Resources Management Services (FARMS)	
4:30	Congress closed.	