



**HSGA Summer Conference & Variety Trials  
September 8 to 10, 2010 Geneva, NY**

**ITINERARY**

**WEDNESDAY, September 8**

**EVENING:**

Arrive in Geneva, New York. Our hotel is the Ramada Geneva Lakefront, centrally located near all our meeting activities. We're staying on the north end of beautiful Lake Geneva, a lively resort area where you'll find lots of great activities for everyone.

**Wednesday evening:**

Settle in, and then attend the opening reception at 7:00 pm hosted by Terra Organics. Spend a little time socializing with new and old friends.

**THURSDAY, September 9**

**Breakfast:** Gather at our hotel for a breakfast and quick membership meeting before we leave on our first tour.

**I. HGSA Summer Membership Meeting – EZ from Seed**

We've all read about it and most of us have experienced a sharp up turn in vegetable sales this season. Becoming a gardener has taken on a new cachet and growing your own food is the "next best thing". Let's all have a quick breakfast and talk about how the HGSA can help all members continue to grow their markets.

**MORNING:**

**Stop #1**

Tour of the HGSA members variety trials. Dr. Walt Whitwood has a long history of trialing new vegetable varieties. Everyone will have a chance to evaluate the varieties they donated, discuss trials results with others and take photos. Members will find this tour both interesting and useful.

**Stop #2**

Comparative variety trials at the **Bejo Seed Gardens**. Elaine Sinniger will give us a guided tour of the beautiful vegetable and flower trials also located near Geneva.

**Lunch:** A special catered event hosted by **Bejo Seeds** at their research facility.

**AFTERNOON:** An afternoon of quick tours including three unique activities. Each shines new light to a different sector of the seed industry. Stops include:

1. **New York State Seed Lab** presented by Kyle Arvin
2. **USDA Plant Genetic Resources Unit** with Dr. Larry Robertson
3. Phillip Griffith will host a tour of Brassica, Bean and Novelty tomato Trials.

**DINNER:** A unique private dinner is planned for us. A local wine tasting from the area's excellent wineries, hosted by Wild West Seed, will be a perfect way to start our evening.

## **FRIDAY, September 10**

**Breakfast:** We'll start again with a breakfast meeting at our hotel, plus a chance to visit and network with local Master gardeners.

### **I. Breakfast Roundtable with local Master Gardeners**

We've invited the local Master Gardeners for our home garden panel. Here's an opportunity to talk to the folks who not only buy lots of seed packets themselves, but also advise other home gardeners. Let's plan on finding out, "up close and personal", what they do and don't like about the seed packet industry and what they'd like to see from us in the future. We will ask them why they do or don't grow from seed, talk about their buying habits, gardening trends, etc. We are looking forward to learning a lot from this motivated panel. Let's see what is next for the home garden industry.

**MORNING:** We will be taking a quick one hour ride to Ithaca, stops will include:

1. Cornell Vegetable Recommendations with Lori Bushway
2. NOVIC Organic Trials including Cucurbits and Sweet Peas hosted by Michale Mazourek
3. Tomato and Onion Breeding Trials with Martha Muschler.

This morning of tours give us a great framework for an afternoon of thoughtful round table discussions.

**Lunch:** Dine and relax at one of the Finger Lakes historical wineries. Then return to the hotel for our afternoon roundtable sessions.

**AFTERNOON:** Roundtable Discussions:

### **II. Small Growers/Custom Small-Scale Organic Seed Production -**

Further discussions about Organic Seed Alliance seed production program. Uniting small seed farmers and large-scale seed purchasers like HGSA members. The Seed Alliance educates small farmers on organic seed production, with the goal of improving the quality, quantity and diversity of organic seed. Also a venue to discuss other organic seed issues faced by our membership.

## **Coffee/Tea/Juice Break**

### **III. Seed Testing and Regulatory Issues for Seedsmen**

#### **Further discussion on topics of common concern including:**

- What are the effects for home garden seedsmen of the considerable challenges facing seed producers in the new world economy?
- Can the home garden seed industry overcome the large increases in seed costs at the same time our home garden customers are facing a severe economic recession?
- How is consolidation changing the faces in seed purchasing and trading?
- While it has been a banner sales year for the home garden seed industry, many of us have started to encounter seed shortages as a result. What does seed supply look like going forward?
- What can/should the HGSA do for its members in this arena? Do we want to make any positive action as a group?
- Seed testing how to stream line these procedures for everyone.
- Who do we contact to help us with ever-changing seed regulations.

**EVENING:** Closing Reception and then enjoy a leisurely dinner on your own in the Geneva area. A listing of recommended restaurants provided upon request.

**SATURDAY September 11 – DEPART**