



**YOU'RE INVITED TO THE ANNUAL EDUCATIONAL SYMPOSIUM OF
THE CALIFORNIA PEACH, PLUM AND NECTARINE INDUSTRY.**

**The California Tree Fruit Agreement Proudly Presents the Annual Educational Symposium
Tuesday, February 23, 2010
Fresno Convention Center, 848 M Street, Fresno, CA**

Schedule

8:00 A.M. - 8:30 A.M.
Registration

8:30 A.M. - 10:00 A.M.

RESEARCH SESSION (1.0 Hour Continuing Education Credit available)

- Carlos Crisosto, Ph.D., University of California Davis/Kearney Agricultural Center- "Inking/Skin Burning of Peaches and Nectarines"
- Ted Batkin, President, California Citrus Research Board, and Co-Chairman of the Invasive Pest Coalition- "Invasive Pest Overview"
- Gregory Simmons, Ph.D., USDA/APHIS CPHST LBAM Coordinator- "Light Brown Apple Moth (LBAM) Sterile Insect Release Program"

10:00 A.M. - 10:30 A.M.
Coffee Break

10:30 A.M. - 11:45 A.M.

MARKETING SESSIONS

- Kay Rentzel, National Peach Council- "Council Update"
- Steve Gerst, Delta Associates- "Category Management"

12:00 P.M. - 1:00 P.M.

Guest Speaker, Jim Prevor, Perishable Pundit

RSVP

Please RSVP to Susan Sorensen with CTFA at sorensen@caltreefruit.com or 559-638-8260 by February 16, 2010. If you have any questions please contact Denise Junqueiro at Djunqueiro@caltreefruit.com.

