



Seminar - Friday August 23, 2013

San Marcos Civic Center
3 Civic Center Dr., San Marcos, CA 92069

Field Day/Festival - Saturday August 24, 2013

UC South Coast Research and Extension Center
7601 Irvine Boulevard
Irvine, CA 92618

REGISTRATION

Registration Fee: Package Registration for both the Seminar & Festival/Field Day is **\$60.00** per person, if postmarked or submitted online by Monday August 19th and **\$70.00 thereafter**.

Registration fee for the Seminar only is **\$40.00** per person, and **Festival/Field Day only** is **\$30.00** per person in advance or at the door, if space allows. The registration fee includes refreshments, pitahaya fruit tasting, handout materials, and pitahaya cuttings. The Seminar will include lunch catered by Phil's BBQ.

REGISTER EARLY!! Space is limited and this event has sold out in the past. You may register online at <http://ucanr.edu/pitahaya2013> or detach the registration form and mail along with your check **payable to UC**

Regents, to:

UCCE San Diego
Attn: Pitahaya Field Day
9335 Hazard Way, Suite 201
San Diego, CA 92123

Please contact Cristina Lomeli at (858) 822-7872 for more information about the program or to request any special accommodations you may need.

ACCESSIBILITY

San Marcos Civic Center & South Coast Research & Extension Center are handicapped-accessible facilities. However, the Field Day involves walking on uneven terrain and exposure to the sun. Free parking is available for participants.

PRESENTED BY:

UCCE San Diego County & San Diego County Farm and Home Advisor's Office
USDA Risk Management Agency (RMA)
UC Small Farm Program
UC South Coast Research & Extension Center



PITAHAYA or DRAGON FRUIT PRODUCTION SEMINAR

Date: Friday – August 23, 2013
8:00am-4: 30pm

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



Program:

- Overview of Pitahaya Production in California and Research Updates from SCREC/Irvine, Riverside and Ventura Counties
- Post Harvest Management of Pitahaya or Dragon Fruit
- Marketing and Market Trends Impacting Pitahaya or Dragon Fruit
- Overview and Management of Viruses and Viral Diseases of Cacti and Succulents
- Enterprise Budget and Establishment Costs for Pitahaya or Dragon Fruit
- The Enterprise Risk Analyzer - How to Evaluate Crop Alternatives and Risk?
- Diseases and Disease Management of Pitahaya or Dragon Fruit
- Integrated Pest Management of Pitahaya or Dragon Fruit (Weeds, Snails, Rodents and Birds)
- Pitahaya Breeding, New Variety Development and Evaluation
- Pitahaya Grower Panel Discussion
- Questions & Answers, Adjourn

PITAHAYA or DRAGON FRUIT FESTIVAL & FIELD DAY

Date: Saturday – August 24, 2013
7:00am-1: 30pm

Location: UC South Coast Research & Extension Center.
7601 Irvine Boulevard
Irvine, CA 92618



Program:

- Overview of Pitahaya Production in California and Research Update
- Disease and Disease Management of Pitahaya or Dragon Fruit
- Integrated Pest Management of Pitahaya or Dragon Fruit (Weeds, Snails, Rodents and Birds)
- Pitahaya Pruning and Trellis System Demonstration
- Pitahaya Irrigation and Irrigation System Design Considerations
- Pitahaya Fruit Display and Pitahaya Tasting

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REGISTRATION FORM

Name (one person per form please)

Organization/Business

Address

City/State/ZIP

Phone

FAX

E-Mail

Vegetarian meal required at Seminar? YES NO

Currently growing pitahayas? YES NO

Commercial pitahaya grower? YES NO

Number of plants or acres? _____

Top Three Varieties grown? _____

Top Three Issues/Challenges faced? _____

Package -Seminar only -Festival/Field Day only

Please complete and mail with check for **Package \$60.00**, **Seminar only \$40.00**, and **Festival/Field Day only \$30.00** payable to **UC Regents** to the address below:

UCCE San Diego
Attn: Pitahaya Field Day/Seminar
9335 Hazard Way Suite 201
San Diego, CA 92123

You may also register online and pay with credit card by completing the form at: <http://ucanr.edu/pitahaya2013>

Please contact Cristina Lomeli at 858.822.7872 for issues related to online registration.