2002 INDIANA HORTICULTURAL CONGRESS AND TRADE SHOW
WEDNESDAY, JANUARY 30, 2002

New Specialty Crops/New Concepts
Fortune Square C

**Developing New Crops**
9:00    New Crops R & D

- **Mediterranean Crops** - Jules Janick, Purdue University
- **Hispanic Crops** - Mario Morales, Purdue University
- **Oriental Crops** - Brad Bergeford, Ohio State University, Pikeston Center

10:15    Morning Break

**New Technology**
10:30    **Growing Specialty Herbs and Greens (Hydroponics vs. Soil Culture)** - Jim Quinn, Thomas Jefferson Agriculture Institute, Columbia, MO
11:15    **Gourmet Greens in a Float Bed System** - Denise Dailey, Walton Creek Farms, Deputy, IN

**Herb Marketing Networks**
11:45    **Hoosier Botanicals Project** - David Swaim, Purdue University

12:00    **Breakout Meeting for Hoosier Botanicals Growers**

**IHC Awards Luncheon**
- Guest Speakers: Stanley Parka and Darren Boyd, Gleaner’s Food Bank, Indianapolis, IN
- Association Awards (Golden Preconvene) (Tickets Required)

1:15    **Herb Growers Perspectives:**
- Ted Kroeger, Kroeger Greenhouses Newburgh, IN
- Susan Trees, Prairie Stream Farms, Frankfort, IN
- Kent Fendley, Fendley Greenhouse, Greensburg, IN
- Kate Copsey, Betony Herbs, Brownsburg, IN

**Season Extension Technology**
2:15    Reports on Illiana Field Experiences:

- **Row Covers for Commercial Production** - Liz Maynard, Purdue University
- **High Tunnels in Illinois** - Bill Shoemaker, University of Illinois
- **High Tunnels in Indiana** - Roy Ballard, Purdue University
- **Four Seasons Gardening Concepts** - Brad Miller, Blue Moon Farm, Rockville, IN

3:15    Break

**Specialty Produce Marketing Strategies**
3:30    Marketers’ Panel:

- **Marketing at Roadside Markets and Farmstands** - Susan & David Trees, Prairie Stream Farms, Frankfort, IN
- **Marketing at Farmers Markets: Growers Perspectives** - Brad Miller, Blue Moon Farms, Rockville, IN
- **Marketing to Chefs** - Jacob Fisher, Parke County grower
- **Cooperative Farmers Market** - Bud Beesley, Jennings Co. Growers’ Cooperative

5:00    **Hoosier Fresh Cooperators Field Day Planning Meeting**
1:00 Welcome and Introductory Comments on Technology Trends – David Swaim, Consultant, Crawfordsville, IN

1:10 High Tunnel Production of Cool Season Crops – Paul Weidiger, Au Naturel Farm, Smiths Grove, KY

2:10 Challenges and Commitments of a Micro-Greens Enterprise – Denise Daily, Walton Creek Farms, Deputy, IN

3:05 Break

3:15 Tomatilla Variability: Culture and Use – Dr. Mario Morales, Dept. of Horticulture and Landscape Architecture, Purdue University

3:45 Arugula Production is Rocket Science – Dr. Jules Janick, Dept. of Horticulture and Landscape Architecture, Purdue University and Dr. Mario Morales, Dept. of Horticulture and Landscape Architecture, Purdue University

4:00 Growers’ Perspectives on Commercial Herb Production and Marketing – Culinary Herbs: Kent Fenley, Fenley Greenhouses, Greensburg, IN – Ornamental Herbs: Ted Kroeger, Kroeger Greenhouses, Newburgh, IN – Medicinal Herbs: Constance Ferry, Hobbit Gardens, Fillmore, IN