

Registration form

Name _____

Farm/Business _____

Address _____

City _____

State _____ Zip _____

Telephone _____

E-mail _____

We'd like to know more about you in order to prepare for the course!

Have you ever grown apples before?

Do you already operate a farm? If so, what do you produce?

Do you have access to land for your orchard business?

What are your apple marketing interests?

Farmers' markets Farmstand/store

Wholesale Processing

CSA Pick-your-own

Other _____

Dietary preference for lunches:

Vegetarian____ Vegan____ None____

Beginning Grower Schools at CIAS

The Center for Integrated Agricultural Systems has a long history of popular and innovative educational programming designed 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

Location

The school will be held at the University of Wisconsin-Madison campus. Directions and parking information will be sent after you enroll.

Meals and lodging

Lunches and snacks are provided. Lodging arrangements must be made on your own. Options near campus include:

Lowell Hall, (866) 301-1753
Wisconsin Union, (608) 262-1583
Doubletree, (608) 251-5511
Best Western, (608) 233-8778
Madison Youth Hostel, (608) 441-0144

Check the internet for other options.

Application deadline

Please enroll before February 22.

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 the school, contact John Hendrickson at the Center for Integrated Agricultural Systems, UW-Madison, 608-265-3704 or jhendric@wisc.edu

The 2011

Midwest School for Beginning Apple Growers

Emphasizing sustainable, IPM, and organic production methods and marketing



Helping you get started as an apple orchardist and marketer

✎ This intensive three-day school demonstrates what it takes to set up and run a successful orchard business. Topics include:

business planning
orchard establishment
pest management
facilities and equipment
post-harvest handling and marketing
and more!

March 4, 5, 6, 2011

Sponsored by:

Center for Integrated Agricultural Systems, University of Wisconsin-Madison

Wisconsin Apple Growers Association



You bring your interests and hopes for your own orchard business.

We expose you to what you need to know and plan for as you plant trees and grow.

What do we offer?

- ☞ A unique program that combines knowledge from experienced growers and UW faculty
- ☞ Opportunities to understand basic 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

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 soil fertility, pest management, business planning, risk management, recordkeeping, marketing and economics.

Class Times

- 9:00 a.m. to 4:30 p.m. Friday**
- 8:00 a.m. to 4:30 p.m. Saturday**
- 8:00 a.m. to 3:00 p.m. Sunday**

2011 instructors

Sharing their expertise and enthusiasm as featured speakers are Bob Barthel, Barthel Fruit Farm; Jackie Hoch, Hoch Orchard and Gardens; and Tom Griffith, Door Creek Orchard. Their marketing strategies include you-pick, farm stores, wholesale, retail stores, and value-added processing. Each will bring a unique perspective as well as favorite tools and resources for our popular show-and-tell tables. These growers will also bring real-life pest data for hands-on activities enabling participants to understand different management strategies.



These growers will be joined by University of Wisconsin fruit specialists Patricia McManus, Rebecca Harbut and others. Additional speakers will help cover topics such as business planning, risk management and more. This team includes premiere experts in the region for teaching and using IPM and organic orchard management tools and techniques.

School Sponsor

The Midwest School for Beginning Apple Growers is sponsored by the Center for Integrated Agricultural Systems, College of Agricultural and Life Sciences, University of Wisconsin-Madison.

**Registration Form
(please complete other side)**

Midwest School for Beginning Apple Growers

March 4, 5, 6, 2011 in Madison, WI

— **Individual Fee:** \$300

— **Partner/spouse:** Add \$150

Note: Partner/spouse does not receive a second set of class materials

Make checks payable to the University of Wisconsin

Sorry, we cannot take credit cards

Payment must be received prior to the course

Send registration form and payment to:

Center for Integrated Agricultural Systems
Attn: Apple Grower School
University of Wisconsin-Madison
1535 Observatory Drive
Madison, WI 53706

Registration questions? Call:
(608) 262-1515



(over, please)