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.

Note: Anyone is free to use the information in this newsletter. Whenever possible, please give credit to the authors. The purpose of trade names in this publication is solely for the purpose of providing information and does not necessarily constitute a recommendation of the product.
Organizing Committee

Rick Anderson
Petoseed, Deltona, Florida

Dick Barrett
Plants of Ruskin, Ruskin, Florida

Leonard Douglass
Agrisales, Inc., Lake City, Florida

Rodney Douglass
Agrisales, Inc., Lake City, Florida

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 60th 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
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)