



**B. C. Fruit Growers' Association
40th Annual Horticultural Forum**

“Growing Together”

Saturday, November 8, 2008

Penticton Trade & Convention Centre

PROGRAM

- 7:00 AM Registration and Tradeshow opens – coffee and muffins**
- 8:00 **Official Opening** – Community Futures and Rod Hollett,
Regional District Okanagan-Similkameen welcome - Dan Ashton, Chairman,
First Nations welcome
Opening remarks – *Rod Hollett, Chairman, BCFGH Hort Forum Committee*
- 8:15 Earning Premium Prices for Premium Products
in the Face of Tough Commodity Competition
David Hughes, Great Britain
- 9:25 Infomercial - Grand Doorprize / **Women in Agric (WIA) workshops - 9:30 to 11:45**
- 9:30 Horticultural Management Practices for Developing Good Fruit Quality
Del Feigal, Manager, Auvil Fruit Company, Washington State
- 10:15 Coffee – Tradeshow Area / WIA Coffee at 10:30am**
- 10:45 New Variety Decisions
Del Feigal, Jim Campbell, Tree Fruit Specialist, BCMAL
- 11:15 Matching Varieties to Markets
David Hughes
- Noon Awards: Golden Apple, Compact Orchard, Soft Fruit, Trade Show Display, and WIA
Recognition
- 12:10-12:45 Lunch – Tradeshow area**
WIA Lunch 11:45am to 12:30pm
- 1:30 Coffee, tea, juice available

Workshops – Tradeshow Area (PAC points indicated in brackets)

Workshop Location	12:45 – 1:25	1:30 – 2:10	2:15 – 2:55
Room A	Apple Clearwing Moth <i>Gary Judd [Joe Satdinha and Karen Bedford]</i> (tbd)	Pruning/Growth Regulators <i>Field Service</i> (tbd)	New Pest Tech – efficient, effective use; precision and timing; value; calibration; compatibility <i>Susan Achampong, Hugh Philip</i> (tbd)
Room B	Pesticide safety <i>Carol Reid, FARSHA</i> (tbd)	New Pest Tech – efficient, effective use; precision and timing; value; calibration; compatibility <i>Susan Achampong, Hugh Philip</i> (tbd)	Irrigation scheduling calculator, decision-making in planning your system <i>Andrew Pedersen, BCMAL [Denise MacDonald]</i> (tbd)

- 3:00 Panel: Promoting Consumption of Local Farm Products (Chef, restaurateur, teacher)
Moderator David Hughes / **Hort Forum joins WIA plenary**
- 4:00 Grand door prize draw – winner must be a grower and be present to claim prize**
- 4:15 Social** Prize draws. Fruit wines featured. Adjourn at 5:30pm.