

2021 VIRTUAL WINTER MEETING



RECHARGING FOR SUCCESS

Friday March 5th, 2021

**The Winter
Meeting is Open
to all Great
Lakes State
Growers**

The Michigan Christmas Tree Association's board has decided to hold the 2021 winter meeting virtually due to the continued uncertainties related to the Covid-19 pandemic.

The meeting will be held via **Zoom** on **Friday, March 5, 2021.**

Even though we are disappointed that we won't be meeting in person, it isn't stopping us from delivering a great program to help you plan for the upcoming season and beyond. This year's topics will feature:

- using drones to gather data on your farm
- a discussion on causes and prevention of phytotoxicity
- update on emerging pest problems
- current keepability research
- reframing the environmental debate
- a review of the 2020 season
- and more....

The winter meeting will be FREE to all Michigan Christmas Tree Association members with a paid 2021 dues membership. We will be applying for 3 pesticide recertification credits (Michigan only) for this program.

Michigan Christmas Tree Association's Winter Virtual Meeting: Recharging for Success

is open to all growers in any state! The fee for nonmembers to join in on the event is \$50. The link to register through eventbrite is <https://www.eventbrite.com/e/recharging-for-success-tickets-131356642253>

For more meeting details and a live link to register go to

www.mcta.org

Mark your calendar and we will see you on March 5th!



2021 VIRTUAL WINTER MEETING

RECHARGING FOR SUCCESS SCHEDULE

Friday, March 5, 2021 9:00 am – 3:30 pm

Ready for life beyond Covid-19? It will get here eventually! Even though we are disappointed that we won't be meeting in person, it isn't stopping us from delivering you a great program to help you plan for the upcoming season and beyond. We are offering programs that will provide information, tools and ideas to recharge your farm in 2021.

9:00–9:05

Welcome

Scott Powell, President, MCTA

9:05 - 9:15

CTPB Update

Marsha Gray, Executive Director

9:15–10:15

Keeping It Real — Focusing on Sustainability

*Bert Cregg, Professor, Department of Horticulture and
Department of Forestry, MSU*

The question of whether real trees are 'greener' than artificial trees appears to be never ending. Life cycle assessments (LCA's) of the environmental footprint of real vs fake trees are mind-numbingly complex and the 'winner' is ultimately decided by assumptions made about how far consumers drive to get their real tree and how long they re-use their fake tree. In this presentation, Dr. Bert Cregg argues that the real tree industry is better served by broadening the question to overall sustainability. He will discuss the 'three pillars' of sustainability; economic, social, and environmental; and how, when viewed in this context, real trees come out as the real winner.

10:15–11:15 Using Technology — Drones in Christmas Tree Production

*Bob Goodwin, Senior Geospatial Analyst, Remote Sensing
and GIS Research and Outreach Services (RS&GIS), MSU
Kate Dodde, Dutchman Tree Farm*

Join us to learn more about using drones (UAVs) on your Christmas tree farm. Robert Goodwin, MSU will discuss the potential of using drones to monitor tree health, growth, inventory and more. Kate Dodde, Dutchman Tree Farm will provide examples of how they are using drones in their operation. (identifying plant issues, inventory, marketing video on websites, etc.) (C)

11:15–12:15 Emerging Pest Problems

Mike Bryan, Export and Certification Specialist, MDARD

New pest problems can threaten tree health as well as movement of trees out of Michigan. Mike Bryan will

provide an update on emerging pests including: spotted lanternfly, pine shoot beetle, elongated hemlock scale and mountain pine beetle. (C)

12:15–1:00 Lunch

Brown bag lunch

1:00–2:00

Are You Injuring Your Trees? — What is Phytotoxicity and How to Avoid It.

*Gary Chastagner, Professor and Extension Specialist,
Department of Plant Pathology, WSU*

Many growers use chemicals to control disease or insect pests. Every chemical applied to trees has the potential to injure foliage and produce phytotoxicity symptoms. Dr. Gary Chastagner will review what phytotoxicity is, discuss phytotoxicity issues we are finding on spruce and fir and provide guidelines to help reduce damage. (C)

BREAKOUT SESSIONS — CHOOSE-N-CUT AND RETAIL

2:00–3:15 High Speed Overview

Moderator - Tony Stefani, Board Member, MCTA

A panel of choose-n-cut and retail lot growers will recap their 2020 harvest season. The discussion will focus on sales, customer and staff experiences with COVID-19 plans, successes and a look forward to the 2021 season.

WHOLESALE

2:00–3:15 Keepability Research

Jeff Owen, Area Extension Specialist – Christmas Trees, NCSU

Needle retention is an important part of tree quality and customer satisfaction. Jeff Owen will update us on his research which looks at harvest timing, heat of respiration, forced air cooling, retail pallet studies and the potential post-harvest application of an ethylene blocker, 1-MCP.

C = Pesticide Recertification Credits (Michigan)