

A JOINT EVENT!

15th Annual Fertilizer Research and Education Conference &
Western Health Plant Association Central Valley Regional Nutrient Seminar

FRESH Approaches to Fertilizing Techniques

November 27-28, 2007

Heritage Complex, International Agri-Center
Tulare, California

A two-day event for agricultural supply and service consultants, growers, university extension, and local, state and national governmental agency personnel. Learn how groundbreaking fertilizer research can be applied to agricultural practices. Presenters will provide general and technical information, current research data and practical applications for each of five key agricultural topics:

- **Micronutrients**
- **Foliar fertilizer application**
- **Plant nutrient and soil assessment tools**
- **Water in fertilization management**
- **Manure management**

Early registration deadline:

November 1, 2007

PCA/CCA credits offered.

Special registration for students available.



FOR THE FIRST TIME, the California Department of Food and Agriculture's (CDFA) Fertilizer Research and Education Program (FREP) teams up with the Western Plant Health Association (WPHA) to present an expanded conference agenda on fertilizing techniques to appeal to a wider range of agriculturalists.

About the sponsors:

The CDFA Fertilizer Research and Education Program coordinates and funds research and projects that advance the environmentally safe and agronomically sound use and handling of fertilizer materials. FREP serves growers, agricultural supply and service consultants, university extension personnel, and local, state and national governmental agencies and organizations.

Website: <http://www.cdfa.ca.gov/is/fflders/frep.html>

The Western Plant Health Association is a not-for-profit trade association that represents fertilizer and crop protection manufacturers, agricultural biotechnology providers, and agricultural retailers in California, Arizona and Hawaii. WPHA's mission is to promote the environmentally safe and agronomically sound use and handling of plant health products and services for the production of safe, high quality food, fiber and horticultural products.

Website: <http://www.healthyplants.org>



CONFERENCE PROGRAM



November 27, 2007

- 8:30-9:00 **Registration and continental breakfast**
- 9:00-9:15 **Welcome**
Nate Dechoretz, Director, Inspection Services
Division, CDFA
Renee Pinel, President/CEO, WPHA

MICRONUTRIENTS

Not Such a Minor Story

- 9:15-10:00 *Principles and Uses of Micronutrients in Tree Crops*
Patrick Brown, UC Davis
- 10:00-10:30 *Micronutrient Interactions—Do's and Don'ts*
Jerome Pier, Western Farm Service
- 10:30-10:45 **Break**
- 10:45-11:15 *Improving the Efficiency of Zinc
Applications to Peaches and Pistachios*
R. Scott Johnson, UC Kearny Ag. Center
- 11:15-11:45 *Identification and Correction of Micronutrient
Deficiencies in Nut Crops*
Bob Beede, UCCE, Kings Co.
- 11:45-12:15 *Emerging Products—A Look Forward*
Rob Mikkelsen, Int'l Plant Nutrition Institute
- 12:15-1:15 **Lunch**

FOLIAR FERTILIZER APPLICATION

The View from on Top

- 1:15-1:45 *Foliar Fertilization—Why? What? When?*
Carol Lovatt, UC Riverside
- 1:45-2:15 *Use of Foliar Applicants*
Patrick Brown, UC Davis
- 2:15-2:45 **Break**

PLANT AND SOIL ASSESSMENT TOOLS

Their Variance and Value

- 2:45-3:15 *Is California's Non-nutritive Standards for
Fertilizers Protective?*
Andrew Chang, UC Davis
- 3:15-3:45 *Can a Better Tool for Assessing 'Hass' Avocado Tree
Nutrient Status be Developed? A Feasibility Study*
Carol Lovatt, UC Riverside; Ben A. Faber, UCCE,
Ventura Co.; Richard Rosecrance, CSU Chico
- 3:45-4:15 *Value and Limitations of Tissue Analysis as a Fertilizer
Management Tool in Annual Crops*
Tim Hartz, UC Davis
- 4:15-4:30 First day's concluding remarks

November 28, 2007

- 8:30-9:00 **Registration and continental breakfast**
- 9:00-9:15 **Welcome**
Nate Dechoretz, Director, Inspection Services
Division, CDFA
Renee Pinel, President/CEO, WPHA

WATER IN FERTILIZATION MANAGEMENT

New Stream of Consciousness

- 9:15-9:45 *Where Does Our Water Come From?*
Brandon Souza, Ag. Water Management Council
- 9:45-10:15 *Managing Limited Water Supplies on the Farm*
Blake Sanden, UCCE, Kern Co.
- 10:15-10:30 **Break**
- 10:30-11:00 *Wireless Valve Control Network for Fertigation Control
and Monitoring*
Mike Delwiche, UC Davis
- 11:00-11:30 *Effect of Cover Crops and Conservation Tillage on
Agricultural Runoff and Quality*
William Horwath, UC Davis
- 11:30-12:00 *Practical Tips on How to Improve Drip Quality and
Micro-irrigation*
Larry Schwankl, UC Kearney Ag. Center
- 12:00-1:00 **Lunch**
- 1:00-1:15 *California Certified Crop Advisers—Delivering a Total
Approach to Crop and Environmental Management through
IPM and Nutrient, Soil, Crop and Water Management*
Allan Romander, CaCCA Program

MANURE MANAGEMENT

The Latest Scoop

- 1:15-1:45 *Organic Product Regulatory Update*
Renee Pinel, President/CEO, WPHA
- 1:45-2:15 *Manure—The Facts!*
Bob Fry, NRCS, USDA
- 2:15-2:30 **Break**
- 2:30-3:00 *Constructing Monitor Wells on Dairies*
Thomas Harter, UC Davis
- 3:00-3:30 *Manure and Regulations Piled Higher and Deeper—
How Can CCAs Help California's Dairy Producers?*
Stuart Pettygrove, UC Davis
- 3:30-4:00 Networking and conference conclusion

PCA AND CCA CREDITS

A number of Certified Crop Adviser and Pest Control Adviser continuing education units will be offered; details will be posted at <http://www.cdffa.ca.gov/is/fflders/frep.html>.

DIRECTIONS TO HERITAGE COMPLEX

4500 So. Laspina Street, "Gate B", Tulare, CA 93274

From points north: Go southbound on Hwy. 99; pass town of Tulare. Take exit 85 for Paige Ave. Turn left at So. Blackstone Street. Turn left at East Paige Ave. Turn right at So. Laspina Street.

From points south: Go northbound on Hwy. 99; pass town of Tipton. Take exit 85 for Paige Ave. Turn right at East Paige Ave. Turn right at So. Laspina Street.

ACCOMMODATIONS

A limited room block for November 26 and 27 has been held for conference participants at Charter Inn and Suites, 1016 East Prosperity Avenue, Tulare, CA 93274.

Tel: (888) 457-9100 or (559) 685-9500

Rate of \$84 + tax includes a hot breakfast. Reserve under group code "CDFA/FREP;" booking is on a first-come, first-served basis until November 9, 2007.

Other Tulare hotels: Best Western, (559) 688-7537; Comfort Suites, (559) 687-1246.

Visalia hotels: Holiday Inn, (559) 651-5000; Days Inn, (559) 732-5611.

CONFERENCE REGISTRATION

Early (postmarked by Nov. 1, 2007): \$65 per day or \$110 for both days. Students' fee is waived.

Late (postmarked after Nov. 1, 2007 or on-site): \$75 per day or \$130 for both days. Students' fee is \$10 per day.

All registrations include handouts, FREP research annual report, lunch and refreshments. A completed registration form is required for each attendee.

Payment options are: a) **check payable to WPHA**; or b) credit card (include information on form below). Regrettably, no cash can be accepted.

Registration confirmation will be sent.

REFUND POLICY

Registration refunds, less a \$10 handling fee, are available up to November 1, 2007. No refunds after that date.

SEND REGISTRATION/GET ADDITIONAL INFORMATION

Kelsey Olson or Carolee Riley
California Department of Food and Agriculture
Fertilizer Research and Education Program
1220 "N" Street, Sacramento, CA 95814

<http://www.cdffa.ca.gov/is/fflders/frep.html>
frep@cdffa.ca.gov

Tel: (916) 445-0444

Fax: (916) 445-2171

FRESH Approaches to Fertilizing Techniques

NOVEMBER 27-28, 2007

REGISTRATION FORM

Please type or print, and check all that apply.

LAST NAME

FIRST NAME

BUSINESS/AFFILIATION

MAILING ADDRESS (NUMBER, STREET, P.O. BOX)

CITY, STATE, ZIP

TELEPHONE/FAX NUMBER

E-MAIL ADDRESS

Vegetarian: Yes No

Your affiliation(s)

- | | | |
|-----------------------------------|------------------------------|----------------------------------|
| <input type="radio"/> Industry | <input type="radio"/> CCA | <input type="radio"/> Consultant |
| <input type="radio"/> PCA | <input type="radio"/> Grower | <input type="radio"/> WPHA |
| <input type="radio"/> University | <input type="radio"/> Media | <input type="radio"/> Government |
| <input type="radio"/> Other _____ | | |

Registration Fees

Early registration must be postmarked by Nov. 1, 2007.

- \$110 for both days
 \$65 per day: Nov. 27 or Nov. 28
 Student (fees waived): Nov. 27 Nov. 28 Both Days

Late registration is postmarked after Nov. 1, 2007, or on-site.

- \$130 for both days
 \$75 per day: Nov. 27 or Nov. 28
 Student, \$10 per day: Nov. 27 Nov. 28 Both Days

Payment Options

- Check enclosed **payable to WPHA**. Amount \$ _____
 Credit card: VISA MasterCard American Express

NAME AS IT APPEARS ON THE CARD

SIGNATURE (REQUIRED) DATE

EXPIRATION DATE (MM/YY) BILLING ZIP CODE