



58th Annual Open House and Trade Show! January 17 and 18, 2024

We invite you to join the North Carolina Blueberry Council and North Carolina State University for the primary educational meeting for blueberry growers in the state and region. The 58th Annual Open House and Trade Show will be held January 17-18, 2024 at the Charlie Rose Expo Center, Crown Complex, Fayetteville, North Carolina.

Our 2024 educational program is STRONG – including a research station update from John Garner, new results from testing of organic fungicides by Bill Cline, and a review of cultivar development at Castle Hayne by Jessica Spencer. We are also excited to have retired UGA horticulturist and consultant Gerard Krewer on the program this year, to talk about the use of ethephon in the Fall (for bloom delay the following Spring). We will also quiz Gerard about algal stem blotch - this disease is common further south, and is now appearing on some farms in NC. Mike Mainland will present data on the relationships between phenotype measurements (size, firmness) and keeping quality for each of the 82 cultivars he evaluated 2006-2019. Terry Bland will give a cultivar update, along with an overview of his recent trip to see blueberry production in Australia! Mark Seitz and Matthew Strickland will offer pesticide safety training (category V) for those who need credits to meet their certification requirements. In addition to the educational program, our new and returning vendors will be showcasing products to benefit your business during our Trade Show hours.

Group Hotel: If you are staying overnight to attend both days we strongly encourage you to stay at the Doubletree Fayetteville at our negotiated group rate of \$142 for a Double Queen room or \$146 for a King room. Please see the Housing section on the registration form for reservation instructions.

Here's the preliminary schedule (subject to change – please check the website listed below for updates):

Wednesday, January 17	8:00 am – 8:30 am	Registration and Breakfast
	8:30 am – 12:30 pm	Educational Sessions
	12:30 pm – 1:30 pm	Lunch
	1:30 pm – 5:00 pm	TRADE SHOW
Thursday, January 18	8:00 am – 8:30 am	Breakfast
	8:30 am – 10:30 am	TRADE SHOW
	10:30 am – 11:45 am	Educational Sessions
	11:45 am – 1:00 pm	Lunch
	1:00 pm – 2:00 pm	Business Meeting (Members Only) and Door Prizes
	2:00 pm – 4:00 pm	Pesticide Safety Training (Category V)

Enclosed you will find the registration form. **We urge you to register PRIOR to the show to avoid the hassle and increased cost of registering onsite.** For further information, contact Brenda Park, Executive Director, at 864-361-1598 or b.park@ncblueberrycouncil.org. Hope to see you there!

Sincerely,

Ralph Carter, Jr., President

Visit www.BlueberryTradeShow.com
for updates on the show!

Representing All Blueberry Growers in North Carolina
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