MEETING ANNOUNCEMENT

9TH ANNUAL TEHAMA COUNTY PRUNE DAY

CO-SPONSORED BY

UC COOPERATIVE EXTENSION, TEHAMA COUNTY AG COMMISSIONER’S OFFICE,
CALIFORNIA DRIED PLUM BOARD & SUNSWEET GROWERS INC.

FRIDAY - FEBRUARY 3, 2012

8:00 AM - 1:30 PM

Red Bluff Elks Lodge, 355 Gilmore Road, Red Bluff, CA

--- Registration Form Enclosed or Register On-Line at: cetehama.ucdavis.edu go to 'Orchard Crops" -"Upcoming Meetings"

Prune Day is a University of California Cooperative Extension Program designed to provide orchard information to growers, PCA’s and related agri-business people. Anyone interested in prune production is encouraged to attend. Handicapped facilities are available. .5 hours of PCA credit has been requested. For more information, please call Richard Buchner or Cindy McClain at the Farm Advisors Office 527-3101.
The $15 registration covers lunch and meeting costs on a break-even basis.

PUBLICATIONS AVAILABLE for PURCHASE

Cost Study for Prunes in Sacramento Valley  -Free-
IPM Prune Binder  $ 30.00
Integrated Pest Management - Stone Fruits $ 35.00
Tree Fruit Pest I.D. & Monitoring Cards Set $ 15.00
Prune Seasonal Guide  $ 7.00
Private Applicators Guide  $ 7.00
Weeds of the West  $ 35.00
Weeds of California (2 book set) $ 80.00
PRUNE DAY SCHEDULE

Friday - February 3, 2012

8:00 AM - REGISTRATION
- PCA and Private Applicator sign-ups
- Pick up Lunch Tickets
- Coffee and Doughnuts

8:30 AM --- MARKETING VALUE of GROWING LARGE HIGH QUALITY PRUNES
by Brad Schuler—Vice President, Global Sales & Business Development,
Sunsweet Growers Inc.

9:00 AM --- IRRIGATING to PRODUCE LARGE HIGH QUALITY PRUNES
by Allan Fulton—UCCE Farm Advisor, Tehama County

9:30 AM --- CROP LOAD EFFECT ON PRUNE SIZE AND QUALITY
by Richard Buchner—UCCE Farm Advisor, Tehama County

10:00 AM --- TEHAMA COUNTY AG COMMISSIONER REGULATORY UPDATE
by Doug Compton - Assistant Ag Commissioner

10:30 - 10:40 AM -- BREAK --

10:40 AM --- ZINC NUTRITION for PRUNE PRODUCTION
by Scott Johnson—Cooperative Extension Pomologist, Kearney Ag Center

11:10 AM --- MAXIMIZING GROWER PROFIT in TOUGH TIMES
by Franz Niederholzer—UCCE Farm Advisor—Sutter/Yuba Counties

11:40 AM --- PRUNE MARKETING UPDATE
by Donn Zea—Director of the California Dried Plum Board

12:15 PM --- BUFFET LUNCH - Only by Prepaid Reservation
QUESTION & DISCUSSION PERIOD
REGISTRATION FORM

2012

TEHAMA PRUNE DAY

FRIDAY - FEBRUARY 3, 2012

*** Registrations must be received by Friday—January 27, 2011***

Cost $15.00 per person to cover lunch and meeting expenses.

Register ON-LINE at http://cetehama.ucdavis.edu

Credit Card Capable
Go to "Orchard Crops"-"Upcoming Meetings"

********** OR **********

Detach and mail this form with a check made payable to “UC Regents”.

Mail to: UC Cooperative Extension
Prune Day
1754 Walnut Street
Red Bluff, CA 96080

Name:______________________________________________________________________

Company:___________________________________________________________________

Address: _______________________________ City:_____________ State:____ Zip:______

Day Phone: ______________________________ Amount Enclosed: $__________________

Email Address: ______________________________

If Reservation is for more than one person, please list names of others attending:

__________________________________________________________________________

__________________________________________________________________________

For Questions or more information, contact:
Richard Buchner or Cindy McClain
(530) 527-3101
Save the Date

Tehama Prune Day
Friday- February 3, 2012