

VIRGINIA FRUIT

December 2022
January 2023

VIRGINIA STATE HORTICULTURAL SOCIETY



2023
MID-ATLANTIC
fruit & vegetable convention
 JANUARY 31–FEBRUARY 2, 2023
 HERSHEY LODGE
 Hershey, Pennsylvania
www.mafvc.org

2023 Convention Program and Advance Registration is Now Available

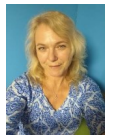
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CHECK THIS OUT!


- Convention Program Link Page 2
- Keynote Speaker..... Page 2
- Adams County Bus Tour Page 3
- VSHS Advance Registration Form Page 4
- 2022 Virginia Farmer of the Year Page 5
- Fun Facts about Virginia Apples Page 6



If you have not sent your dues payment and member forms for 2022-23 please do as soon as possible. If you need another copy, let me know. The form is



also on our website www.virginiaapples.net/vshs

Advance Registration is now open for the 2023 Convention. The form is included with this newsletter and available on our website.

Blessings,
Laura Wiley



vshsociety@gmail.com

PO Box 2445, Winchester, VA 22604, 540.667.9101



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www.virginiaapples.net/vshs



2023 Educational Program Details!



Michael Kilpatrick

Michael Kilpatrick is a farmer, presenter, host, inventor, and online entrepreneur who lives to help entrepreneurs apply business principles and practical, proven solutions to grow their businesses and simplify their lives.

He is the owner of Growing Farmers, an online farmer education platform; host of the top-rated Thriving Farmer Podcast; and host of the Thriving Farmer Summit series, which has been viewed by over a quarter million farmers.

He has managed large farms and businesses, consulted for industry experts worldwide, and spoken at dozens of conferences. Michael believes anyone can build a profitable farm by following the proprietary RIPEN system that he teaches in the Small Farm University, his company's educational platform and community for thriving farmers.

Michael lives in an 1890s brick house on his 8-acre urban *Farm on Central* in Southwest Ohio with his wife and 3 kids.

www.farmsummits.com

www.growingfarmers.com

www.thrivingfarmerpodcast.com

<https://farmoncentral.com/>

www.farmsteadwellness.com

www.michaelkilpatrick.com

Join us!

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Virginia State Horticultural Society

Annual Membership Breakfast

Thursday, February 2nd 2023, @ 7:30am

Coco Suites 3, 4, 5 @ Hershey Convention

(tickets required)



MID-ATLANTIC fruit & vegetable convention

Adams County Pre-Convention Bus Tour
Monday, January 30, 2023
7:45 a.m. — 5:30 p.m.

Cost is \$70 and includes lunch. Departure and return is from the Hershey Lodge Chocolate Lobby.



Hollabaugh Bros. Fruit Farm and Market – Biglerville, PA. Hollabaugh Bros. has been growing and marketing fruit and vegetable crops from their 500-acre farm and other local producers for over 65 years. Their market features fresh produce, gourmet food items, baked goods, gifts, local meats, ice cream, and prepared foods, and an educational “Bee Room”. This operation hosts numerous festivals and tours throughout the year, and even offers family-focused cooking classes. hollabaughbros.com



Rice Fruit Company – Gardners, PA. Rice Fruit Company is a fruit grower/packer/shipper located in Adams County, PA. Adams County, commonly referred to as “apple country,” is known for its ideal topography for growing tree fruits. The Rice Family has been growing apples since the 1790’s and Rice Fruit Company was founded in 1913. Over the last 100+ years, Rice Fruit has expanded its operation to include fruit packing for over 40 local fruit growers. We’ll tour the packing operations which utilize some of the most up-to-date technologies available, and learn about protocols the company has in place to ensure delivery of high-quality products and food safety compliance. ricefruit.com



Hickory Bridge Farm and Restaurant – Orrtanna, PA. We’ll have lunch served family style in Hickory Bridge’s historic barn that is about 150 years old built of chestnut and oak. Lunch will feature Adams County apples. During lunch, we’ll be greeted by Mary Lynn, owner/operator and we’ll hear about how they manage a restaurant, bed-and-breakfast operation, special events venue, and farming. www.hickorybridgefarm.com



Musselman Greenhouses – Cashtown, PA. This operation consists of an acre and a half of greenhouses dedicated to growing seasonal blooming plants and foliage plants. Musselman’s are mostly a wholesale operation selling to garden centers, florists, hardware stores, farm markets, and other greenhouses in six states. In addition to their wholesale operation, their greenhouses are also open for retail sales year-round. musselmangreenhouses.com



Adams County Nursery – Aspers, PA. ACN is a family business founded in 1905, and is currently operated by the 5th generation. They supply fruit trees and orchard supplies to commercial growers in the multiple growing regions and also operate 200+ acres of apple and peach orchard. This time of the year they are busy inventorying the tree crop and we’ll spend some time in their grading and storage facilities discussing the lifecycle of a nursery crop. acnursery.com

**PRE-REGISTRATION IS REQUIRED. REGISTER WITH THE GROUP OF YOUR CHOICE AT :
WWW.MAFVC.ORG/REGISTRATION**

For more information, visit www.mafvc.org or call 717-677-4184 or 717-694-3596



**Virginia State Horticultural Society
MID-ATLANTIC FRUIT AND VEGETABLE CONVENTION**

January 31st - February 2nd, 2023
Hershey Lodge & Conference Center
325 University Dr, Hershey, PA 17033

Name: _____
Business Name: _____
Mailing Address: _____
City, State, Zip: _____
Phone: _____ Email: _____

REGISTRATION FEES

Advance registration must be received by **January 20, 2023**. Registration is required for each person, including spouses. Fees allow one to attend both fruit and vegetable sessions as well as enter the exhibit area. No refund of pre-registration fees will be made unless canceled by January 20th in writing by phone (540) 667-9101 or email vshsociety@gmail.com. Please indicate above who will be attending.

VSHS Member Registration

Advanced Registration

First Person from a family, farm, or business _____ @ \$80.00 = \$ _____
Additional persons from a family, farm, or business _____ @ \$65.00 = \$ _____

Walk-In Registration at Hershey or postmarked after 1/20/23 _____ @ \$95.00 = \$ _____

Non-Member Registration

One Day _____ @ \$130.00 = \$ _____
Three Day _____ @ \$170.00 = \$ _____

ANNUAL FRUIT & VEGETABLE GROWERS BANQUET

Tuesday, January 31, 2023 – Nigerian Room _____ @ \$35.00 = \$ _____

Workshops/Bus Tour -Monday, January 30, 2023 – Pre-Registration is Required for these Events

(NOTE: Convention Registration is not required for these events)

Greenhouse Vegetables (Includes Lunch) 8:30am – 4pm _____ @ \$50.00 = \$ _____
Food Safety Modernization Act Grower Training (Includes Lunch) 9am-5:15pm _____ @ \$45.00 = \$ _____
Spotted Lanternfly Permit Training - 1pm – 3pm _____ @ \$25.00 = \$ _____
Starting & Improving your Farm Transition Plan - 9am to 12pm _____ @ \$25.00 = \$ _____
PA Pesticide Applicators License Training (Includes Lunch & Manual) 9am – 4pm _____ @ \$75.00 = \$ _____
Managing A Profitable Farm Market Bakery – 1pm – 4:30pm _____ @ \$25.00 = \$ _____
Young Grower Alliance Workshop – Tree Fruit Pruning – 2pm – 4pm _____ @ \$30.00 = \$ _____
Adams County Bus Tour (Includes Lunch) - 7:45am – 5:30pm _____ @ \$70.00 = \$ _____



Total Enclosed \$ _____

Make check payable to VSHS, mail to PO Box 2445, Winchester, VA 22604

Please provide names of all attendees so that name badges may be prepared.

ENTRY TO EXHIBIT HALL AND SESSIONS REQUIRE AN IDENTIFICATION BADGE



2022 Virginia Farmer of the Year - Robert E Saunders!



Congratulations!

VSHS OFFICERS AND DIRECTORS

Greta Liskey, President
Cordell Watt, Vice President
Laura Wiley, Executive Secretary

DISTRICT ONE

Greta Liskey
Cordell Watt

DISTRICT TWO

Kenner Love
Bill Sharp

DISTRICT THREE

Ruth Flippin Saunders
John Bruguere

Jamie Williams, Director-at-Large

See You at the Convention!



2022-23 VSHS SPONSORS

ADAMS COUNTY NURSERY
GOWAN USA
KNOUSE FOODS
NUTRIEN AG-SOLUTIONS
VIRGINIA FARM BUREAU FEDERATION
VIRGINIA DEPARTMENT OF AGRICULTURE



FIRST BANK-WINCHESTER
HELENA AGRI-ENTERPRISES
HORIZON FARM CREDIT
PETERSON FARMS
VALENT USA



Fun Facts About Virginia Apples

- Warm days, cool nights and a rich, deep soil nurtured by consistent rainfall makes Virginia's climate ideal for growing many apple varieties.
- Virginia's apple harvest begins in July and extends through early November.
- An average of 5 million to 6 million bushels of apples are produced annually by Virginia growers. American growers produce over 235 million bushels annually.
- Virginia apple growers produce many popular varieties including Red Delicious, Golden Delicious, Rome, Stayman, Gala, Winesap, York, Granny Smith, Jonathan, Fuji and Ginger Gold.
- Virginia apple country includes the mountainous region of the northern Shenandoah Valley through the Roanoke Valley, the rich countryside of Albermarle and Rappahannock counties and the southwest counties of Patrick and Carroll. The majority of apples trees are grown in the Shenandoah Valley.
- Virginia apple varieties require 90 to 175 growing days from spring bloom to fall harvest.
- With the use of Controlled Atmosphere Storage, or CA, apples are placed in airtight warehouses where the climate is maintained to delay further ripening.
- From 1992 to 1997 over 1,880,000 new apple trees were planted in Virginia orchards.
- Depending on the type of root stock, 100 to 500 apple trees are planted to the acre
- In Virginia, the estimated commercial apple yield per acre is 700 bushels.
- Seventy percent of Virginia apples are sold for processing and made into popular products such as applesauce, apple juice, apple butter, slices and cider.
- Virginia apples are destined for markets in 15 states and more than 20 countries.
- The Virginia apple industry contributes an estimated \$235 million annually to the state's economy.