

# 2026 Mid-South Berry Conference

January 22 – 24, 2026

Don Tyson Center for Agricultural Sciences

1371 W Altheimer Dr, Fayetteville, AR 72704



## Agenda Key

<span style="background-color: #ADD8E6; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> General Conference Events	<span style="background-color: #FF6347; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Strawberries
<span style="background-color: #FFDAB9; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Grapes and Muscadines	<span style="background-color: #DDA0DD; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Blackberries
<span style="background-color: #90EE90; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Multiple Crops	<span style="background-color: #1E90FF; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Blueberries



Thursday, January 22

	Auditorium + Breezeway	Cochran's Corner or Board Room
1:00 PM	<b>Registration Opens</b>	
1:30 PM	<b>Expanding Fresh-market Muscadine and Muscadine Hybrid Grape Production in the Midsouth</b> Renee Threlfall	
2:00 PM	<b>Ensuring Success in Grape and Wine Industry Event Venues: Sassafras Springs Vineyard and Winery</b> Derek and Denton Kilpatrick	
2:30 PM	<b>Supporting Industry through UA System Grape Breeding</b> Margaret Worthington	<b>***Pre-registration required*** Berry Basics for New Growers Workshop: Introduction to Strawberry, Blueberry and Blackberry Production</b> Board Room, 2nd Floor – <i>Through 5pm</i>
3:00 PM	<b>Coffee Break</b>	
3:30 PM	<b>Muscadine Grapevine and Fruit Pathology</b> Bill Cline	
4:00 PM	<b>Wine Grapevine and Fruit Pathology</b> Phil Brannen	
4:30 PM	<b>High Tunnel Table Grape Production</b> Taunya Ernst	
5:00 PM	<b>Welcome Reception Mix and Mingle with Vendors and Student Researchers</b> (Appetizers and Drinks Provided)	

Friday, January 23

	<b>Auditorium + Breezeway</b>	<b>Cochran's Corner or Board Room</b>
8:00 AM	<b>Registration, Coffee and Visit with Vendors</b>	
8:30 AM		<b>Mid-American Strawberry Grower Assoc. Annual Meeting</b> Cochran's Corner
9:00 AM	<b>Welcome</b>	
9:15 AM	<b>After Harvest: Opportunities for Valued Added Products at Springcreek and MCO</b> JF Meullenet	
9:45 AM	<b>Tips for Utilizing the Plant Health Clinic</b> Taylor Klass	
10:00am	<b>Coffee Break, Visit Vendors</b>	
10:15 AM	<b>Strawberries and Neo-P: Round-Table Discussion</b> Aaron Cato, Phil Brannen and Bill Cline	
11:00am	<b>Updates from the UA Blackberry Breeding Program</b> Margaret Worthington	
12:00 PM	<b>Lunch and Visit with Vendors</b>	
1:30 PM	<b>Liability Issues in Berry Agritourism</b> Rusty Rumley	
2:15pm	<b>Strawberry Variety Update: Observations from the Field</b> Bill McNitt, Amanda McWhirt, Danny Van Meter, and Frank Gieringer	
3:00 PM	<b>Coffee Break, Visit Vendors</b>	
3:15 PM	<b>Quick Tips to Maximize Success with Blueberries</b> Patrick Byers	<b>How to Choose the Right High Tunnel for Your Farm</b> Taunya Ernst Cochran's Corner
3:45 PM	<b>How to Combat the Most Common Blueberry Pathogens</b> Bill Cline	<b>Farm Diversification with Cut-flowers</b> Anthony Bowden Cochran's Corner
4:15 PM	<b>How to be Successful with Raspberries</b> Dennis (Buddy) McGarrah	
4:45 PM	<b>Open Q &amp; A</b>	
5:00 PM	<b>End of Day, Dinner on your own</b>	

Saturday, January 24

	<b>Auditorium + Breezeway</b>	<b>Cochran's Corner or Board Room</b>
8:00 AM	<b>Registration, Coffee and Visit with Vendors</b>	
8:30 AM		<b>Arkansas Blackberry Growers Assoc. Annual Meeting</b> Cochran's Corner
9:00 AM	<b>What is Bugging your Berries? Control of Insects and Mites in Blackberry and Strawberry</b> Aaron Cato	
10:00 AM	<b>Managing Labor on Small Farms: Grower Panel</b> Chris Linam, Mark Newell, and Ekko Barnhill	
10:45 AM	<b>Coffee Break</b>	
11:00 AM	<b>Strawberry Spray Recommendations and Spring Clean-Up</b> Aaron Cato	
11:30 AM	<b>Farm Profile: Gooberbuds, Justin, TX</b> Tim Sutton	
12:00 PM	<b>End of meeting</b>	