

2010 Southern San Joaquin Valley Dried Plum Day - UCCE Auditorium - February 19, 2010
4437 South Laspina Street Tulare, CA

Moderator: *Elizabeth Fichtner, Farm Advisor, Tulare County*

- 8:00 am **Registration, coffee, and refreshments**
Refreshments paid for by the California Dried Plum Board
- 8:30 **Welcome**
Elizabeth Fichtner, UC Farm Advisor, Tulare County
- Prune Cultivar Development Update**
Sarah Bradley and Ted DeJong, UC Davis Plant Sciences Department*
- 9:00 **FASTRAC: Implication for Breeding and Response to Plum Pox Virus**
Elizabeth Fichtner, UC Farm Advisor, Tulare County; and Ralph Scorza, Research Horticulturist, USDA-ARS, Appalachian Fruit Research Station*
- 9:20 **Insect Management and Use of Reduced Risk Products**
Walt Bentley, UC IPM Advisor, Kearney Ag Center
- 9:50 **Using Insecticidal Oils for Control of Scale and Manipulation of Prune Bloom**
Franz Niederholzer, UC Farm Advisor, Sutter/Yuba Counties
- 10:30 **Coffee Break**
- 10:45 **Mechanical Pruning Trials on Prunes**
Bill Krueger, UC Farm Advisor, Glenn County
- 11:15 **Prune Food Safety Overview: Managing Human Pathogens (*E. coli*, *Listeria*, and *Salmonella*)**
Gary Obenauf, Research Director, California Dried Plum Board
- 11:40 **California Prune Industry Overview**
Richard Peterson, Executive Director, California Dried Plum Board
- 12:00 pm **Adjourn**
Independent producers remain for nomination meeting for appointments to the Prune Marketing Committee and the California Dried Plum Board.

* *presenter*

2.0 hours of PCA other have been applied for
3.0 hours of CCA have been applied for

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Elizabeth Fichtner
UCCE Farm Advisor
Tulare County

As a new Farm Advisor in Tulare County, I'd like to welcome dried plum growers of the Southern San Joaquin Valley to join us for our 2010 meeting on February 19th. It is my goal to utilize this program as an opportunity to meet the dried plum growers of Tulare County as a first step in reestablishing an extension program. This meeting will provide a platform for assessing grower and industry needs while exploring new horizons in cultivar development, use of reduced risk pesticide products, and orchard management strategies from prune- 'til bloom.

I joined UCCE in July 2009 after a six year tenure with UC Davis as a research scientist in applied plant pathology and soil science. I am eager to extend my background and interest to orchard systems while developing an extension program for Tulare County nut, olive, and dried plum growers.

I look forward to meeting you on February 19, 2010!

Please Help Us Plan for Snacks

Phone ahead (RSVP): 559-684-3300

Register at Door

Please complete registration below and bring cash or a check made payable to **UC REGENTS**

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**UNIVERSITY OF CALIFORNIA
COOPERATIVE EXTENSION**

**2010 Southern
San Joaquin Valley
Dried Plum Day**

**Friday
February 19, 2010**

University of California Cooperative Extension
4437 South Laspina Street
Tulare, CA

Mechanical Pruning

Managing Bloom

IPM

Cultivar Development

Food Safety



Continuing Education Requested

**2.0 hours of PCA other
3.0 hours of CCA**