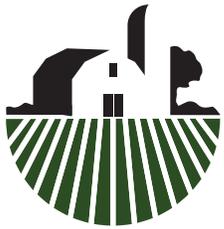


A JOINT EVENT!

22nd Annual Fertilizer Research and Education Program Conference &
Western Plant Health Association Central Valley Regional Nutrient Seminar



2014 FREP/WPHA CONFERENCE
Managing Agricultural Nutrients
Challenges of Nutrient Efficiency for the Future

October 29-30, 2014

DoubleTree Hotel
Modesto, California

The California Department of Food and Agriculture's (CDFA) Fertilizer Research and Education Program (FREP) and the Western Plant Health Association (WPHA) are teaming up again this year to present a one and a half-day conference on managing agricultural nutrients. The broad agenda is geared toward a wide range of agriculturalists, including agricultural supply and service consultants, growers, university extension specialists, crop advisers, and local, state and national governmental agency personnel. Presenters from academia, industry and agricultural consulting will provide general and technical information, current research data, and practical applications addressing statewide and regional nutrient management issues.

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. www.cdfa.ca.gov/is/ffldrs/frep



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. www.healthyplants.org



Early registration deadline:

October 1, 2014

CCA and PCA credits have been applied for. Special registration for students available.

Conference Program

WEDNESDAY, OCTOBER 29, 2014

Facilitator: *Mr. Mike Buttress, A&L Western Agricultural Laboratories*

9:00-9:30 Welcome

*Renee Pinel, Executive Director, WPHA
Karen Ross, Secretary, CDFA*

9:30-10:00 Sources and Mitigation Potential for Nitrous Oxide From Agricultural Activities

Dr. William R. Horwath, Professor of Soil Biogeochemistry, UC Davis, Department of Land, Air and Water Resources

10:00-10:30 Measuring Water and Nitrate Fluxes Below the Root Zone of Crops: Possibilities and Limitations

Dr. Barzin A. Moradi, Fertilizer Research and Education Program, CDFA

10:30-10:50 Break

10:50-11:20 UC Division of Agriculture and Natural Resources Responds to Drought

Dr. Doug Parker, Director, California Institute for Water Resources, UC Division of Agriculture and Natural Resources

11:20-11:50 Remote Sensing of Crop Development and Evapotranspiration

Dr. Lee Johnson, Senior Research Scientist, NASA

11:50-1:30 Lunch (provided)

1:30-2:00 2014 Nitrogen Management Training Sessions

Mr. Terry W. Stark, CEO/President, California Association of Pest Control Advisers

2:00-2:30 Fertility Management in Drip Irrigated Processing Tomato Production

Dr. Timothy K. Hartz, Extension Specialist/Agronomist, UC Davis, Department of Plant Sciences

2:30-2:50 Break

2:50-3:20 Fertilizer Best Management Guides

Dr. Robert Mikkelsen, Director, Western North America, International Plant Nutrition Institute

3:20-3:50 Determining the Fertilizer Value of Ambient Nitrogen in Irrigation Water

Dr. Michael Cahn, Farm Advisor, UCCE Monterey County

THURSDAY, OCTOBER 30, 2014

Facilitator: *Mr. Mike Buttress, A&L Western Agricultural Laboratories*

8:15-8:30 Welcome and Recap

8:30-9:00 Suggestions on How to Optimize N Application Rates While Minimizing the Risk of Yield Loss

Dr. Daniel Geisseler, Cooperative Extension Specialist, UC Davis, Department of Land, Air and Water Resources

9:00-9:30 Exploring the Potential for Using Transgenic Crops for Improved Fertilizer Use Efficiency

Dr. Charles Sanchez, Professor, University of Arizona

9:30-10:00 Characterizing N Fertilizer Requirements of Crops Following Alfalfa

Dr. Daniel Putnam, Cooperative Extension Specialist, UC Davis, Department of Plant Sciences

10:00-10:15 Break

10:15-10:45 Evaluation of N Uptake and Water Use of Leafy Greens Grown in High-Density 80-inch Bed Plantings and Demonstration of Best Management Practices

Mr. Richard Smith, Farm Advisor, UCCE Monterey County

10:45-11:15 Phosphorus and Boron Fertilizer Impacts on Sweetpotato Production

Mr. Scott Stoddard, Farm Advisor, UCCE Merced County

11:15-11:45 Management Tools for Fertilization of the 'Hass' Avocado

Dr. Richard Rosecrance, Professor, CSU Chico, College of Agriculture

11:45-12:00 Closing Remarks

Continuing Education Units (CEUs)

PCA and CCA hours have been applied for. Details will be available at <http://www.cdfa.ca.gov/is/fldrs/frep>

Registration Information

DOUBLETREE HOTEL

1150 Ninth Street • Modesto, CA 95354 • Tel: (209) 526-6000

DIRECTIONS

From Northern California

Take CA-99 South toward Modesto/Fresno. Take the CA-132/Maze Boulevard exit toward CA-108. Turn left on CA-132/L Street. Continue down L Street to the hotel.

From Southern California

Take CA-99 North toward Sacramento. Take the exit toward CA-132/Central Modesto. Turn slight left onto 6th street. Turn right onto L Street. Continue down L street to the hotel.

From the Bay Area

Take I-580 East toward CA-24/Hayward-Stockton. Take I-205 East toward Tracy/Stockton. Merge onto I-5 North. Merge onto CA-120 East toward Manteca/Sonora. Merge onto CA-99 South toward Modesto/Fresno. Take the CA-132/Maze Boulevard exit toward CA-108. Turn left onto CA-132/L Street. Continue down L Street to the hotel.

PARKING

Self parking is free for event attendees with a ticket validation in the city parking structure between K and L on 9th. Tickets can be validated at the front desk of the DoubleTree hotel. Parking for attendees staying at the hotel is \$9.00 a night in the city parking structure between K and L on 9th street. Valet parking is \$16.

HOTEL RESERVATION

The hotel room rate is \$112 per night, and the room code for conference attendees is WPH.

CONFERENCE REGISTRATION

Early (submitted by October 1, 2014): \$80 per day or \$150 for both days. Students' fee is \$45 per day or \$80 for both days.

Late (submitted after October 1, 2014 or on-site*): \$90 per day or \$175 for both days. Students' fee is \$50 per day or \$90 for both days.

***On-site registrations will be charged an extra \$2 processing fee.**

All registrations include handouts, FREP research annual report, continental breakfast, 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 the form below or online). Regrettably, no cash can be accepted. Registration confirmation will be sent. Registration refunds, less a \$10 handling fee, are available up to October 1, 2014. *No refunds after that date.*

Fill and submit your registration form online at:

http://www.healthyplants.org/members_public/FREP%202014.pdf

SEND REGISTRATION/GET ADDITIONAL INFORMATION

Western Plant Health Association

4460 Duckhorn Drive, Suite A, Sacramento, CA 95834

Ph: 916.574.9744 • Fx: 916.574.9484

conference-regn@healthyplants.org



2014 FREP/WPHA CONFERENCE

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Challenges of Nutrient Efficiency for the Future

October 29-30, 2014 • DoubleTree Hotel • Modesto, CA

REGISTRATION FORM

Please type or print.

LAST NAME

FIRST NAME

BUSINESS/AFFILIATION

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

CITY, STATE, ZIP

TELEPHONE/FAX

E-MAIL ADDRESS

Mail completed registration forms to:

WPHA, 4460 Duckhorn Drive, Suite A

Sacramento, CA 95834

-OR-

Save a stamp! Fill and submit your registration form online at:

http://www.healthyplants.org/members_public/FREP%202014.pdf

REGISTRATION FEES

Early registration is submitted by October 1, 2014

Regular: \$150 for Oct. 29 & 30 \$80 for Oct. 29 \$80 for Oct. 30

Students: \$80 for Oct. 29 & 30 \$45 for Oct. 29 \$45 for Oct. 30

Late registration is submitted after October 1, 2014 or on-site*

Regular: \$175 for Oct. 29 & 30 \$90 for Oct. 29 \$90 for Oct. 30

Students: \$90 for Oct. 29 & 30 \$50 for Oct. 29 \$50 for Oct. 30

***on-site registrations will be charged an extra \$2 processing fee**

PAYMENT OPTIONS

Check enclosed, payable to WPHA. Amount: \$ _____

Credit card: VISA MasterCard American Express

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NAME (AS IT APPEARS ON THE CARD)

EXPIRATION DATE (MM/YY)

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California Department of Food & Agriculture
Fertilizer Research & Education Program
1220 N Street
Sacramento, CA 95814-5607

