

2025 WPVGA & UW Division of Extension, Grower Education Conference

Tuesday, February 4, 2025

Holiday Inn Hotel & Convention Center, Stevens Point WI

Time	General Session - Expo 1 and 2		
7:30 - 8:20 am	Registration & Visit Associate Division Industry Show (Show open 8:00am)		
8:20 - 8:30 am	Welcome and Opening Remarks - Tamas Houlihan, Executive Director, Wisconsin Potato and Vegetable Growers Association, Antigo, WI		
8:30 - 9:00 am	The Ecosystem Elements of Potato Sustainability - Mr. John Mesko, Chief Executive Officer, Potato Sustainability Alliance, St. Croix Falls, Wisconsin		
9:00 - 9:30 am	Alternatives to Neonicotinoid Insecticides-Refinement of IPM Programs in Potato - Dr. Zsofia Szendrei, Professor, Department of Entomology, Michigan State University, East Lansing, Michigan		
9:30 - 10:30 am	Morning Break - Visit Exhibit Hall/Poster Session		
10:30 - 11:00 am	Potato Virus Initiative: Managing the Potato Tuber Necrotic Viruses - Dr. Alex Karasev, Distinguished Professor, Department of Entomology, Plant Pathology and Nematology, University of Idaho, Moscow, ID		
11:00 - 11:30 am	Applied On-Farm Trials for Understanding & Minimizing Black Dot - Dr. Matthew Maughan, Director of Agricultural Innovation and Sustainability, CSS Farms, Kearney, NE		
11:30am - 12:00pm	Innovating Agriculture through Research and Extension - A Land Grant University's Role - UW-Madison - Dr. Troy Runge, Associate Dean for Research and Extension, College of Agricultural and Life Sciences, University of Wisconsin, Madison		
12:00 - 1:15 pm	Lunch Break: National Potato Council Update - Kam Quarles, CEO, NPC WPVGA Awards		
Breakout Sessions	Expo 1 - Agricultural Fundamentals (101)	Expo 2 - Water Quality	Sands/Spruce - Agroecosystems
1:30 - 1:50 pm	Dr. Jed Colquhoun - Integrated Weed Management in Potatoes	Chuck Bolte - What Happens When the Rain Does Not Stop - The Story of 2024	Heather Gayton - "Farmers of the Roche-A-Cri" Producer-Led Watershed Group Update
1:50 - 2:10 pm	Dr. Jeff Endelman - Potato Breeding & Genetics	Steven Hall - Harvesting Plant Biomass to Decrease Nitrate Leaching	Jackson Parr - Tools to Prepare Wisconsin's Rural Communities for Amplified Weather Extremes in a Changing Climate
2:10 - 2:30 pm	Dr. Russ Groves - Insect Pest Management	Jeff Hadachek - Reducing Nitrate Losses: An Economic Perspective	Monica Schauer & Matt Ruark - Highlights from Central Sands NOPP Trials
2:30 - 3:30 pm	Afternoon Break - Visit Exhibit Hall/Poster Session		
Breakout Sessions	Expo 1 - Agricultural Fundamentals (101)	Expo 2 - Bringing Value to Ag	Sands/Spruce - Pest/Disease Management
3:30 - 3:50 pm	Dr. Amanda Gevens - Basics of Potato Diseases	3:30 Sara Wieland, EarthScout, LLC - Benefits of Soil Moisture Sensors for Irrigation Management	Zsofia Szendrei - Integrated Pest Management in Cole Crops
3:50 - 4:10 pm	Dr. Matt Ruark - Fertility Fundamentals	3:42 Jeramy Williams, American Drone - How Drones Enhance Efficiency and Sustainability in Agriculture	
4:10 - 4:30 pm	Dr. Yi Wang - Basics of Potato Irrigation Management	3:54 Dr. Phyllis King & Bobbi Kubish, Food + Farm Exploration Center - A Place for Connecting Food and Those Who Grow It	Olee Lam - Enhancing Early Season Detection of Early Blight (<i>Alternaria solani</i>) in Potato Crops Using Imaging Spectroscopy
		4:06 Jeremy Nunes, HGS BioScience - Increasing Soil Water Holding Capacity and Nitrogen Use Efficiency with Humic Acid	Alex Karasev - Manure Resistance to Potato Virus Y, a Possible Tool for Management
		4:18 Greg Downing, NuVia Technologies - The Difference Silicon Makes	
4:30 - 8:00 pm	Wisconsin Seed Potato Improvement Association and WPVGA Associate Division Reception		

2025 WPVGA & UW Division of Extension, Grower Education Conference

Wednesday, February 5, 2025

Holiday Inn Hotel & Convention Center, Stevens Point WI

Time	General Session - Expo 1 and 2		
7:30 - 8:15 am	Registration & Visit Associate Division Industry Show (Show open 8:00am)		
8:15 - 9:00 am	Potatoes USA Update and Outlook - Blair Richardson, President, Potatoes USA, Denver, CO		
9:00 - 9:30 am	A New Way to Look at In-Season Testing for Verticillium and Lesion Nematodes - Mr. Rob Schaefer, Agronomist and Founder, Mid-Michigan Agronomy, Dewitt, MI		
9:30 - 10:00 am	Lessons Learned from a Grower Supported Mail-Away PVY Test Project - Dr. Chakradhar Mattupalli, Assistant Professor, Department of Plant Pathology, Washington State University, Mount Vernon NWREC, WA		
10:00 - 11:00 am	Morning Break - Visit Exhibit Hall/Poster Session		
11:00 - 11:30 am	Managing Insecticide Resistance in Colorado Potato Beetle Through Collaboration with Our Neighbors - Mr. Karl Ritchie, Research Agronomist, Walther Farms, Three Rivers, MI		
11:30am - 12:00pm	Advancing Nematology and Bridging Basic Science to Agricultural Innovations - Dr. Peter DiGennaro, Assistant Professor, Department of Plant Pathology, University of Wisconsin-Madison		
12:00 - 1:15 pm	<p align="center">Lunch Break</p> WPVGA/State Legislative Issues Update - Jordan Lamb, Attorney, The Welch Group Farm to School Program - David Schneider, WI Department of Public Instruction		
Breakout Sessions	Expo 1 - Potato Marketing and Varieties	Expo 2 - Water Quality	Sands/Spruce - Wisconsin Muck Meeting
1:30 - 1:50 pm	Paul Mitchell - Growing a New Fresh Potato Brand	Steve Elmore - Groundwater Standard Setting in Wisconsin	Brian Nault - Considerations for Control of Onion Maggot and Onion Thrips
1:50 - 2:10 pm	Deana Knuteson - Healthy Grown - New Marketing Opportunities	Guolong Liang - Rooting for Clean Water: Innovative Strategies to Reduce Nitrate Leaching	
2:10 - 2:30 pm	Amber Walker - Update on Elite Potato Varieties Grown in Central Wisconsin and Associated Storage Success at the UW Storage Research Facility	Kevin Hedinger & Erica Borgardt - Evaluation of Nitrate Leaching and Groundwater Recharge: Work Completed and In-Progress	Jed Colquhoun - Implications of the Newly Enacted Endangered Species Act
2:30 - 3:30 pm	Afternoon Break - Visit Exhibit Hall/Poster Session		
Breakout Sessions	Expo 1 - Potato Agronomics and Breeding	Expo 2 - Pest/Disease Management	Sands/Spruce - Wisconsin Muck Meeting
3:30 - 3:50 pm	Rob Schaefer - Improving Gravity and Quality in a Chipping Potato	Sean Schoville - Abundance and Resistance Patterns of Colorado Potato Beetles in Wisconsin	Russ Groves - Asiatic Garden Beetle- An Emerging Below-Ground Pest
3:50 - 4:10 pm	Matthew Maughan - Practical Approaches to Adopting More Sustainable Farm Practices	Chakradhar Mattupalli - Effect of Location on the Development of Silver Scurf of Potato	
4:10 - 4:30 pm	Dennis Halterman - Facilitating Use of Disease Resistant Wild Potato Species in Diploid Breeding	Emma Terris - Characterizing the Genetic Mechanisms of Colorado Potato Beetle Insecticide Resistance	Jed Colquhoun - Precision Technologies in Laser Weeding
5:15 p.m. Social Hour 6:00 p.m. WPVGA Associate Division Banquet			

2025 WPVGA & UW Division of Extension, Grower Education Conference**Thursday, February 6, 2025****Holiday Inn Hotel & Convention Center, Stevens Point WI**

Time	General Session - Expo 1 and 2
8:00 - 8:30 am	Potato Breeding and Genetics - Jeff Endelman, Professor, Department of Plant & Agroecosystem Sciences, University of Wisconsin-Madison
8:30 - 9:00 am	Using AI-Driven Technologies in Potato Nutrient Management - Yi Wang, Associate Professor, Department of Plant and Agroecosystem Sciences, University of Wisconsin-Madison
9:00 - 9:30 am	Early Generation Seed Potato Advancement - Brooke Babler, Associate Research Program Director, WSPCP Program, Department of Plant Pathology, University of Wisconsin-Madison
9:30 - 10:00 am	Managing the Risk for Resistance to New Biopesticides - Russ Groves, Professor and Chairperson, Department of Entomology, University of Wisconsin-Madison
10:00 - 10:15 am	Morning Break
10:15 - 10:45 am	Can Non-Chemical Alternatives Overcome Herbicide Resistance and Regulation? - Jed Colquhoun, Professor, Department of Horticulture, University of Wisconsin-Madison
10:45 - 11:15 am	Rethinking Potato Early Blight Control in Central Wisconsin - Amanda Gevens, Professor and Chairperson, Department of Plant Pathology, University of Wisconsin-Madison
11:15 - 11:45 am	Crop Rotation, Nitrogen, and Soil Health - Matt Ruark, Professor, BCS Chair and Dairy Innovation HUB Director, Department of Soil Science, University of Wisconsin-Madison
11:45am - 12:00pm	Thank You and Concluding Remarks - Tamas Houlihan, Executive Director, Wisconsin Potato and Vegetable Growers Association
12:00 pm	Adjourn - Thanks for your Attendance and Participation
12:30 pm	WPVGA Annual Meeting