The 2010 Midwest School for Beginning Apple Growers

Emphasizing sustainable and organic production methods and marketing

Helping you get started as an apple orchardist and marketer

This intensive three-day school demonstrates what it takes to set up and run a successful orchard business. Topics include:

- Business planning
- Orchard establishment
- Pest management
- Facilities and equipment
- Post-harvest handling and marketing and more!

Sponsors:

Center for Integrated Agricultural Systems University of Wisconsin-Madison

North Central Risk Management Education Center

Registration form

Name ____________________________
Farm/Business ____________________
Address __________________________
City ______________________________
State ___________ Zip ______________
Telephone ________________________
E-mail ___________________________

We’d like to know more about you in order to prepare for the course!

Have you ever grown apples before?

__________________________________________

Do you already operate a farm? If so, what do you produce?

__________________________________________

Do you have access to land for your orchard business?

__________________________________________

What are your apple marketing interests?

__ Farmers’ markets  __ Farmstand/store
__ Wholesale  __ Processing
__ CSA  __ Pick-your-own
__ Other ____________________________

Dietary preference for lunches:

Vegetarian____  Vegan____  None____

__________________________________________

Beginning Grower Schools at CIAS

The Center for Integrated Agricultural Systems has a long history of popular and innovative educational programming designed to help the next generation of sustainable growers, including:

WI School for Beginning Dairy and Livestock Farmers, since 1995
WI School for Beginning Market Growers, since 1998
WI Cut Flower Growers School, since 2006

For more information, see www.cias.wisc.edu

Location

The school will be held at the University of Wisconsin-Madison campus. Directions and parking information will be sent after you enroll.

Meals and lodging

Lunches and snacks are provided. Lodging arrangements must be made on your own. A block of rooms has been reserved at the Lowell Center, a campus lodging facility one block from the classroom. Phone: (866) 301-1753.

Other options near campus include:

- Doubletree, (608) 251-5511
- Best Western, (608) 233-8778
- Madison Youth Hostel, (608) 441-0144

Check the internet for other options.

Application deadline

Please enroll before January 22.

Is this workshop right for you?

This course is intended for people who are serious about starting an orchard business in the midwest. To learn more about the school contact John Hendrickson at the Center for Integrated Agricultural Systems, UW-Madison, 608-265-3704 or jhendric@wisc.edu
What do we offer?

- A unique program that combines knowledge from experienced growers and UW faculty
- Opportunities to understand basic concepts in apple production and what it takes to organize and succeed in this type of business
- Extended time with experienced growers, each offering unique perspectives, invaluable tips and practical know-how
- A chance to network and learn from fellow orchardists, farmers and entrepreneurs

Our intensive, three-day course gives you a realistic picture of what it takes to run a successful orchard operation—including capital, management, labor and other resources. Topics include soil fertility, pest management, business planning, risk management, recordkeeping, marketing and economics.

Days and Times

February 5, 6, 7, 2010
9:00 a.m. to 4:30 p.m. Friday
8:00 a.m. to 4:30 p.m. Saturday
8:00 a.m. to 4:00 p.m. Sunday

2010 instructors

Sharing their expertise and enthusiasm as featured speakers are Bob Barthel and Nino Ridgway, Barthel Fruit Farm, Harry and Jackie Hoch, Hoch Orchard and Gardens, and Matt Stasiak of the Peninsular Agricultural Research Station, Sturgeon Bay. Their marketing strategies include farm stores, farmers’ markets, wholesale, retail stores and value-added processing. Each will bring a unique perspective as well as their favorite tools and resources for our popular show-and-tell tables. These growers will also bring real-life pest data for hands-on activities enabling participants to understand different management strategies.

These growers will be joined by University of Wisconsin fruit specialists Dan Mahr and Patricia McManus. Together, this team represents some of the premiere experts in the region for teaching and using IPM and organic orchard management. Additional speakers will help cover topics such as business planning, risk management and more!

School Sponsors

The Midwest School for Beginning Apple Growers is sponsored by the Center for Integrated Agricultural Systems, College of Agricultural and Life Sciences, University of Wisconsin-Madison, with funding from the North Central Risk Management Education Center.