

# Midwest School for Beginning Apple Growers

Helping you get started in a sustainable orchard business

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 market opportunities and marketing strategies, orchard design and establishment, pest and disease management, equipment and labor needs, and financial realities.

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



**WHEN:** March 10, 11 and 12, 2017  
**TIMES:** 9–4:30 Friday; 9–4:30 Saturday; 9–4:30 Sunday  
**LOCATION:** University of Wisconsin-Madison  
**COST:** \$325

## 2017 instructors

Featured instructors include Bob Barthel, Barthel Fruit Farm; Laura Tisch, Munchkey Apples; and Rami Abuomia, Atoms to Apples. These orchards' marketing approaches include you-pick, farm stores, farmers' markets, wholesale, retail, CSAs and value-added processing. Each will bring a unique perspective as well as favorite tools and resources. The course will be facilitated by Matt Raboin, Outreach Specialist at the University of Wisconsin-Madison Center for Integrated Agricultural Systems. Matt is also an apple grower and an award-winning hard cider producer. These instructors will be joined by University of Wisconsin-Madison fruit crop specialists Christelle Guedot, Amaya Atucha and Patty McManus. This team includes premier experts in the region for IPM and organic orchard management tools and techniques.

## 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 whether this class is a good fit with your experience and goals, **contact Matt Raboin at the Center for Integrated Agricultural Systems, UW-Madison, (608) 630-7458 or [raboin@wisc.edu](mailto:raboin@wisc.edu).**



## Beginning Grower Schools at CIAS

The Center for Integrated Agricultural Systems has a long history of popular and innovative educational programming 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](http://www.cias.wisc.edu)

**At left:** Bob Barthel teaching 2013 participants about tree training and pruning in Bayfield, WI

# Midwest School for Beginning Apple Growers

Register and pay online at:

<https://uwccs.eventsair.com/apple2017/reg>

Or complete and mail this form, with payment, to: CALS Conference Services, 640 Babcock Drive, Madison, WI 53706

**Preregistration is required; we apologize, but walk-ins cannot be accommodated**

Name: \_\_\_\_\_ Partner/spouse (if attending): \_\_\_\_\_

Vegetarian  Vegan  Gluten-free  Dairy-free  Vegetarian  Vegan  Gluten-free  Dairy-free

Farm/Business \_\_\_\_\_

Address \_\_\_\_\_

(Street)

(City)

(State)

(Zip)

Phone \_\_\_\_\_ Email \_\_\_\_\_

**NOTE:** Please provide a functional email address as we will use it to communicate with you prior to the class.

**Individual fee:** \$325 \_\_\_\_\_

**Partner/spouse fee:** \$150 \_\_\_\_\_

Note: Partner/spouse does not receive a second binder BUT can receive a USB drive if desired.

**TOTAL:** \_\_\_\_\_

Please enclose total fee. Payment must be made at time of registration.

\_\_\_\_\_ Check enclosed (payable to University of Wisconsin)

\_\_\_\_\_ Please charge. Circle one: Visa      MasterCard      Amer Exp      Discover

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on card \_\_\_\_\_ Signature \_\_\_\_\_

**Location:** The 2017 school will be held on the University of Wisconsin-Madison campus. Details and a map (and information about parking) will be sent to you after you enroll.

**Meals and lodging:** Lunches and snacks will be provided. Lodging arrangements need to be made on your own. On-campus options include: Lowell Hall (866-301-1753), Wisconsin Union (608-262-1583), or the Short Course Dorm (608-262-2270). Check online for options near campus (some with free campus shuttles).

**Registration questions?** Contact CALS Conference Services:

conference@cals.wisc.edu

(608) 263-1672

FAX: (608) 262-5088

**Program questions?** contact Matt Raboin at the Center for Integrated Agricultural Systems:

raboin@wisc.edu

(608) 630-7458