



# New England Brassica School

## Growing & Marketing High Quality Brassica Crops

*Tuesday March 6, 2007*

- **8:30 Registration**
- **9:00am-9:30am Proper Nutrition for Brassica Crops**  
*Join Vegetable Specialist John Howell for a discussion of the particular nutrient requirements for growing high quality brassicas*
- **9:30am-10:00am Physiology of Flowering in Brassica crops**  
*Thomas Bjorkman from Cornell University discusses the effects of temperature on the flowering of various brassicas, and presents his research on the effects of heat on broccoli head development*
- **10:00-10:15 BREAK**  
*Refreshments provided*
- **10:15am-11:15am Marketing Panel Discussion**  
*Discuss marketing trends and strategies with the people who buy your produce. Featuring representatives from the wholesale, restaurant, farm-to-school, and specialty branding markets.*
- **11:15am-12:15pm Managing Insects & Diseases**  
*Ruth Hazzard and Bess Dicklow from UMass Extension present the latest word in both conventional and organic insect & disease management in Brassica crops*
- **12:15pm-1:00pm LUNCH**  
*Delicious hot lunch provided by the Host Hotel*
- **1:00pm-2:30pm Grower Panel**  
*Join a cross section of growers who participated in an intensive two year project to improve various aspects of their brassica production. They will describe their work in season extension, specialty marketing, and production strategies, for root crops, heading crops, and greens.*
- **2:30pm-2:45pm BREAK**  
*Refreshments provided*
- **2:45pm-3:15pm Broccoli Variety Selection**  
*Andy Cavanagh from UMass Extension presents two years of research into both heat and cold tolerant broccoli varieties*
- **3:15pm-3:45pm New Markets**  
*Frank Mangan of UMass Extension discusses the opportunities presented by changing market demographics in New England*
- **3:45pm-4:30pm Season Extension & Winter Production**  
*Lisa Turner from Laughingstock Farm in Maine discusses winter production and alternative heating sources. This session is supported by the UMass Extension Floriculture Program and NE Sare.*

### Directions:

The Sturbridge Host Hotel is located on Route 20 West in Sturbridge, MA.

**From the North, East, & West:** take the Massachusetts Turnpike (Interstate 90) to Exit 9, Route 20 West.

**From the South:** take either Interstate 84 or Route 131 to Route 20 West.

The hotel is located less than one-quarter mile from the first set of traffic lights, on the shore of Cedar Lake.

(Please Cut Along Dotted Line and Return Bottom Half)

### REGISTRATION

Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Farm: \_\_\_\_\_ Email: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Town: \_\_\_\_\_ #Number Attending: \_\_\_\_\_ x \$50  
 State & ZIP: \_\_\_\_\_ Amount Enclosed: \$ \_\_\_\_\_

Please make checks payable to the University of Massachusetts  
 Walk-ins are accepted but pre-registration is required to guarantee a meal and a handbook. Please return registration by  
 February 23rd to:

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