GETTING STARTED IN THE GREENHOUSE SCHOOL
Southern Piedmont Ag Research and Extension Center,
Blackstone, Virginia

Day 1 – Tuesday, November 11, 2014

8:00-8:30  Registration (coffee and snacks)

8:30-8:40  Welcome and Orientation
Joyce Latimer, Virginia Cooperative Extension (VCE)

8:40-9:30  Overview of Business Planning for a Greenhouse Operation
Joyce Latimer, VCE

9:30-11:00  Greenhouse Vegetable Production
Allen Straw, SW VA AREC, VCE

BREAK

11:15-12:30  Greenhouse Structures and Operations (Heating, Cooling
and Environmental Control Systems)
Allen Straw, VCE

12:30-1:00  Lunch (included in registration fee)

1:00-1:45  Hydroponic Systems – Construction and Operation
Chris Mullins, VCE, Virginia State University

1:45-3:00  Installation and Production Tips for Hoop house Agriculture
Chris Mullins, VCE, Virginia State University

BREAK

3:15-4:00  Developing a Marketing Plan for Greenhouse Production
Dixie Watts Dalton, Southside Virginia Community College

4:00-4:45  VDACS Marketing Programs for Greenhouse Crops
Rick Baker, VDACS

4:45-5:00  Marketing Q&A
Dixie Dalton and Rick Baker

Day 2 – Wednesday, November 12, 2014

8:00-8:15  Coffee and snacks

8:15-9:30  Greenhouse Media, Fertility, and Irrigation
Joyce Latimer, Extension Specialist, Virginia Tech

9:30-10:15  Integrated Pest Management in the Greenhouse: Diseases
Mike Likins, Chesterfield County Extension Director

BREAK

10:30-11:15  Integrated Pest Management in the Greenhouse: Insects
and Mites
Eric Day, Insect ID Lab, Virginia Tech

11:15-12:00  Bedding Plants and Other Flowering Crops
Holly Scoggins, Horticulture, Virginia Tech

12:00-12:45  Lunch (included in registration)

12:45-1:45  Specialty Cut Flower Production
Holly Scoggins, Horticulture, Virginia Tech

1:45-2:30  Cost of Production/Calculating Profitability
Speaker TBA, Colonial Farm Credit

BREAK

2:45-3:30  Fresh Produce Food Safety in Edible Crop Production
Amber Vallotton, Fresh Produce Food Safety Team Coordinator, VCE

3:30-4:30  Greenhouse Energy Conservation Practices and Opportunities
Joyce Latimer, VCE; John Ignosh, VCE

4:00-4:45  VDACS Marketing Programs for Greenhouse Crops
Rick Baker, VDACS

4:45-5:00  Marketing Q&A
Dixie Dalton and Rick Baker

4:15-5:00  Additional Resources for Greenhouse Management and Troubleshooting
Joyce Latimer, Extension Specialist, Virginia Tech
REGISTRATION FORM
(fill out one form per attendee or couple, please make additional copies as needed)

Name: ____________________________
Accompanied by: ________________ ________________
Address: ____________________________
City: ________________________________
State: ________ Zip Code: ________
Telephone: ____________________________
Email: ____________________________

Registration Fee*: postmarked: By Oct. 28th After Oct. 28th
Greenhouse Business School $ 99.00 $125.00
Companion (no CD or handouts) $ 75.00 $100.00

TOTAL ENCLOSED $_____ $_____

*Includes handouts, breaks and lunch on Tuesday and Wednesday, and a CD version of the ~500-page Greenhouse Operator’s Training Manual published by the Virginia Flower Growers Association. Print copies available for sale at program.

Vegetarian meals? ___ yes ___ no

Make check payable to: VFGA
Mail registration to: Joyce Latimer, Department of Horticulture (0327), 490 West Campus Dr, Virginia Tech, Blacksburg, VA 24061

For more info (including hotels) contact Joyce Latimer, call (540) 231-7906 or e-mail jlatime@vt.edu

If you are a person with a disability and desire any assistive devices, services or other accommodations to participate in this activity, please contact Haley Norton at (434) 645-9315/ (800) 828-1120 TDD during business hours of 8:30 am through 4:30 pm to discuss accommodations at least five days prior to the event.

You’re Invited to Attend the........

Getting Started in the

Greenhouse Business School

Tuesday, November 11 and
Wednesday, November 12, 2014

Southern Piedmont Agricultural Research and Extension Center

2375 Darvills Road, Blackstone, VA 23824

Co-sponsored by

Virginia Cooperative Extension
Virginia Flower Growers Association

With support from a grant awarded to Virginia Cooperative Extension by the Virginia Tobacco Indemnification and Community Revitalization Commission to assist farmers to identify improvements in energy usage and options for more efficient equipment and systems.