

A JOINT EVENT!

16th Annual Fertilizer Research and Education Conference &
Western Plant Health Association Central Valley Regional Nutrient Seminar



fresh approaches to fertilizing techniques 2008

November 12-13, 2008
Doubletree Hotel Modesto
Modesto, California



Once again, the California Department of Food and Agriculture's (CDFA) Fertilizer Research and Education Program (FREP) and the Western Plant Health Association (WPHA) team up to present a full, two-day conference on fertilizing techniques. The expansive agenda is geared toward a wide range of agriculturalists, including 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 impart general and technical information, current research data and practical applications for each of four key agricultural topics:

- **Managing micro- and macronutrients**
- **Understanding organic fertilizer**
- **Keeping nutrients in their place**
- **Managing nutrients of regional crops**

Early registration deadline: October 31, 2008

PCA/CCA credits offered. Special registration for students available.



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: 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: www.healthypants.org

CONFERENCE PROGRAM

Wednesday, November 12, 2008

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

Facilitator

Amrith Gunasekara, CDFA

MANAGING MICRO- AND MACRONUTRIENTS

9:15–9:45 *When Do We Need Micronutrients?*
Mike Buttress,
A&L Western Agricultural Laboratories
Keith Backman, Dellavalle Laboratory, Inc.

9:45–10:15 *Comparing Sources of Micronutrient Fertilizers*
Eric McGee, Bio-Gro, Inc.

10:15–10:30 **Break**

10:30–11:00 *Getting the Best Plant Uptake of Micronutrients—
Foliar- and Soil-Applied*
Sebastian Braum, Yara North America

11:00–11:30 *Finding the Most Cost-Effective Way of
Getting Zinc into Peach and Pistachio Trees*
R. Scott Johnson, UC Kearny Ag. Center

11:30–Noon *Optimizing Nitrogen Availability in Cherry Growth
to Obtain High Yield and Fruit Quality*
Kitren Glozer, UC Davis

Noon–1:00 **Lunch**

KEEPING NUTRIENTS IN THEIR PLACE

1:00–1:30 *How Do I Deal with Irrigation Run-off Water
Quality Problems?*
Larry Schwankl, UC Kearney Ag. Center

1:30–2:00 *Exploring New Technologies for Increased
Efficiency of Phosphate Fertilizers*
Eric Ellison, J.R. Simplot Company

2:00–2:30 *Developing Practical Fertility Monitoring Tools
for Tomatoes*
Tim Hartz, UC Davis

2:30–2:45 **Break**

2:45–3:15 *Using Site-Specific Fertilizer Applications in
Orchards, Nurseries and Landscapes*
Mike Delwiche, UC Davis

3:15–3:45 *Balancing Fertilizer Application Rates with Water
Quality Protection in Strawberry Production*
Tom Lockhart, Cachuma Resource
Conservation District

3:45–4:00 Concluding remarks
Amrith Gunasekara

Thursday, November 13, 2008

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

Facilitator

Keith Backman, Dellavalle Laboratory

UNDERSTANDING ORGANIC FERTILIZER

9:15–10:00 *Outlining Organic Fertilization—What PCAs
and CCAs Should Know!*
Mark Gaskell, UCCE, Santa Barbara and
San Luis Obispo Co.

10:00–10:45 *Comprehending the Science of Organics*
Tom Ruehr, Cal Poly San Luis Obispo

10:45–11:00 **Break**

11:00–11:45 *What Organic Nutrients Can We Use?*
Rob Mikkelsen, International
Plant Nutrition Institute

11:45–Noon *California Certified Crop Advisers—
Protecting the Environment*
Allan Romander, CaCCA Program

Noon–1:00 **Lunch**

MANAGING NUTRIENTS OF REGIONAL CROPS

1:00–1:30 *Assessing Plant Nutrient Requirements of
Winegrapes*
Larry Bettiga, UCCE, Monterey, Santa Cruz
and San Benito Co.

1:30–2:00 *Optimizing Nutritional Management in
Almond and Pistachio Production*
Patrick Brown, UC Davis

2:00–2:30 *Keeping Up with Nutritional Requirements
of Rice in a Changing Industry*
Chris Greer, UCCE, Sutter, Yuba, Sacramento
and Placer Co.

2:30–2:45 **Break**

2:45–3:15 *Gauging the Effectiveness of Foliar Fertilizers
on Citrus*
Carol Lovatt, UC Riverside

3:15–3:45 *Improving Phosphorus and Potassium Monitoring
for Fertility Management in Alfalfa*
Steve Orloff, UCCE, Siskiyou Co.
Daniel Putnam, UC Davis

3:45–4:00 Concluding remarks
Keith Backman

