



UNIVERSITY OF  
FLORIDA

Cooperative Extension Service

Institute of Food and Agricultural Sciences

# VEGETARIAN

## A Vegetable Crops Extension Publication

Horticultural Sciences Department • P.O. 110690 • Gainesville, FL 32611 • Telephone 904/392-2134

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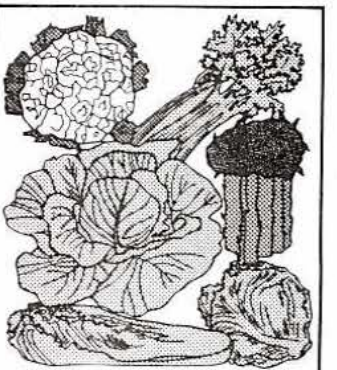
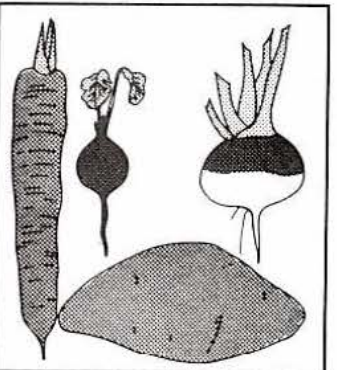
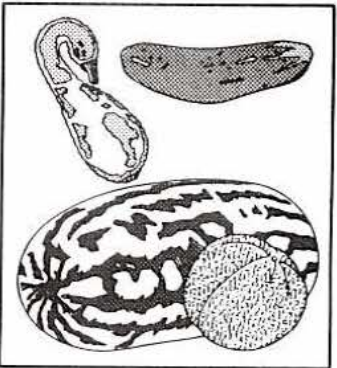
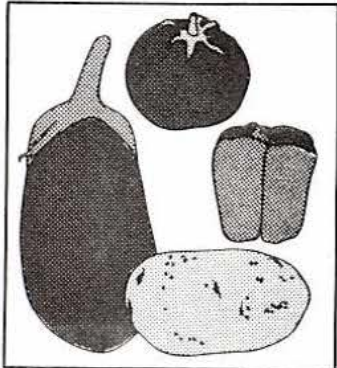
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#### V. Addendum to the December - 1996 Issue of the Vegetarian Newsletter.

The Florida Seed Association/University of Florida-IFAS 1997 Seed Seminar program is being supplied as an addendum to allow ample time for advertisement and registration for interested participants.

For further information, please contact D. J. Cantliffe, Professor and Chair, 352-392-1928.

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## Organizing Committee

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Dick Barrett  
Plants of Ruskin, Ruskin, Florida

Leonard Douglass  
Agrisales, Inc., Lake City, Florida

Rodney Douglass  
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Jack Oswald  
Florida Foundation Seed Producers,  
Greenwood, Florida

Jonathan Stevenson  
Rogers Seed Company, Sarasota, Florida

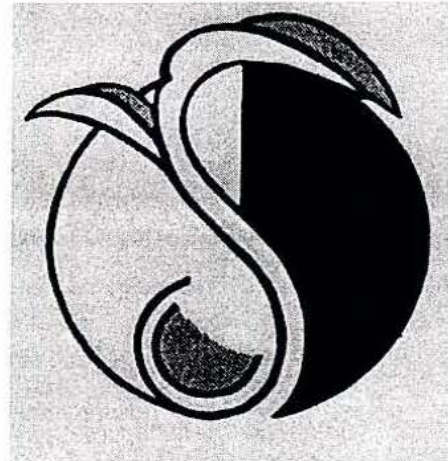
Charlie Vavrina  
SWFREC, UF, Immokalee, Florida

Richard Wojciak  
Sun Seeds, West Palm Beach, Florida

# FSA/UF-IFAS Seed Seminar 1997

Radisson Hotel  
Gainesville, FL

February 12 and 13, 1997



Florida Seed Association  
& University of Florida  
Institute of Food  
and Agricultural Sciences



## Florida Seed Association/UF-IFAS Seed Seminar

Registration \$25.00

February 12, Wednesday

Moderator: Rick Anderson (Petoseed, 2744 Foxdale, Deltona, FL 32728)

1:15pm **President's Address:** Jonathan Stevenson (Rogers Seed Co., 3680 Country Place Blvd., Sarasota, FL 34233)

### Marketing Session

1:25pm **TBA** - Brian Finley (Rogers Seed Co., PO Box 4188, Boise, ID 83711)

### Demands for High-Quality Produce

1:45pm **How the Seed Industry Develops Marketing Strategies** - Mark Stowers (Seminis Vegetables, 1905 Lirio Street, Saticoy, CA 93004)

2:05pm **An Insider's Perspective on the Tomato Industry** - Glen Austin (N.T. Gargiulo, 15000 Old 41 North, Naples, FL 33963)

2:25pm **Importance of Produce Quality from a Retailer's Perspective** - Maryann Jones (Publix Supermarkets, Inc., PO Box 407, Lakeland, FL 33802-0407)

### New Germplasm from IFAS

Moderator: Rodney Douglass (Agrisales, Inc., Route 10, Box 526-J, Lake City, FL 32025)

2:45pm **New Directions for Melons and Squash** - R. Bruce Carle (University of Florida, IFAS, Central Florida REC, 5336 University Avenue, Leesburg, FL 34748-8232)

3:05pm **Hi Oleic Peanuts** - Dan Gorbet (University of Florida, IFAS, North Florida REC, 3925 Highway 71, Marianna, FL 32446-7906)

3:25pm **Coffee Break**

3:35pm **Tropical Pumpkin: a specialty commodity** - Don Maynard (University of Florida, IFAS, Gulf Coast REC, 5007 60<sup>th</sup> Street East, Bradenton, FL 34203)

3:55pm **The New Tomato** - Harry Klee (University of Florida, IFAS, Horticultural Sciences Dept., 1143 Fifield Hall, PO Box 110690, Gainesville, FL 32611-0690)

### Seed Complaint Handling

Moderator: Jonathan Stevenson

4:15pm **40 Years of Seed Complaint Handling in Florida** - Don Maynard

4:30pm **What Happens When Attorneys Get Involved with Seed Complaints** - Chuck Greene

(Holtzman, Krinzman, Equels & Furia, 16 West Pine Street, Orlando, FL 32801)

- 4:45pm **The Florida Seed Law** - Dale Dubberly, Chief (FDACS, Bureau of Compliance Monitoring, 3125 Connor Blvd., ME-1, Tallahassee, FL 32399-1650)
- 6:00pm **FSA/UF-IFAS Reception and Banquet**  
**Wisdom from the Hills** - Guest speaker: Walt McBride aka "Happy Calhoun" (169 Bay Drive, Dolphinville, GA 30534)

### **February 13, Thursday**

#### **Seed Supply of New Cultivars - Growth Problems: a panel discussion listing the problems:**

**Moderator:** Richard Wojciak (Sun Seeds, 12214 Lacewood Lane, Wellington, West Palm Beach, FL, 33414-4983)

- 8:30am **The Problem from a Transplant Producer** - T. Nance (NT Gargiulo, 3301 State Road 29, Immokalee, FL)
- 8:45am **Availability of New Seeds - Seed Company Perspective** - Rick Anderson
- 9:00am **Quality Assurance for the Seed Supply** - J.T. Watkins (Sun Seeds, 18640 Sutter Blvd., Morgan Hill, CA 95037)
- 9:15am **Discussion**
- 9:30am **Coffee Break**
- 9:45am **Fertility Requirements for Transplants - lettuce as a model** - Dan Cantliffe (University of Florida, IFAS, Horticultural Sciences Dept., 1143 Fifield Hall, PO Box 110690, Gainesville, FL 32611-0690)
- 10:05am **Transplant Growth in Relation to Stress** - Daniel Leskovar (Texas A&M, 1619 Garner Field Road, Uvalde, TX 78801)
- 10:25am **Growing Impatiens Without Growth Regulators** - Earl Poppell (Vaughn Seed Co., PO Box 1586, Plant City, FL 33564)
- 10:45am **Seed Vigor Indexing for Petunia, Pansy, Begonia, and Impatiens** - Robert Conrad (Ball Seed Co., 622 Town Road, W. Chicago, IL 60185)
- 11:05am **Water Quality for Transplant Production** - John Capece (University of Florida, IFAS, Southwest Florida Res/Educ Center, PO Box 5127, Immokalee, FL 34143-5002)
- 11:25am **Managing Plug pH through Media Amendments** - Charlie Vavrina (University of Florida, IFAS, Southwest Florida Res/Educ Center, PO Box 5127, Immokalee, FL 34143-5002)