

**2021 UW Division of Extension & WPVGA
Virtual Grower Education Conference
Tuesday, February 2, 2021**

Time	Morning General Session <i>Moderator: Mr. Tamas Houlihan</i>
8:20 - 8:30	Welcome and opening remarks - Tamas Houlihan, Executive Director, Wisconsin Potato and Vegetable Growers Association, Antigo, WI
8:30 - 9:00	Creating a new paradigm for potato breeding based on true seed. Dr. Jeff Endelman, Associate Professor, Department of Horticulture, University of Wisconsin, Madison, WI
9:00 - 9:30	Update on the Nitrate Targeted Performance Standard. Dr. Chris Clayton, Natural Resources Program Manager, Wisconsin Department of Natural Resources, Madison, WI
9:30 - 9:45	Morning Break
9:45 - 10:00	Top 5 Ways to Save Energy on Your Crop Farm. Mr. Saurabh Betawadkar, Focus on Energy, Madison, WI
10:00 - 10:15	The Future of High Yield and Quality. Mr. Rick Davidson, Vive Crop Protection, Marshall, IL
10:15 - 10:30	Sustainable Potato Production Systems. Dr. Chad Hutchinson, Global Director of Potato Research and Market Support, TriEst Ag Group, Jacksonville, FL
10:30 - 11:00	Nitrogen Management Strategies for Potato to Reduce Nitrate Leaching. Dr. Carl Rosen, Professor, Department of Soil, Water and Climate, University of Minnesota, St. Paul, MN
11:00 - 11:30	Current Perspectives in Seed Certification and Seed Potato Pathology. Dr. Renee Rioux, Assistant Professor, Department of Plant Pathology, University of Wisconsin, Madison, WI
11:30 - 12:00	Potato Flavor and Consumer Attitudes. Dr. Sastry Jayanty, Extension Specialist, Department of Horticulture and Landscape Architecture, Colorado State University, Center, CO
12:00 - 12:45	Lunch Break
12:45 - 1:10	NPC Update by Mike Wenkel, COO, National Potato Council
1:10 - 1:30	Industry Awards by Tamas Houlihan, WPVGA Executive Director & Kenton Mehlberg, President, WPVGA Associate Division
Afternoon General Session	
1:30 - 2:00	Pest Evolution and Control in the Genomics Era. Mr. Zachary Cohen, Wisconsin Distinguished Graduate Fellow, Department of Entomology, University of Wisconsin, Madison, WI
2:00 - 2:30	Integrated weed management and alternative crops update - Dr. Jed Colquhoun, Professor, Department of Horticulture, University of Wisconsin, Madison, WI
2:30 - 3:00	Emergence and Prevalence of Potato Mop Top Virus (PMTV). Dr. Julie Pasche, Associate Professor, Department of Plant Pathology, North Dakota State University, Fargo, ND

**2021 UW Division of Extension & WPVGA
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Wednesday, February 3, 2021**

Time	Early Morning General Session
8:00 - 8:30	Potatoes USA Update - Mr. John Toaspern, Mr. RJ Harvey, and Ms. Kayla Dome, Potatoes USA
8:30 - 9:00	Nitrate, Groundwater, and Agricultural Systems: Challenges and Opportunities. Mr. Kevin Masarik, Groundwater Education Specialist, University of Wisconsin, Stevens Point, Stevens Point, WI
9:00 - 9:30	Improving sustainability of potato production in Wisconsin. - Dr. Yi Wang, Assistant Professor, Department of Horticulture, University of Wisconsin, Madison, WI
9:30 - 10:30	Morning Break
10:30 - 11:00	Wake me up tomorrow, next month, or in 30 years: The future of water availability in the Central Sands. - Dr. Ankur Desai, Professor, Atmospheric and Oceanic Sciences, University of Wisconsin, Madison, WI
11:00 - 11:30	Nitrogen uptake and growth patterns of Russet varieties. - Dr. Matthew Ruark, Professor, & Ashmita Rawal, Graduate Student, Department of Soil Science, University of Wisconsin, Madison, WI
11:30 - 12:00	What we are learning about potato soft rot in the western U.S. Dr. Ken Frost, Assistant Professor, Department of Botany and Plant Pathology, Oregon State University, Hermiston, OR
12:00 - 12:45	Lunch Break
12:45 - 1:10	WPVGA Legislative Update. by Jordan Lamb, Attorney/Lobbyist, DeWitt Ross LLP
1:10 - 1:30	Industry Awards. by Tamas Houlihan, WPVGA Executive Director & Kenton Mehlberg, President, WPVGA Associate Division
	Afternoon General Session
1:30 - 2:00	Potato Quality and Bruise. Dr. Nora Olsen, Professor, Department of Plant Sciences, University of Idaho, Kimberly, ID
2:00 - 2:30	Insect management – regulatory, environmental and IRM considerations. Dr. Russell L. Groves, Professor, Department of Entomology, University of Wisconsin, Madison, WI
2:30 - 3:00	Understanding Public Perceptions of New Technologies in Agriculture. Dr. Dominique Brossard, Professor, Department of Life Sciences Communication, University of Wisconsin, Madison, WI
3:00 - 3:15	Afternoon Break
3:15 - 3:45	Integrating fungicide resistance management into potato disease control. Dr. Amanda Gevens, Professor, Department of Plant Pathology, University of Wisconsin, Madison, WI
3:45 - 4:00	Expanding the Circle of Innovation: Increasing Yields Through the Latest in Center Pivot Irrigation Technology. Mr. Wade Sikkink, Director of Global Product Management and Mr. Steve Risley, Wisconsin Regional Sales Manager, Lindsay/Oasis Irrigation, Plainfield, WI
4:00 - 4:15	Technology Tidbits with Team Swiderski. Mr. Rich Meyer, Mr. Brian Mattmiller and Mr. Dusty Stuczynski, Swiderski Equipment, Waupaca, WI
4:15 - 4:30	Closing Remarks and Thank You!