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University of California Cooperative Extension • Tulare County

Olive Notes



April 2003

CALIFORNIA OLIVE DAY – SOUTH

Thursday, May 8TH 2003

**Tulare County Agriculture Building
4437 South Laspina Street, Tulare CA**

7:30 A.M **CONTINENTAL BREAKFAST**

Courtesy: Olive Growers Council

Moderator: *Neil O'Connell, UC Farm Advisor, Tulare County*

8:00 **WELCOME OLIVE GROWERS**

Lanny Lund, Assistant Vice President-Programs, University of California, Oakland

8:15 **OLIVE FLY STATUS AND MANAGEMENT – PANEL**

Moderator: *Frank Zalom, Entomologist, Agricultural Experiment Station, UC Davis*

History And Current Status

Frank Zalom, Entomologist, Agricultural Experiment Station, UC Davis

Managing Olive Fly – Monitoring And Control

Marshall Johnson, Cooperative Extension Specialist, Kearney Agricultural Center

The Olive Fly Research Program In California

Jan Nelson, Manager, California Olive Committee

The Olive Fly Pest Control District

Terry Baker, Chairman, Olive Fly Pest Control District

Questions For The Panel

Continuing education credit requested

9:30 **OLIVE MECHANICAL HARVEST – PANEL**
Moderator: *Louise Ferguson, Cooperative Extension Pomologist, Kearney Agricultural Center*

Mechanical Harvest Background And Current Status
Dan Dreyer, Olive Grower and Chairman, California Olive Committee

Economics Of Mechanical Harvest
Karen Klonsky, Cooperative Extension Specialist, UC Davis

Preparing An Orchard For Mechanical Harvest
Louise Ferguson, Cooperative Extension Pomologist, Kearney Agricultural Center

Mechanical Harvest Discussion
Cody McCoy, Bell-Carter Olive Company
Dennis Burreson, Musco Olive Company

10:45 **BREAK**

11:00 **TABLE OLIVE INDUSTRY MARKETING UPDATE**

Overview
Adin Hester, President, Olive Growers Council

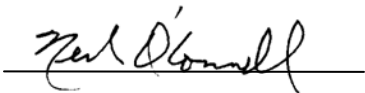
The European Perspective
Paul Vossen, UC Farm Advisor, Sonoma County

The Domestic Market Dynamic
Jan Nelson, Manager, California Olive Committee

Questions For The Speakers

12:00 P.M. **ADJOURN**

Neil O'Connell
Farm Advisor



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