



November 10, 2023  
at the  
BIG Fresno Fairgrounds  
in Fresno, California

Serving California Grape, Nut  
& Tree Fruit Growers

- Grape, Nut & Tree Fruit Seminars
- Continuing Education Credits
- Free Breakfast & Tri-Tip Lunch

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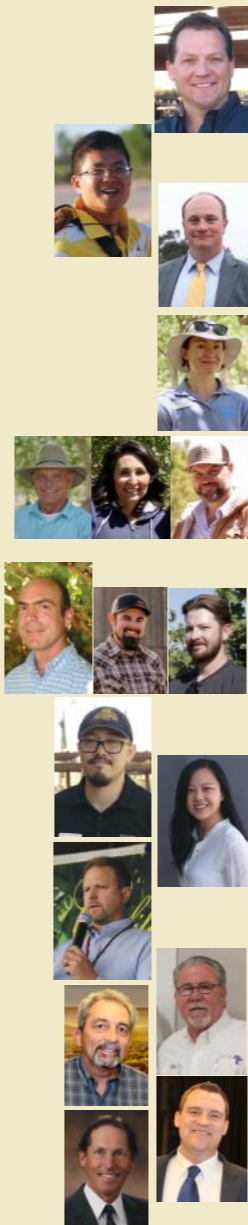
(2 hours PCA CEUs & 5 hours CCA CEUs Pending)



Scan Here to  
Register to Attend

**(Grape/Tree Fruit Sessions)**

- 7:00 am Registration  
7:15 - 9:00 am **Grape & Tree Fruit Industry Breakfast**  
7:15 - 7:30 am **Welcome and Introduction**  
Dan Malcolm, Publisher, American Vineyard
- 7:30 - 8:00 am **“The More the Better? – Raisin Crop Load Management”**  
George Zhuang, UCCE Viticulture Advisor, Fresno County
- 8:00-8:30 am **“State of the Table Grape & Tree Fruit Industry”**  
Adam Borchard, Director of Gov’t & Public Policy, California Fresh Fruit Association
- 30 Minute Break & Exhibits -----
- 9:00 - 10:00 am **“Grower Experience & Incentives for On-Farm Groundwater Recharge”**  
Moderated by Wendy Rash, USDA-NRCS  
Featuring Chowchilla/Madera Grape & Nut Growers: Mark Hutson – Jennifer Peters – Nick Davis
- 30 Minute Break & Exhibits -----
- 10:30 - 11:00 am **“New DOV Raisin Varieties – Weathering the Test of Time”**  
Matthew Fidelibus, UCCE Viticulture Specialist – Austin Hubbell, Marthedal Farms – Steven Cardoza, Cardoza & Cardoza Farming Co
- 11:00 - 11:30 am **“Spatial Soil Variability & Wine Grape Composition”**  
Cliff Yu, Fresno State Department of Viticulture & Enology
- 11:30 - 12:00 pm **“Designing Fungicide Rotations for Powdery Mildew & Bunch Rot Control” (30 Min PCA CEUs)**  
Tian Tian, UCCE Viticulture Advisor, Kern County
- 12:00 - 2:00 pm **State of the Grape Industry Tri-Tip Lunch**  
12:30 - 1:00 pm **“State of the Wine & Concentrate Grape Industry”**  
Jeff Bitter, President, Allied Grape Growers
- 1:00 - 1:30 pm **“State of the Raisin Grape Industry”**  
Charles Salmon, Chairman, Raisin Bargaining Association  
Dwayne Cardoza, Board Member, Raisin Bargaining Association  
Steve Loftus, President & COO, Sun-Maid Growers  
Steve Kister, Chairman, Sun-Maid Growers



**(Nut/Tree Fruit Sessions)**

- 7:00 am Registration  
7:15 - 9:00 am **Nut Grower/PCA Breakfast**  
7:15 - 7:30 am **Welcome and Introduction**  
Matthew Malcolm, Editor Pacific Nut Producer
- 7:30 - 8:30 am **“New & Upcoming Pesticide Regulations to Prepare For” (1hr Laws & Regs CEUs)**  
Shawn Athayasay & Amanda Zito, Fresno County Department of Ag
- 30 Minute Break & Exhibits -----
- 9:00 - 9:30 am **“Pistachio Dormancy Research Update from Fresno State”**  
Gurreet Brar, CSU Fresno, Dept. of Plant Science
- 9:30 - 10:00 am **“State of the Pecan Industry”**  
Karlene Hanf, President, California Pecan Growers Association  
Blake Houston, HNH Nut Co., American Pecan Council Board
- 30 Minute Break & Exhibits -----
- 10:30 - 11:00 am **“State of the Pistachio Industry”**  
Richard Matoian, President, American Pistachio Growers
- 11:00 - 11:30 am **“State of the Walnut Industry”**  
Robert Verloop, CEO/Executive Director, California Walnut Board & Commission
- 11:30 - 12:00 pm **“State of the Almond Industry”**  
Richard Waycott, President & CEO, Almond Board of California  
Clarice Turner, (Incoming) President & CEO, Almond Board of California
- 12:00 - 2:00 pm **Grower/PCA Tri-Tip Lunch**  
12:15 - 12:45 pm **“New Findings on Phosphorus Fertilization of Newly Planted Almonds”**  
Phoebe Gordon, UCCE Orchard Systems Advisor
- 12:45 - 1:15 pm **“A New Approach to Measuring Chill Accumulation in Cherry”**  
Giulia Marino, UCCE Orchard Systems Specialist, UC Davis Plant Sciences
- 1:15 - 1:45 pm **“Orchard & Vineyard Weed Management in a Wet Year” (30 Min PCA CEUs)**  
Jorge Angeles, UCCE Weed Management & Ecology Advisor, Tulare/Fresno/Kings Counties

