

# Welcome to the Michigan and Mid America Christmas Tree Association Summer Meeting!

We are excited to welcome Christmas tree growers from throughout the Midwest and around the country for this special event. We are also proud to be hosting the National Christmas Tree Contest in conjunction with our summer meeting.

All programming and tours take place at, or depart from, **Peterson's Riverview Nursery**. We thank Jerry, Josh and Anne Peterson for hosting this event.

Your registration fee includes all programming, tours, admission to the trade show and meals. We will be serve continental breakfast on both days; lunch, reception and dinner on Friday; and lunch on Saturday.

**Design Your Own Tours** - We are offering a variety of tours and programs that will run simultaneously. You can select those presentations that most interest you and create your own custom schedule. Most programs and tours will run multiple times over the two day event. All tours are within a few minutes of Peterson's and buses will depart from Peterson's.

## Programs:

### Maximizing Your Herbicide Performance

Weed control is an important and potentially costly activity for a Christmas tree producer. Tracey Harpster of Pennsylvania State University will provide a review of pre and post weed control programs and offer tips to help you get the biggest bang for your weed control buck.

### The Tree Starts Here

Jim Rockis is presenting a session on what is involved in seed collecting, seed extraction and seed storage. One of the most important aspects of the Christmas tree industry is the ability to procure viable seed. Jim will share his insights on new species such as; Nordmann and Turkish Fir, as well as some of the old standbys: Fraser, Canaan and Douglas Fir.

### Wreath Inspirations

Nationally-renowned floral designer, Alice Waterous, will entertain and engage attendees as she demonstrates creative wreath designs and techniques. Alice is known for her ability to mesh high-style design with natural elements. Participants will be inspired by wreath designs that will appeal to a diverse customer base and will also take away tips to create those designs in an efficient way.

### 2013 Sales Results

Rick Dungey, National Christmas Tree Association will present the 2013 Season Consumer Tracking

Poll Results & Season Highlights. Be among the first to view the results of the 2013 season Harris Interactive consumer poll and find out what they mean for the industry. We'll also recap the major news stories of the 2013 season and how NCTA helped to shape them. But it's more than just what the survey shows about total trees purchased, for how much and from where. It's about our industry listening to consumers and what they say about our product.

### Optimizing Your Pesticide Decisions

Understanding how a pesticide works is critical in making pest management decisions and helps you optimize pesticide selection and timing. Erin Lizotte, MSU Extension will discuss pesticide mode of action and implications on management for producers.

**Check-off Update** – Betty Malone, former chair of Christmas Tree Promotion Now, will review the process that led to the eventual approval of the Christmas Tree Research and Promotion Order (check-off) and provide an update on the future of the program.

### Cover crops

Christina Curell and Paul Gross, MSU Extension, will discuss how to choose and use cover crops to improve soil structure and productivity. An infiltration table will demonstrate the impact of different types of cover on water movement.

## Tours:

**Badger Evergreen Field Tour - Zantello** – Badger Evergreen grows a variety of conifers for use as Christmas trees as well as the landscape market. On this tour participants will be able to view and discuss several species of true firs; Concolor, Korean, Corkbark and Canaan. Dr. Bert Cregg and Brent Crain, MSU will discuss coning issues of Fraser fir and provide an update on their research efforts to minimize cone production.

**Badger Evergreen Field Tour - Klein** – The Klein field tour features a discussion of cultural and production practices of Scotch pine and Douglas-fir. In addition, Jill O'Donnell of MSU Extension will present the Four R's of Nitrogen Success; helping growers better understand the strategies associated with efficient nitrogen management in Christmas tree production. Erin Lizotte, MSU Extension, will discuss how scouting, monitoring and identifying natural predators can be part of a successful Christmas tree IPM program.

**Badger Evergreen Nursery Tour – Peterson's Riverview Nursery Tour** – The unique climate and the proximity to Lake Michigan, provides ideal conditions for seedling production in southwest Michigan. In both the Badger and Peterson Nursery tours, guests will have the opportunity to tour the seedling nursery, learn more about each nursery's production practices, and view more than 20 different seedling varieties.

**Armintrout Felber Field Option 1** – This tour will feature a variety of conifers: spruce, fir, hemlock and some exotic conifers. On the Option 1 tour, guests will hear from Dr. Dennis Fulbright, Plant pathologist from MSU on a variety of current disease issues; particularly those we are currently experiencing in spruce.

**Armintrout Felber Field Option 2** – This tour will feature the same conifer varieties as tour Option 1, followed by ideas to solve your weed control problems with Tracy Harpster, PSU. Tracey will engage participants in discussion based on their concerns and successes with their weed control programs.

### Exotic conifers

Dave Armintrout, owner of Armintrout Nursery will lead a walking tour and discussion of their exceptional collection of unusual and exotic conifer species. Armintrout Nursery is a leading supplier of landscape evergreens and founder, Paul Armintrout was a pioneer in testing new seed sources and varieties.

**Janke Tree Farm – Choose & Cut Tour** – Mark and Hilde Janke have made their small, choose & cut Christmas tree farm a destination for hundreds of families in the Allegan area. With just six acres of Christmas trees, the Jankes have created a special holiday destination for their customers with a warm welcome a great customer service.

**Peterson's Riverview Nursery – Choose & Cut Tour** – In addition to seedling production, Jerry, Josh and Anne Peterson operate a choose & cut Christmas tree farm during the holiday season. This tour will demonstrate how they welcome their guests and manage the farm during the season.

**Peterson's Riverview Nursery – Wreath Production Tour** – This "mini tour" will demonstrate some of the production techniques and management practices that the Peterson's employ in their wholesale wreath production business. Anne Peterson has won a number of state and national Christmas wreath contests and that wreath production skill has translated into a business known for its high quality wreaths and garlands.

## Equipment Demonstrations:

A variety of equipment demonstrations will be offered throughout the meeting. One of the pieces of equipment to be demonstrated will be the Jutek High Clearance Tractor from Denmark. This unique tractor was developed specifically for the Christmas tree industry and includes a variety of implements including sprayers, row fertilizer, basal pruner, harvester and more. A schedule of demonstrations will be posted on site.