

# NOW IN OUR 10<sup>th</sup> YEAR

## AppleTalk IPM Conference Calls 2016

### WEEKLY CALL TUESDAYS, Green tip to mid-August 8:00 to 9 AM Central Time



*The IPM Institute of North America, in collaboration with the UW-Madison Eco-Fruit Project, Threshold IPM Services and the Wisconsin Apple Growers Association will celebrate our tenth season of weekly conference calls with IPM consultant John Aue and other IPM experts.*



The weekly call allows you to stay informed on pest conditions, answer pressing questions and learn about other growers' approaches to IPM. Call moderator John Aue, Threshold IPM Services, shares his wealth of knowledge and experience as an IPM consultant for the tree fruit industry in Illinois, Minnesota and Wisconsin for over 25 years. Guest experts from universities around the region participate and discuss a wide range of IPM and fruit production issues including: insect, weed and disease management, thinning and tree nutrition.

"I have been participating in AppleTalk since the beginning, and it continues to improve over the years. It's a valuable tool that closely follows our seasonal crop phenology and constantly adjusts to discuss what is happening in the orchard and what to prepare for. Call topics often focus on new pests and what to expect if they become a nuisance. The ability to listen to guest speakers from regional universities, such as Cornell, is another appreciated aspect of the call."

- *Bill Stone, Brightonwoods Orchard*

"The increased attention to organic management has been very helpful. Both in terms of strategies for pest control and use of organic materials. I like that there is a lot of discussion about preserving beneficials and making the best use of a control measure."

- *Rami Aburomia, Oak Rock Orchard*

"Just starting out, I didn't have much experience growing apples. The ability to participate in AppleTalk over the last couple of seasons has been instrumental in laying the foundation of my education. I would not be nearly as far as I am today if I was doing this completely on my own. It has helped me develop a solid base to manage and grow my orchard."

- *Wayne Geist, Bushel and a Peck Market*

"As a new apple grower, this forum provides expertise and direct guidance as well as real world actionable and timely solutions. This has directly contributed to a targeted approach to pest control and given me the confidence to apply pesticides only when needed rather than on a broad-spectrum program."

- *Chris Hoerichs, Mulberry Grove Family Farm*

**Call schedule**

8:00 to 9:00 AM CST every Tuesday from the end of April to mid-August 2016.

**Accessing the live call**

After confirmation of your registration, call instructions, a new blog password, dial-in number and access code will be provided via email with your receipt. Skype access is available.

**Accessing the AppleTalk Blog**

Weekly call summaries will be posted to the AppleTalk Blog within 36 hours of the call. Call agenda and recording will be posted every Tuesday by 10 AM. A password will only be required to access new blog posts. All archived content will remain free and not require a password. Visit the blog, [www.ecofruit.wisc.edu/appletalk](http://www.ecofruit.wisc.edu/appletalk).

**Call recordings**

If you cannot participate during the live calls, call recordings may be accessed via download from the AppleTalk blog or with a call-in number to listen over the phone. Instructions will be provide upon confirmation of your registration.

**AppleTalk costs**

\$125.00 provides access to all sixteen calls and blog content.

\$85.00 provides blog-only access, which includes audio downloads for call recordings and transcripts.

**Please direct all questions regarding AppleTalk and grower technical services to:**

Peter Werts, IPM Institute of North America, Inc.  
pwerts@ipminstitute.org or call (608) 232-1410

-----Remove below and include with payment-----

**Apple Talk Conference Call Registration Form**

Name:		List all phone numbers that will be used to access the call:
Email Address: (This will be used to provide you with call-in information and other AppleTalk updates)		Address:
Company Name:		Title:
<b>Payment Information</b> (Select one)  ___ Call & Blog: \$125.00  ___ Blog Only \$85.00	Please indicate payment method: ___ Credit card      ___ Check	
	Billing Address (if different than above):	
	Card Type: ___ VISA or ___ MasterCard	
	Card Number:	Expiration Date:
NOTE: Do not submit credit card information electronically.		

**Please print and return via mail or email to:**

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