

# SPECIALTY CROPS PRODUCTION WORKSHOP: & Risk Management Tools for Producers

The University of California Cooperative Extension, in collaboration with the USDA Risk Management Agency, RightRisk, and the San Diego County Farm Bureau invite you to join us for a workshop on Specialty Crop Production and Risk Management Tools for producers in Southern California. The workshop will explore the challenges and opportunities selecting and growing specialty crops and improve your ability to manage the associated risks to help you and your farm thrive in today's challenging environment.

**Tuesday, June 16<sup>th</sup> 2015**  
**7:00 a.m. - 5:00 p.m.**

San Diego County Farm Bureau  
1670 East Valley Parkway | Escondido, CA 92127

~ Spanish Translation Available on Request ~

How much risk is right for you?

- |                 |  |   |
|-----------------|--|---|
| <b>7:00 am</b>  | <b>Registration &amp; Continental Breakfast</b>  |   |
| 7:50 am         | Welcome & Workshop Overview - <i>Ramiro Lobo, Farm Advisor, UCCE San Diego County</i>  |   |
| 8:00 am         | San Diego County Water, Pests and Regulatory Update -<br><i>Eric Larson, San Diego County Farm Bureau</i>                                  |   |
| 8:30 am         | Pitahaya or Dragon Fruit - <i>Ramiro Lobo, UCCE San Diego County</i>   |   |
| 9:00 am         | Olives and Olive Oil - <i>Thom Curry, olive and olive oil expert</i>   |    |
| <b>9:40 am</b>  | <b>Break</b>   |   |
| 10:00 am        | Wine Grapes - <i>Alex McGeary, Shadow Mountain Vineyards</i>   |   |
| 10:40 am        | Blueberries - <i>Manuel Jimenez, UCCE Tulare County</i>  |   |
| 11:20 am        | Blackberries - <i>Oleg Daugovish, Farm Advisor - Ventura County</i>  |   |
| <b>12:00 pm</b> | <b>Lunch (Included with Registration)</b>  |   |
| 1:00 pm         | Cherimoyas & Other Minor Crops - <i>Gary Bender, UCCE San Diego</i>  |  |
| 1:30 pm         | Water Use & Irrigation Efficiency - <i>Jose Fernandez de Soto, UC Hansen REC</i>   |   |
| 2:00 pm         | Fertility Management for Specialty Crops - <i>Jose A. Gomez - AGQ Labs</i>   |   |
| 2:30 pm         | Risk Management Tools & Strategies for Specialty Crops -<br><i>John Hewlett, Extension Economist, University of Wyoming</i>                |   |
| <b>3:00 pm</b>  | <b>Break</b>   |   |
| 3:15 pm         | The Enterprise Risk Analyzer: Comparing & Selecting Crop Alternatives -<br><i>John Hewlett, Extension Economist, University of Wyoming</i> |   |
| 4:30 pm         | Workshop Evaluation, Future Programs, Adjourn - <i>Ramiro Lobo, UCCE San Diego County</i>  |   |

## Registration/Fee:

**\$40 if paid online or postmarked by June 8 or \$50 thereafter.**  
Please register online: <http://ucanr.edu/2015-spcropsworkshop> to secure a space and to help us plan for meals and handouts.  
The registration fee covers handout materials, refreshments, and lunch.

## Information:

For more information or to request special accommodations, including Spanish translation, please call 858-822-7711 for details about the program or for information on how to register by phone or mail.

**RIGHT RISK**™

University of California

Agriculture and Natural Resources

<http://eRightRisk.com>

**RMA** USDA