

## 2012 Florida Ag Expo Video Presentations – Page 1 of 2

### Welcome and Overview

1. [Video of Scenes of Tours and Exhibits at 2012 AgExpo](#) – 2 Minutes 30 Seconds
2. Dr. Jack Rechcigl – UF / IFAS – GCREC Director  
[Welcome and Overview of 2012 Florida AgExpo Agenda](#) – 5 Minutes
3. Dr. Joe Joyce and Dr. Nick Place – UF / IFAS - Dean of Director of Extension  
[Introduction and Keynote Speech by Director of IFAS Extension](#) – 11 Minutes
4. Shannon Shepp – FDACS – Deputy Commissioner  
[Florida Agricultural Promotional Campaign](#) – 17 Minutes

### Marketing Forum: Developing New Market Potentials For Growers

5. Anthony Barbieri – Produce Marketing Association  
[Retail Sales Trends and Opportunities](#) – 28 Minutes
6. Robin Safley – FDACS – Director – Division of Food, Nutrition and Wellness  
[Farm to School Marketing Program](#) – 23 Minutes
7. Dr. Tracy Irani – UF / IFAS – PIE Center Director  
[Florida Consumers and Local Food](#) – 24 Minutes

### Marketing Forum Panel Discussion – How To Make Your Product Stand Out

8. Grower Panel Discussion– Ted Campbell - FSGA – Moderator,  
Gary Wishnatzki – Wish Farms, Jessica Kerstein – Lipman Produce,  
Michael Ryshouwer, Bejo Seeds  
[How To Make Your Product Stand Out](#) – 56 Minutes

### New UF Varieties

9. Dr. Sam Hutton – UF / IFAS  
[Variety Improvement at the UF Tomato Breeding Program](#) – 12 Minutes
10. Dr. Vance Whitaker – UF / IFAS  
[New UF Strawberries](#) – 12 Minutes

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### New UF Varieties - continued

11. Dr. Jose Chaparro - UF / IFAS

[Low Chill Peaches from the University of Florida](#) – 15 Minutes

12. Dr. James Olmstead - UF / IFAS

[New UF Blueberry Varieties](#) – 18 Minutes

13. Dr. Lincoln Zotarell and Doug Gergela - UF / IFAS

[Florida Potato: University of Florida Variety Trials and Selection Program](#) – 13 Minutes

14. Dr. Jude Grosser – UF / IFAS

[New Varieties from the UF/IFAS/CREC Citrus Improvement Program](#) – 20 Minutes

### Pest Management Update

15. Dr. Dan Chellemi – USDA / ARS

[The potential of oil seed crops as beneficial rotation crops for Florida fruit and vegetable growers](#) – 14 Minutes

16. Dr. Gary Vallad – UF / IFAS

[Disease Update for Fruiting Vegetables](#) – 16 Minutes

17. Dr. Hugh Smith – UF / IFAS

[Chemical control of silverleaf whitefly and other tomato pests](#) – 16 Minutes

18. Dr. Peter Dittmar – UF / IFAS -

[Weed Management](#) – 11 Minutes