

PITAHAYA or DRAGON FRUIT PRODUCTION SEMINAR

Date: Friday – August 23, 2013

8:00am to 5:00 pm

Location: San Marcos Civic Center
3 Civic Center Drive
San Marcos, CA 92069



Program:

7:30 am Registration and Continental Breakfast (Catered by Panera Bread Company)

8:00 am Welcome and Introductions

Ramiro Lobo, Farm Advisor & James Bethke, County Director, UCCE San Diego CA.

8:10 am Pitahaya Production in California and Research Updates

- Ramiro Lobo, Farm Advisor, UCCE San Diego County
- Jose Aguiar, Farm Advisor, UCCE Riverside County
- Jose Fernandez De Soto, Director, UC Hansen Agricultural Center

8:50 am Quarantines, Invasive Pests, Sampling and Diagnostic Issues

Pat Nolan, Plant Pathologist, San Diego County Agricultural Commissioner's Office

9:20 am Pesticide Labels and Registration for Minor Crops and Emergency Exceptions

Nancy Wickus, San Diego County Agricultural Commissioner's Office

9:30 am Integrated Pest Management for Pitahaya - Weeds, Snails, Rodents, Birds

Cheryl Wilen, Area IPM Advisor, UCCE San Diego

10:00 am Break

10:15 am Pitahaya Disease incidence & Management in Southern California

Gary Bender, Farm Advisor, UCCE San Diego

10:30 am Insect Pest Management in Pitahaya Production

James Bethke, County Director – UCCE San Diego County

11:00 am Pitahaya Breeding, New Variety Development and Evaluation

Gray Martin, San Diego County

11:30 am Marketing and Market Trends for Pitahaya or Dragon Fruit

Bill Gerlach, Melissas' Specialty Produce.

12:15 pm LUNCH (Catered by Phil's BBQ) and Pitahaya Fruit & Ice Cream Tasting

- 1:30 pm ***Viruses and Viral Diseases of Cacti and Succulents***
Deborah Mathews, Extension Plant Pathology Specialist, UC Riverside
- 2:00 pm ***Post Harvest Management of Pitahaya or Dragon Fruit***
Marita Cantwell, Extension Post Harvest Specialist, UC Davis
- 2:45 pm ***Establishment Costs and Economic Prospects for Pitahaya or Dragon Fruit***
Ramiro Lobo, Farm Advisor, UCCE San Diego County
- 3:00 pm Break**
- 3:15 pm ***The Enterprise Risk Analyzer - How to Evaluate Crop Alternatives and Risk?***
Jay Parsons, Right Risk, LLC
- 4:00 pm ***Pitahaya Grower Panel Discussion***
- Manuel Dubon, MVP Farms (Fillmore, CA)
 - Linda Nickerson, Elk Creek Ranch (Fallbrook, CA)
 - George Peavy, Grower in Captain Cook, HI
 - Edgar Valdivia, LA County CRFG (Simi Valley, CA)
- 4:45 pm Q & A; Overview and Instructions for Festival
- 5:00 pm Adjourn!!**

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