

Grower Tour: Remaining Competitive in Today's Market **Carpinteria June 10, 2008 7:30 am – 5:00 pm**

This CORF tour will board a bus at the Best Western Hotel, 4558 Carpinteria Ave, Carpinteria at 7:30 am and spend the day visiting flower and nursery growers who have adapted to changes in the market place and have remained successful in difficult times through the use of various strategies, including switching crops, niche marketing, expanding or changing markets, utilizing new technologies, and growing and marketing crops that are produced sustainably.

Tour Sites:

- **Westerlay Orchids:** Potted orchid nursery that completely retrofitted from cut roses
- **Ever-Bloom Inc:** Cut gerbera and anthurium grower producing flowers in state-of-the-art greenhouses and marketing proactive environmental practices
- **Rivendell Aromatics:** Lavender grower capitalizing on niche marketing and value-add products
- **San Marcos Growers:** Container nursery specializing in California-friendly, drought-tolerant plants

Speaker Presentations Include:

- The use of silicon to promote plant resistance to pests
- Myoporum thrips control
- Battling invasive pests, including the new treatment program for glassy-winged sharpshooter
- Strategies for conserving water and complying with water regulations, including growing drought-tolerant plants
- The Veriflora Certification Program for cut flowers and potted plants

Other topics Discussed and Demonstrated at Nursery Stops Include:

- Switching to more profitable crops and markets
- Finding niche markets and "Value-Added" products
- Growing and marketing sustainable crops
- Educating customers and increasing consumer demand for plant products
- Strategies to survive urban encroachment
- Using mechanization such as potting robots and internal transportation systems to reduce labor costs
- Focusing on high quality through the use of sophisticated climate and irrigation controls
- Saving energy through the use of high efficiency boilers, energy curtains, use of lower nighttime electrical rates, solar energy, "smart" coolers

Speakers/Tour Hosts:

- Joe and Toine Overgaag, Westerlay Orchids
- Ed Van Wingerden, Ever-Bloom Inc.
- Sandy and Roland Messori, Rivendell Aromatics
- Randy Baldwin, San Marcos Growers
- Michael Keyes, Scientific Certification Systems (for Veriflora)
- Michelle Dennis, California Department of Food & Agriculture
- Tom Costamagna, Department of Entomology, UC Davis
- Jim Bethke, UC Cooperative Extension, San Diego
- Julie Newman, UC Cooperative Extension, Ventura

Continuing Education and Conditional Waiver credit has been applied for this event. Registration fees include bus transportation, lunch at Carpinteria Lions Park, refreshments, and binder handouts. Check the CORF website (<http://corf.org>) for program details and for a link to registering on-line.

Hotel Accommodations: Best Western Hotel, 4558 Carpinteria Ave, Carpinteria, CA – 15 rooms have been blocked at \$99/night for a June 9 stay. Book before June 2 and mention code: “CORF”.

Registration

Please register on-line to expedite processing and for credit card payment. at: <http://groups.ucanr.org/ehric>
To register by mail, please fill out the following information and make checks payable to “UC Regents”:
 Mail this form and your registration fees to **Environmental Horticulture Research & Information Center, Department of Plant Sciences, Mailstop 2, University of California, One Shields Ave., Davis, CA 95616-8780:**

Name #1	Daytime Phone	
Name #2	Daytime Phone	
Company	Fax	
Address	City	State, Zip
Email		

Please provide us with your email address so we may send you important meeting information. Registration confirmation will be emailed to registrants.

I would like to register for the following education programs:

	Early (before June 2) \$90/PERSON	Late (after June 2) \$120/PERSON
CORF Grower Tour Tuesday, June 10, 2008		

Number of registrations:

Total registration fees enclosed: \$ _____

Late Registration: Late and on-site registrations will be accepted only if space is available. Meals cannot be guaranteed for late registration but we will do our best to try to accommodate. For on-site registrations, we can only accept cash or checks. No credit cards, please.

Refund Policy: Refund requests must be received in writing (mail or email) by May 30, 2008. There will be a \$10 processing fee for all refunds.

For more information: Please contact the CORF office at 530-754-9708 or CORF@ucdavis.edu for more information. All CORF Programs are ADA Compliant. Should you need assistance, please us 5 days prior to the program”



CORF Sponsorships are available for this and future events at levels ranging from \$500 to \$5000. Please contact the CORF office at 530-754-9708 or CORF@ucdavis.edu for information concerning the sponsorship level benefits.

We wish to thank our Tour sponsors:



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