

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 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 6-8, 2020
TIMES: 9–4:30 Friday; 8–4:30 Saturday; 8–4:30 Sunday
LOCATION: University of Wisconsin-Madison
COST: \$375 (partner/spouse rate is \$125)

instructors

Featured instructors include Rami Abuomia, Atoms to Apples and Henry Morren of Morren Orchard and Nursery. Each experienced grower-instructor brings a unique perspective, business management and marketing expertise, and passion for growing apples. The magic of this program is the opportunity to spend extended time with experienced orchardist to get a complete picture of their businesses, lessons learned, and practical knowledge. These grower-instructors will be joined by University of Wisconsin-Madison fruit crop specialists Christelle Guedot and Amaya Atucha. The weekend will include a tour of two local orchards on Sunday afternoon and a dive into the Fruit and Nut Compass - a brand new financial planning tool to help growers project expenses and income for a perennial crop farm business.

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 John Hendrickson at the Center for Integrated Agricultural Systems, UW-Madison, (608) 265-3704 or jhendric@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

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:

www.cias.wisc.edu/midwest-school-for-beginning-apple-growers/

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: \$375 _____

Partner/spouse fee: \$125 _____

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 2020 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) and the Wisconsin Union (608-262-1583). 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 John Hendrickson at the Center for Integrated Agricultural Systems:

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