SPEAKERS are Terence Robinson, Alison De Marree, Steve Hoying, Lailiang Cheng, Kerik Cox, Art Agnello, Robert Seem, Jordi Llorens, Rod Farrow, Jim Eve, Deborah Breth, Mike Fargione, and Mario Miranda Sazo.

Registration is $125/person for NY and out-of-state residents. Registration fee includes proceedings, coffee both days, lunch and dinner on March 14, breakfast on March 15. Advance registration is required; deadline is March 8, 2013.

A block of rooms has been reserved at the Ramada Geneva Lakefront (www.genevaramada.com, 1-800-990-0907 or 315-789-0400) under the name of Cornell In-Depth Fruit School; the rooms will be held until March 1, 2013. The hotel rooms are $79 per city side room and $89 per lake side room.

Registration on-line at the Web site: http://tinyurl.com/beaeu6e
Or contact Gemma Osborne at 315-787-2248 or email at gro2@cornell.edu

FRIDAY, MARCH 15, 2013 (morning sessions)

Session 7: “Precision Spraying and Using Weather Data”

Session 8: “Precision Harvest Management”

Session 9: “Final Discussion of Where Are the Opportunities and Rankings by Growers, Extension, and Researchers”

PRECISION SESSIONS
THURSDAY, MARCH 14, 2013 (morning sessions)
State of the Art Presentations followed by Grower Discussions

Session 1: “What is Precision Orchard Management”

Session 2: “Where are the Economic Opportunities of More Precise Orchard Management”

Session 3: “Precision Thinning and Crop Load Management”

THURSDAY, MARCH 14, 2013 (lunch included and afternoon sessions)

Session 4: “Precision Nutrient, Water, and Weed Management”

Session 5: “Efficient Planting Systems for Pruning, Thinning, and Harvest”

Session 6 (dinner included): “The Orchard of the Future! Using All Available Tools to Reduce Risk and Improve Efficiency”

March 14-15, 2013
Ramada Geneva Lakefront, 41 Lakefront Dr, Rt 5 and 20 Geneva, NY 14456
Apple production has become increasingly complex and not all practices are equal in their impacts on business profit/loss. Identifying and improving key orchard management practices can boost the profitability of every grower operation. Have you asked yourself: “How much money am I leaving on the table by missing these opportunities and how can I better use technology to improve my profitability?”

Are you ready for Precision Orchard Management? Learn where within your business you can increase profitability by improving your precision.

The Cornell Fruit team is organizing an “Eastern Apple Precision Orchard Management SUMMIT” of apple growers, researchers, and extension leaders from Michigan, Ohio, New York, Pennsylvania, Maine, Vermont, Virginia and other eastern production areas.

The Summit will serve as a vehicle for fruit industry leaders to hear presentations on apple orchard design and precision orchard management technologies and then discuss where the greatest opportunities lie for research and implementation on farms in the EAST to increase orchard income and grower profitability.

The “Eastern Apple Precision Orchard Management SUMMIT” will be held in March 14-15 at the Ramada Geneva Lakefront, Geneva, NY. The one and a half day conference will include 9 Sessions followed by grower discussions, and networking time during lunch and dinner included in the registration fee.

Come and Propose Your Best Ideas for Maximum Orchard Income and Profitability!