An Adoption Impact Evaluation of the 2019 Texas Fruit Growers Association (TFGA) Spring Conference and Field Day: Assessing Demonstrations Prior to COVID Guidelines

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Abstract

In Texas, peach production is an important commodity for the state. Educating our stone fruit growers should be a priority so they may continue to profit and prosper. One way this education can be accomplished is through spring field days. The Texas Fruit Growers Association (TFGA) offers stone fruit growers this opportunity, however, over the last forty years there has been a drastic decrease in attendance to these meetings. If these meetings cease to exist, it will eliminate an avenue of education for Texas stone fruit growers and potentially dissolve the association. It was suggested that the Texas Plant Disease Diagnostic Lab (TPPDL) assist in coordinating the 2019 TFGA Spring Conference and Field Day to boost participation and attendance within the TFGA. The program targeted Texas stone fruit growers and topics presented related to current and emerging issues in the fruit industry and production. The program was evaluated to uncover what aspects of the program plan, implementation and evaluation could be improved to positively impact attendance. The program evaluation revealed that the majority of the respondents were “completely” satisfied with the program, but they would have liked new information to be taught. The results also justified the continuation of the program, but highlighted the need for TFGA to expand its advertisement reach in order to increase attendance.

Keywords: program evaluation, experiential learning, agricultural extension, diffusion

Nomenclature

CAPS	Cooperative Agricultural Pest Survey
CEA	County Extension Agent
CEU	Continuing Education Units
ESFY	European stone fruit yellows
LBAM	Light brown apple moth
NASS	National Agricultural Statistics Services
NSFS	National Stone Fruit Survey
PDV	Prune dwarf virus
PLPM	Plant Pathology and Microbiology
PNRSV	Prunus necrotic ringspot virus
PPD	Phony peach disease
PPV	Plum pox virus
SWFTL	Soil, Water and Forage Testing Lab
TDA	Texas Department of Agriculture
TFGA	Texas Fruit Growers Association
TPDDL	Texas Plant Disease Diagnostic Lab
TSHS	Texas State Horticultural Society
USDA	United States Department of Agriculture

Introduction

Texas Plant Disease Diagnostic Laboratory (TPDDL)

The TPDDL is a plant disease diagnostic laboratory located in the Centeq Building on Texas A&M University's campus in College Station, Texas (Texas Plant Disease Diagnostic Lab [TPDDL], n.d.). The TPDDL functions as a service lab for the Department of Plant Pathology and Microbiology (PLPM) at Texas A&M University and the Texas A&M AgriLife Extension Service (TPDDL, n.d.). The TPDDL was initially an idea, conceived by Dr. Harlan Smith, Texas' first full-time Extension plant pathologist, in order to serve Extension personnel and farmers/growers of Texas (Twigg, 2010). Twenty-six years later, the appointment of Dr. Larry Barnes as the director, officially established the TPDDL in 1982 (TPDDL, n.d.). In 2008, Dr. Larry Barnes retired and Dr. Kevin Ong stepped in, becoming the second director of the TPDDL (M Jackson, 2008).

The mission of the TPDDL "…is to provide accurate and timely plant disease diagnostic support to AgriLife Extension & Research personnel, Texas Department of Agriculture, the agriculture/green industry, and the people of Texas to protect & secure our plant resources and promote economic competitiveness (Ong & McBride, 2016, p. 7)." The TPDDL uses "…microscopy, culturing, serology and molecular testing for possible plant pathogenic organisms such as fungi, bacteria, viruses, phytoplasmas and plant parasitic nematodes (Ong & McBride, 2016, p. 8)." Clients send samples to the TPDDL by mail, courier or walk-in. Once received, each sample is given a unique identifying number. A diagnostic form is required with each submission. The information included on the form is logged into a database called PClinic. Before testing occurs, a picture of each sample is taken and uploaded into PClinic for record. Once sample information entry is complete, each sample is triaged to determine which test or

tests are appropriate to identify the pathogens that are causing the symptoms. As tests are performed comments are recorded on the sample submission form and then they are entered into PClinic. Once all tests are performed, the head diagnostician, Sheila McBride, writes a report for the client detailing the plant pathogens that were observed and what strategies (Strong et al., 2010) they can implement to prevent and manage those diseases.

Not only does the TPDDL function as a service lab, but it also provides support for farmers and growers in the state of Texas. Dr. Ong receives funding from different sources annually and these sources require certain disease detection surveys to be completed during the fiscal year. These disease detection surveys allow for early detection of pathogens and pests that could cause major economic impacts for farmers and growers in the state. Some of the commodities that the TPDDL focuses on are citrus, palms, roses and stone fruit.

Stone Fruit Production in Texas

In Texas, utilized peach production (fresh market peaches) in 2017 was an estimated 310, 480 tons with crop values estimated at $4.2 million (NASS, 2018). NASS (2018) also states that in 2017 there were 92,750 peach bearing acres in Texas (NASS, 2018). According to Stein (2013), peach production is concentrated in three areas of Texas. These include counties located in the eastern, central, and central northwestern parts of the state (Stein, 2013). There are orchards located in other areas of the state, but they are smaller (Stein, 2013). There is no foundation planting in Texas and stocks for peach budwood are maintained by individual growers (Ong, 2018). Dr. David Byrne also maintains his own collection of budwood and he runs Texas A&M University's stone fruit breeding program (Ong, 2018). In stone fruit orchards, early detection is important to prevent disease outbreaks (Ong, 2018). Field surveying is a necessary monitoring tool for early detection (Ong, 2018). Using certified nursery stock and

eradicating trees are other good control measures for preventing disease outbreaks (Ong, 2018). Since peach production is an important commodity for Texas, Dr. Ong has continued to apply for and receive funding for the National Stone Fruit Survey (NSFS).

National Stone Fruit Survey (NSFS)

The NSFS is a nationwide survey that monitors for pests and pathogens of concern for the stone fruit industry in the United States (see Appendix A for pest status map) (Cooperative Agricultural Pest Survey [CAPS], n.d.). The TPDDL has participated in the NSFS since 2011 and I have been responsible for coordinating and conducting the survey since 2014. The NSFS is supported by the Farm Bill (United States Department of Agriculture [USDA], 2019). To date, twenty-six orchards in nineteen counties in Texas have been screened for various pests and pathogens of concern (see Appendix B for map of counties surveyed). Surveyed pests and pathogens have included: plum pox virus (PPV), prunus necrotic ringspot virus (PNRSV), prune dwarf virus (PDV), European stone fruit yellows (ESFY), phony peach disease (PPD) and the light brown apple moth (LBAM) (CAPS, n.d.). Testing has detected PDV and PNRSV in some of the orchards surveyed. PPV, ESFY, PPD and LBAM have not been detected or observed. Continuing the survey ensures that stone fruit orchards in Texas remain free of these invasive threats and allow for their early detection if they are introduced. In order for the survey to continue, the TPDDL must maintain a relationship with the Texas Fruit Growers Association (TFGA).

Texas Fruit Growers Association (TFGA)

The TFGA's purpose is to encourage fruit growing and marketing to promote research for better fruit quality and quantity, as well as, provide support for Texas fruit growers (Texas

State Horticultural Society [TSHS], 1996). In 1983, the TFGA created an official constitution and bylaws for the association, however, the organization dates back to the 1950s (Danz, 1983). The association became a non-profit organization in 1992 (Texas Secretary of State, 2019). The TFGA's website states they have ninety-two members (Young, 2010). These members range from growers, to professors, to Texas A&M AgriLife Extension personnel (Young, 2010). Some of the commodities the members produce are stone fruit, apples, blueberries, and pecans (Young, 2010). Their website also advertised their 2019 Spring Conference and Field Day (Young, 2018). Unfortunately, parts of the TFGA website are not regularly updated and it lacks historical information on the association, including meeting proceedings (Young, 2018).

Annual fall conference and spring field day. I reached out to Cliff Caskey, current TFGA Secretary/Treasurer, to see if he could provide me with historical data on the association. He recollected that the first TFGA meeting he attended was held in 1982 and there were around one hundred attendees (C. Caskey, personal communication, February 18, 2019). Regrettably, he was unable to find the association's records and he suggested that I consult *The Texas Horticulturist* (C. Caskey, personal communication, February 18, 2019). *The Texas Horticulturist* was first published in the spring of 1974 (TSHS, 1974). The newspaper provided professional horticultural advice to gardeners and growers alike (TSHS, 1974). Some of the contributors included Texas Grape Growers, Texas Vegetable Growers, and Texas Fruit Growers (TSHS, 1983).

Within the publication term of *The Texas Horticulturist* (1974-1998), the earliest account of an annual fruit conference was in October 1979 (TSHS, 1979). However, from the October 1983 and February 1984 issues, it was deduced that the first annual fall conference was held in 1953 and the first spring field day was held in 1978 (TSHS, 1983; TSHS, 1984). The TFGA

relied heavily on *The Texas Horticulturist* to advertise its events (TSHS, 1983). Two months before the program, the newspaper would publish the event dates and location, it would provide some information on topics and speakers, and it would include a pre-registration form (see Appendix C for newspaper clippings) (TSHS, 1983). One month before the program, advertisement would continue (TSHS, 1983). A detailed program would be provided and another pre-registration form would be included (see Appendix D for newspaper clipping) (TSHS, 1983). The programs included oral presentations, orchard tours, expert panels, and hands-on demonstrations (TSHS, 1983). In the month the program occurred, a member of the TFGA would write a review of the meeting in the newspaper (Marburger, 1983). These reviews would include program successes and failures, how many people attended, memorable talks and tours, and any newly elected Board of Directors (see Appendix E for newspaper clippings) (Marburger, 1983).

From these program reviews came useful information to tailor the programs to the growers needs and to provide support for continuing these meetings. After the 1983 annual fall conference, TFGA President Arthur Danz, asked that growers express to the board what problems they faced that year and what subjects they wanted to be addressed at next year's meeting (Danz, 1983). It was also decided that the annual fall conference would be held at Texas A&M in odd numbered years and in a peach production area in even numbered years (Danz, 1983). In 1996, TFGA President Dan Copeland, also noted that members felt the annual conference ran for too many days, so the association limited the conference to two days (Copeland, 1996).

Program Plan

Issue Identification

Extension agents are expected to have competencies of agricultural commodities of communities in which they serve (Benge et al., 2021; Benge et al., 2011; Harder & Narine, 2019; Harder et al., 2013; Harder & Strong, 2010; Harder et al., 2009; Narine & Harder, 2021; Strong & Irani, 2011; Strong & Harder, 2009; Strong & Israel, 2009). As Texas A&M AgriLife Extension personnel, we have the responsibility to develop educational programs that are relevant to the constituents we serve (Shackelford, 2016). These programs are implemented in order to better the lives of those constituents (Shackelford, 2016). To develop a successful program, identifying the issues is the first step in the program development process (Ripley et al., 2011). There are a hand-full of sources that Extension personnel can use to identify constituent issues, for example: program area committees, repeated inquiries from clientele, commodity groups, state and federal mandates, etc. (Ripley et al., 2011). In this situation, while attending the 2018 TFGA Spring Field Day, the TFGA Board of Directors expressed their continual disappointment in meeting attendance (C. Caskey, personal communication, April 13, 2018). The lack of participation in these meetings has created the risk that the TFGA will no longer exist as an association (C. Caskey, personal communication, February, 22, 2019). In the words of Jody Worthington, the TFGA offers the opportunity for an "…organized exchange of ideas…" through its annual meetings (Worthington, 1997, p. 5). These meetings reinforce TFGA's purpose to promote fruit research and provide support for Texas fruit growers (Worthington, 1997). Without these meetings, Texas fruit growers would not have the opportunity to continue to gain knowledge on current and emerging issues that are affecting the fruit industry and production.

The spring field day program has existed since 1978, however, there has been a decline in attendance over the last forty years (TSHS, 1984). For example, in April 1983, the TFGA held

their spring field day in Fredericksburg, Texas (Marburger, 1983). This meeting drew a crowd of over two-hundred and fifty people (Marburger, 1983). Almost ten years later, in April 1991, TFGA held another spring field day in Yoakum, Texas and over one hundred people attended (TSHS, 1991). In April 2016 and 2017, the meetings were held at the Gillespie County Extension Office in Fredericksburg, Texas. Attendance to these meetings was around forty people. In April 2018, the meeting was held at the Brundrett Conservation Education Building in Nacogdoches, Texas and attendance to this meeting was about fifteen people.

I have attended and presented at the TFGA spring field days since 2016 to solicit for voluntary participation for the NSFS. Through my participation, I have personally witnessed the decline in attendance. I articulated to Dr. Ong that I felt the need to assist the TFGA in increasing meeting attendance and participation within the association (K. Ong, personal communication, April 13, 2018). Collectively, we suggested to the Board of Directors that the 2019 Spring Conference and Field Day be held in College Station, Texas (C. Caskey, personal communication, April 13, 2018). The Board of Directors agreed to the meeting location, and tentative dates were set for March 1-2, 2019 (C. Caskey, personal communication, April 13, 2018). After the 2018 TFGA Spring Field Day, Dr. Ong and I became the local program coordinators for the 2019 meeting.

Target Audience

When developing a program, identifying the target audience is important for curricula development and marketing efforts (Ripley et al., 2011). The educational content must align with the needs and existing knowledge of the audience to increase the educational value of the program (Ripley et al., 2011). It is always important to differentiate between the primary and secondary target audiences when developing a program (Ripley et al., 2011). The primary target

audience includes those who will be directly impacted by the program content (Ripley et al., 2011). The secondary target audience includes those who might be reached (Ripley et al., 2011).

At the 7th Annual Texas Fruit Conference in New Braunfels, Texas, C. Caskey stressed that he wanted the 2019 Spring Conference and Field Day to target Texas stone fruit growers (C. Caskey, personal communication, October 15, 2018). The reasoning behind this stemmed from the educational content offered at the 7th Annual Texas Fruit Conference (mlnesbitt, 2018). In 2018, the topics covered new fruits being produced in the state; for example, pomegranates, golden kiwifruit, and pineapple guava (mlnesbitt, 2018). C. Caskey wanted the focus of the 2019 Spring Conference and Field Day to be on peach production since the Texas Fruit Conference brushed over the subject and focused so much on new fruits in production (C. Caskey, personal communication, October 15, 2018).

For this program, Texas stone fruit growers would be considered the primary target audience (Ripley et al., 2011). In interacting with the Texas stone fruit growers through the NSFS and the TFGA meetings, I can say that the majority of the growers are male. They range from their early thirties to their late seventies. Some of the growers have a higher education, but they all have been in production for so long that their education has come from in-the-field experiences. The secondary target audience would include County Extension Agents (CEA), Master Gardeners (Strong & Harder, 2010a; Strong & Harder, 2010b), and anyone who needed continuing education units (CEUs) for renewal of their pesticide applicators license.

Rogers' (2003) studies with adoption and diffusion of technologies is globally renowned. Priority 2 of the American Association for Agricultural Education's *National Research Agenda* recommended more inquiries respective to stakeholder adoption of training programs to better understand diffusion of innovations (Lindner et al., 2016). Adoption of innovations and training

programs for Extension audiences have been studied by various researchers (Ganpat et al., 2016; Lee et al., 2021; Mikwamba et al., 2021; Olsovsky et al., 2021; Strong et al., 2014; Wynn et al., 2013). The adoption of a face-to-face field day is of particular interests to not just researchers and practitioners but Extension administration.

Program Objectives

1. Educate Texas stone fruit growers on existing and emerging issues related to peach production as related to plant health.
2. Educate Texas stone fruit growers on resources available for peach production (i.e. TPDDL, Soil, Water & Forage Testing Lab).
3. Provide CEUs for Texas Department of Agriculture's (TDA) annual recertification requirements for pesticide applicators license.
4. Increase awareness and boost participation in the TFGA.
5. Determine the needs of Texas stone fruit growers.
6. Solicit for voluntary participation in the NSFS.

Program Design and Implementation

Program design is based on the primary target audience, as well as, the intended outcomes of the program (Ripley et al., 2011). Some factors that are determined by the target audience include: availability, location, needs and wants, existing knowledge, and learning styles (Ripley et al., 2011). The program should include a variety of delivery methods so that the educational content will reach as many people as possible (Ripley et el., 2011). Delivery methods include: tours, lectures, or method demonstrations (Ripley et al., 2011). These methods should target visual, auditory and kinesthetic learners (Ripley et al., 2011).

Once the design phase is complete, the program can be implemented (Ripley et al., 2011). Implementation is putting the program design into action (Ripley et al., 2011). Evaluation is an important factor of the implementation phase (Ripley et al., 2011). It is important to collect information on participant satisfaction to improve the program as a whole (Ripley et al., 2011).

Program Logistics

Many factors contribute to the success of a program. These factors may include time of year, meeting location, learning environment, registration, and advertisement (Irby et al., 2012).

Meeting dates. If the program is scheduled during the middle of harvest season, and your target audience is growers, your chances of attendance will be low. The majority of growers will be out in the field harvesting to get their product to market, so they will be unable to attend the event. Historically, TFGA's spring field days are held in the month of April. However, in recent years, growers have requested that the TFGA spring field days be held earlier in the growing season so that they could have a better chance of attending (C. Caskey, personal communication, April 13, 2018). With this in mind, the program dates were tentatively set for Friday, March 1 and Saturday, March 2, 2019 at the 2018 TFGA Spring Field Day in Nacogdoches, Texas. The dates were then confirmed at the 7th Annual Fruit Conference in New Braunfels, Texas (see Appendix F for detailed program).

Location. If the location is not centrally located between the areas the target audience reside in, you also risk the chance of attendance being low. For example, we had a CEA inquire about the program to see if it was worth it to drive from Lubbock, Texas to College Station, Texas for the two-day program (C. Reid, personal communication, January 25, 2019). If the location is not within a half-a-day driving distance for the target audience, it might influence their decision on whether or not they attend the event. With this in mind, the program location

was also decided on at the 2018 TFGA Spring Field Day in Nacogdoches, Texas. The Board of Directors agreed to holding the program in College Station, Texas because of its convenient location between the three peach growing regions in the state. Dr. Ong and I also offered to assist in coordinating the meeting.

Learning environment. When developing a program, it is important to consider where the event will be held. The learning environment is an important aspect of the audience's ability to successfully acquire the skills and knowledge that are being taught during the program (Knowles et al., 2015). A conducive learning environment takes in to account the physical, social and organizational aspects of the space (Knowles et al., 2015). Physical climate might include room temperature, table spacing, access to food and drink, and wall color (Knowles et al., 2015). Social climate might include clearly defined goals, ability to ask questions, respect for cultural differences, and supportive interpersonal relationships (Knowles et al., 2015). Organizational climate might include policy, structure, management philosophy, and reward systems (Knowles et al., 2015). With this in mind, the learning environment for the 2019 TFGA Spring Conference and Field Day was the Texas A&M University Horticulture Teaching, Research and Extension Center located in Somerville, Texas. One reason for selecting this venue was that it was free of cost. Another reason is that it was located across from the orchard that was toured by the participants on March 2nd. It has also been used to host other various Texas A&M AgriLife Extension programs.

Registration. The TFGA handled registration for the 2019 Spring Conference and Field Day. Mail-outs were sent to TFGA members on January 3, 2019. The information in the mail-out included: the TFGA membership dues form, the 2019 Spring Field Day program, the registration form, and a list of accommodation options for the meeting (see Appendix G for registration

form). Registration fees were determined to be $40 for TFGA members, $20 for TFGA member spouses, $85 for non-members, $45 for Master Gardeners, and fees were waived for any CEAs that attended (C. Caskey, personal communication, November 15, 2018). The registration fees covered meeting attendance and a catered dinner on March 1st. The completed registration forms and fees were mailed to Dr. Glenn Rydl by February 23, 2019. Participants also had the choice of showing up the day of the event and registering. Pre-registration numbers indicated that eight growers pre-registered for the event, two County Extension Agents (Horticulture) replied to the advertisement email, and one gentleman inquired about the CEUs being offered (C. Caskey, personal communication, February 21, 2019).

Advertisement. The TFGA also handled advertisement, with the exception of me sending out an email to CEAs (Ag & Natural Resources & Horticulture). The meeting was first advertised to the 2018 TFGA Spring Field Day attendees in Nacogdoches, Texas. It was then announced by Cliff Caskey at the 7th Annual Texas Fruit Conference in New Braunfels, Texas (C. Caskey, personal communication, October 15, 2018). The third mode of advertisement was the mail-out sent on January 3, 2019 to TFGA members. The TFGA website was then updated on January 11, 2019 with the meeting program and registration form (Young, 2018). I sent out two emails to CEAs, the first on January 23, 2019 and the second on February 13, 2019 promoting the event (see Appendix H for advertisement flyer). Cliff Caskey also stated that he made calls to growers to see if they planned on attending as well (C. Caskey, personal communication, February, 27, 2019).

Educational Content

Educational content should also be considered when developing a program. There are two types of education: formal and informal (Shackelford, 2016). An example of formal

education would be a class that is regularly scheduled, has a syllabus, has required assignments and tests, and has the same certified teacher every class period (Shackelford, 2016). An example of informal education would be an after-school program that is learner-centered, inexpensive, no curriculum, each activity is completed in one meeting period, teachers vary in certification, and students might not attend regularly (Shackelford, 2016). Within these educational types, the participants can be broken down into three learning styles: visual, auditory, and kinesthetic (Shackelford, 2016). According to Dale's Cone of Experience, people generally remember 20% of what they hear, 30% of what they see, and 90% of what they do (Shackelford, 2016). It is the job of the program developer to evaluate his or her audience (large or individual clientele) in order to provide the best educational method(s) so that they may successfully gain knowledge and actively make change (Shackelford, 2016; Strong & Irani, 2011).

CEUs. The 2019 TFGA Spring Conference and Field Day program was approved by TDA as a pesticide applicator CEU course (see Appendix I for CEU course approval notification). The course offered participants a total of five CEUs which were categorized as laws and regulations (1), integrated pest management (2), and general (2). Four credits were awarded to those who attended on March 1st and one credit was awarded to those who attended on March 2nd. Certificates of completion were given to those who attended (see Appendix J for certificates of completion). Offering CEUs fulfilled Program Objective 3.

Presentations. Topics covered were based on aspects of peach production at the request of Cliff Caskey (C. Caskey, personal communication, October 15, 2018). Speakers were selected based on their expertise in peach production, location, and former participation in TFGA spring field days. All of the speakers were employees of Texas A&M AgriLife Extension Service (see Appendix K for speaker profiles). There was a total of six presenters and one tour with

demonstrations. The oral presentations lasted for roughly sixty minutes. There was no time for Q&A, but attendees asked questions during the presentations. There were four presentations on March 1st and three presentations on March 2nd. Breaks between presentations were taken as needed.

Evaluation Method

We evaluate programs to see if they are effective, to make improvements, to create new aspects of the program, or get rid of things that don't work (Irby et al., 2015; Shackelford, 2017). A formative evaluation focuses on program development or improvement, for example, a satisfaction survey (Shackelford, 2017). A summative evaluation occurs at the end of a program and sums up the teaching and learning process, for example, an exam (Shackelford, 2017; Strong et al., 2021). A program evaluation was handed out to participants and they were asked to fill it out and turn-it in in order to receive their CEU certificates (see Appendix L for program evaluation). The program evaluation was adapted from two separate AgriLife Extension program evaluations and based on the program objectives. There were ten questions, two of which were fill-in-the-blank. The evaluation was based mostly on customer satisfaction questions for program improvement.

Program Evaluation and Recommendations

Advertisement

As stated earlier, the TFGA maintained control over program advertisement. They used minimal ways to advertise including: verbally at various grower meetings, registration form mail-out to TFGA members, and updating their website with the program information. I suggested that we send the information to CEAs (Ag & Natural Resources & Horticulture) so that we could expand our advertisement reach. Through the program evaluation, the majority of

respondents heard about the program through their grower association and this accounted for almost half of the program attendees. When advertisement occurred in *The Texas Horticulturist* attendance to these meetings was twelve-fold. Program Objective 4 was not fully accomplished because advertisement was not made a priority.

Recommendation. The TFGA should consider making advertisement a priority to increase awareness and boost participation in the association. They might consider creating social media accounts to advertise meetings and events that they are hosting (Strong et al., 2014). Many of the stone fruit orchards in Texas have a presence on social media, as well as, Texas A&M AgriLife Extension Service. The TFGA should also consider looking into other Texas based agriculturally-related associations that might publish newsletters or magazine issues throughout the year and see if there is opportunity for advertisement in those medias. The TFGA should also continue to send association information to CEAs so that they may disseminate the information throughout their counties.

Registration

As stated earlier the TFGA handled registration by sending out a mail-out to current TFGA members. Mail-outs cater to those who do not have access to a computer, so they work well for this audience. However, in this day and age, mail-outs seem archaic, and an online registration option might benefit the association. It could benefit the TFGA by allowing for a more accurate pre-registration count for program planning purposes. Creating a quicker and more efficient way to register for the program might also boost meeting attendance and participation. It would also allow for the opportunity to share the registration link through advertisement where it would reach a wider audience than just TFGA members.

Recommendation. The TFGA should consider surveying the target audience to see what method of registration they prefer. If findings suggest that they prefer online registration, consider implementing a way for attendees to register and pay for the program online.

Attendance

Over the two-day program, a total of twenty-two people attended. They ranged from growers, to Master Gardeners, to County Extension Agents, to people who just needed CEUs. Five out of twelve Board of Directors attended, but only four participated in the Board of Directors meeting. This year's attendance is comparable to last year's attendance, with no drastic increase or decrease. Attendance relies heavily on advertisement and time of year. It was later discovered that multiple things (expected and unexpected) were occurring the weekend of March 1st that might have contributed to low attendance: Mardi Gras, East Texas Fruit and Vegetable Conference, and a late freeze.

Recommendation. The TFGA should consider surveying the target audience to see which month (January-May) would be the best time to hold the meeting. When a time frame is chosen ensure that there are no other events going on that would attract your target audience.

Learning Environment

There were tables and chairs for participants to sit down and take notes during the presentations (see Appendix M for pictures of room set-up). Restrooms were available for use. Snacks, coffee, water and soda were readily available (see Appendix N for pictures of food and catering). Dinner was catered the evening of March 1, 2019. M. Lightsey complimented on how good the food was and how she enjoyed not eating BBQ which is the normal meal for meetings like this (M. Lightsey, personal communication, March 1, 2019). Presenters allowed the audience to feel comfortable and welcomed questions and dialogue during their presentations.

Participants were given time to mingle during multiple breaks, the catered dinner on March 1 and the tour on March 2. If participants needed CEUs for the year, they had the opportunity to receive two certificates for a total of five CEUs. Accommodations had to be booked in College Station, Texas because the surrounding location had little to no options. It was also noted that when entering the venue address into a GPS device, other than Google Maps, it would direct you to the wrong location (M. Kent, personal communication, February 26, 2019). One couple said they got lost because of this issue (R. Vannoy, personal communication, March 1, 2019). However, we had other attendees say they had no problem finding the place (S. Young, personal communication, March 1, 2019). The temperature in the warehouse was on the cooler side because the heaters did not get turned on. The projector did not display the presentations large enough on the screen, so some attendees had trouble seeing what the slides said. Some attendees asked for Wi-Fi, but it was not available to them (S. Young, personal communication, March 1, 2019).

Recommendation. It is recommended that the TFGA continue to provide snacks, drinks, and a catered meal for attendees. Ensure that the meeting space temperature is comfortable for attendees. Ensure that attendees have adequate directions on finding the meeting location. Utilize a projector screen large enough to display presentations so attendees in the back row can read the screen. Make Wi-Fi availability an option. Continue to offer CEUs for attendees.

Presentations

Presenter 1. Dr. Don Renchie spoke about current updates to federal and state pesticide laws and regulation. Before his presentation and during his presentation, he directed the audience to online resources available to them regarding pesticide safety and training. He projected his voice so that the whole room could hear him. He continued to ask the audience, “You with me

guys?" and "I can't hear you!" to make sure they were understanding the material. He asked the audience to pull out their pesticide applicators license and look for a barcode. He explained to them that the barcode was used to scan at programs offering CEUs so that their information would be directly uploaded to TDA's database. Throughout the presentation he made jokes and had the audience laughing almost the whole time. Dr. Renchie's PowerPoint presentation used text and pictures catering to visual and auditory learners.

Presenter 2. Dr. Tony Provin stressed the importance of understanding how growing components can have an impact on plant health. He also elaborated on the resources available to growers for soil testing at the Soil, Water and Forage Testing Lab (SWFTL) located in College Station, Texas. He spoke softly, but engaged with the audience, asking them questions. Audience members also asked him questions. He used slides with text and pictures to show soil sampling tools and how to take sufficient soil sub-samples. He also talked about water testing and tissue testing and how to submit these samples to SWFTL as well. He did a good job tailoring his presentation to peach growers in telling them how to take samples from a peach tree and he showed some peach leaf analysis data. Dr. Provin's PowerPoint presentation used text and pictures catering to visual and auditory learners. His presentation also accomplished Program Objective 2.

Presenter 3. Bill Ree took an integrated pest management approach in discussing current and emerging insect problems in peach production. He referenced the 2019 Southeastern Peach, Nectarine, and Plum Pest Management and Culture Guide, which every attendee received at registration (see Appendix O for cover of management guide). He touched on backyard option controls and field option controls. He asked the audience questions to make sure they understood the terminology he was using. He referenced the AgriLife Bookstore and the resources available

to them. Attendees were taking pictures of his presentation slides. He engaged with the audience and made them laugh. Mr. Ree's PowerPoint presentation used text and pictures catering to visual and auditory learners. His presentation also accomplished Program Objective 1. However, one respondent wrote on his program evaluation (Miller, 2018) that Mr. Ree's presentation seemed repetitive from conference to conference.

Presenter 4. Monte Nesbitt provided a general overview of the horticultural aspects of peach production and how one can be successful in production by cultivar selection, land preparation, cultivation practices, and fertilization practices. He opened with sharing his personal experience starting up his own orchard. He referenced the Web Soil Survey tool that growers can use to map out their land and get information on their soil types. His information was a little heavy for a late evening presentation. The audience was taking pictures of his presentation slides. He talked about freeze damage which is very relevant for this time of year. He engaged with the audience and asked for someone to share their experience with an orchard fan. He also handed out a slide-set entitled "Effective & Accurate Tree Spraying" to supplement the demonstration of the air blast sprayer on day two of the program. Mr. Nesbitt's PowerPoint presentation used text and pictures catering to visual and auditory learners. His presentation also accomplished Program Objective 1. One respondent wrote on her program evaluation that Mr. Nesbitt's slides were perfect in regards to being able to read them and they were not cluttered with too much text.

Presenter 5. Dr. Kevin Ong explored several common disease problems in Texas stone fruit production systems. He included information on recognizing symptoms and understanding management approaches for these problems. He also included information on some emerging disease problems, currently monitored under the National Stone Fruit Survey. He also provided

information on who to contact when emerging disease problems are detected. Before he began his presentation, he made sure to reference the 2019 Southeastern Peach, Nectarine, and Plum Pest Management and Culture Guide. He gave a brief introduction on plant pathology so that the audience would understand the rest of his presentation. Everyone seemed engaged throughout his presentation and he made the audience laugh a couple of times. Some audience members asked him questions during his presentation. The heater kicked on while he was presenting so it became a little difficult to hear him. He told the audience to call him up if they see the symptoms he covered in his presentation, out in the field. He also referenced TPDDL's factsheets. Dr. Ong's PowerPoint presentation used text and pictures catering to visual and auditory learners. His presentation also accomplished Program Objective 1 and 2.

Presenter 6. I gave a presentation on the NSFS. My slides defined the NSFS, provided a list of pests of concern, a map of counties that have been surveyed, and the work plan for 2019. I also included a picture of a questionnaire asking if attendees would be willing to participate in the 2019 NSFS (see Appendix P for NSFS questionnaire). I was able to accomplish Program Objective 6, I received nine completed questionnaires all responding "Yes" to participate.

Presenter 7. Dr. David Byrne and his Agricultural Research Worker, Jon Corser, were responsible for the orchard tour and demonstrations. Before beginning the tour/demonstrations, Dr. Byrne took some time to present on new cultivars available to growers. He passed out a document entitled "Stone Fruit Testing Program 2019" which provided the information he went over in his presentation. During his presentation the heater kicked on so it became a little difficult to hear him. Not everyone seemed engaged, but when he finished his section on the new cultivars, many growers asked him questions. He also touched on freeze mitigation techniques in stone fruit orchards, which included using an orchard fan. Dr. Byrne's PowerPoint presentation

used text and pictures catering to visual and auditory learners. After the presentation, we went outside to observe how an air-blast sprayer is operated (see Appendix Q for pictures of air-blast sprayer demonstration). We then drove across the highway to Dr. Byrne's orchard to see how an orchard fan operates (see Appendix R for pictures of orchard fan demonstration). The tour and demonstrations catered to kinesthetic learners (Coppedge & Strong, 2013; Kolb, 1984).

Recommendation. Continue to utilize experts in the field for program presentations. Ensure that the material presented is new to the audience. Offer more hands-on activities for the audience to participate in. Allocate time for the audience to pose questions to the various presenters. Continue to allow TPDDL to solicit participation for the NSFS.

Evaluation

Previously, with my participation at the TFGA spring field days, no program evaluations were ever passed out. In an attempt to determine the needs of Texas stone fruit growers (Program Objective 5), a program evaluation was passed out at this meeting. On day two of the program, C. Caskey also stressed that he wanted to hear from the audience as too what topics needed to be covered next year (C. Caskey, personal communication, March 2, 2019). He himself recommended bringing someone in to talk about organic options for growers (C. Caskey, personal communication, March 2, 2019).

The response rate of the evaluation was 68%. The evaluation included ten questions, two of which were fill-in-the blank. The response rate for the fill-in-the-blank questions were only 20%. Some of those responses included: soil program weak, screen was very difficult to read and see, building could have been warmer. More than half of the respondents were completely satisfied with the program and all respondents, except one, said they would recommend the program to others. Almost all of the respondents said the program would benefit them

economically. The majority of the respondents were either “completely” or “mostly” satisfied with aspects of the program. However, the aspect that stood out in the respondents being “somewhat” or “slightly” satisfied was that the information presented during the program was not new to them. The majority of respondents heard about the program through a grower association. Twenty-nine percent of the respondents were female and 71% were male. The majority of the respondents were growers (64%), followed by Master Gardeners (21%), County Extension Agents (7%), and CEU seekers (7%). Respondent ages ranged from 40 to 75+ with the largest group coming from the 75+ category.

Recommendation

It is recommended that the TFGA continue to pass out a program evaluation at the end of its spring field day (Strong et al., 2021). The information collected can be used to tailor the following year’s program to the needs of the growers (Strong & Harder, 2012; Strong & Harder, 2011c). Also consider creating an evaluation that measures knowledge gained and changes in behavior as a result of the topics covered in the program. Consider creating a more conducive learning environment for the audience so they are comfortable and can easily read the projector screen, this will aid in diffusion of knowledge (Knowles et al., 2015) and potentially produce a more impactful program (Mezirow, 1997).

Further study is needed to determine if the field day’s content should be included in annual Master Gardener curricula (Strong & Harder, 2011a; Strong & Harder, 2011b). This could enable the curricula to reach more community stakeholders and elicit more program impact for the industry, TPDDL, and Texas A&M AgriLife Extension. This project included a survey-design. I recommend further study implement a quasi-experiment or a randomized

control trial (RCT) to compare the impact of the program on participants juxtaposed to growers, Master Gardeners, and other stakeholders that did not participate.

Extension dissemination of information to producers and stakeholders has moved, in certain commodities, to online or virtual disseminations of field days or trainings (Benge et al., 2021; Ganpat et al., 2016; Narine et al., 2019a; Narine et al., 2019b; Strong et al., 2022; Strong et al., 2014; Strong, 2012a; Strong 2012b; Strong & Alvis, 2011). I recommend the field day be disseminated virtually, not as a replacement but as an additional experience, to offer educational access to more stakeholders (Narine et al., 2019b) and to better assist the land-grant institution better meet its local, state, and national charge versus to only those who can attend the field day (Strong & Israel, 2009). A virtual field day would also be advantageous if COVID or any other pandemic restrictions were implemented causing face-to-face or in-person trainings from occurring. A virtual option not only allows more stakeholders to participate but is more flexible for the target audience and instructors from circumstances outside their control. Further examination is recommended for virtual or in-person participants of the field day.

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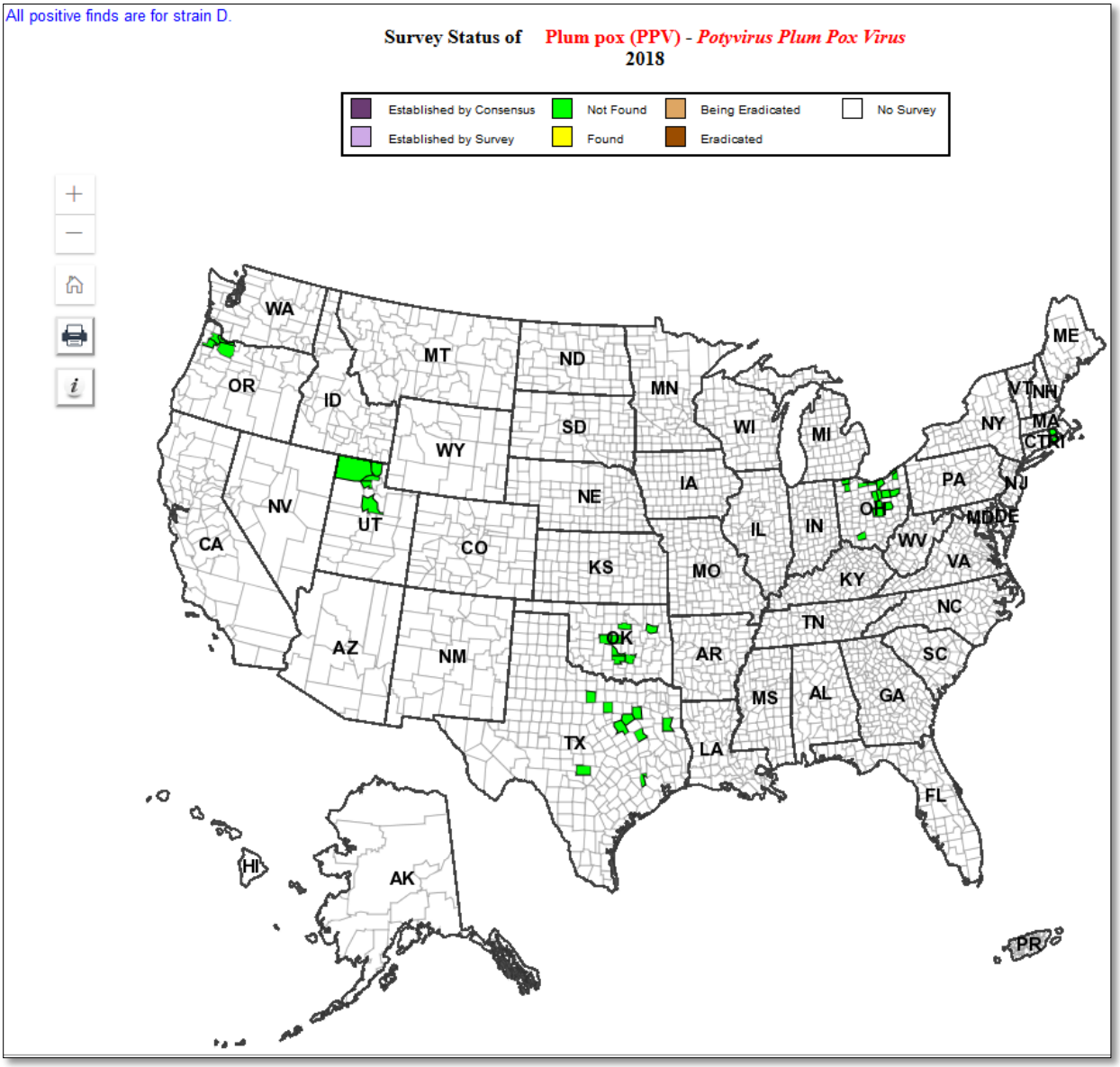
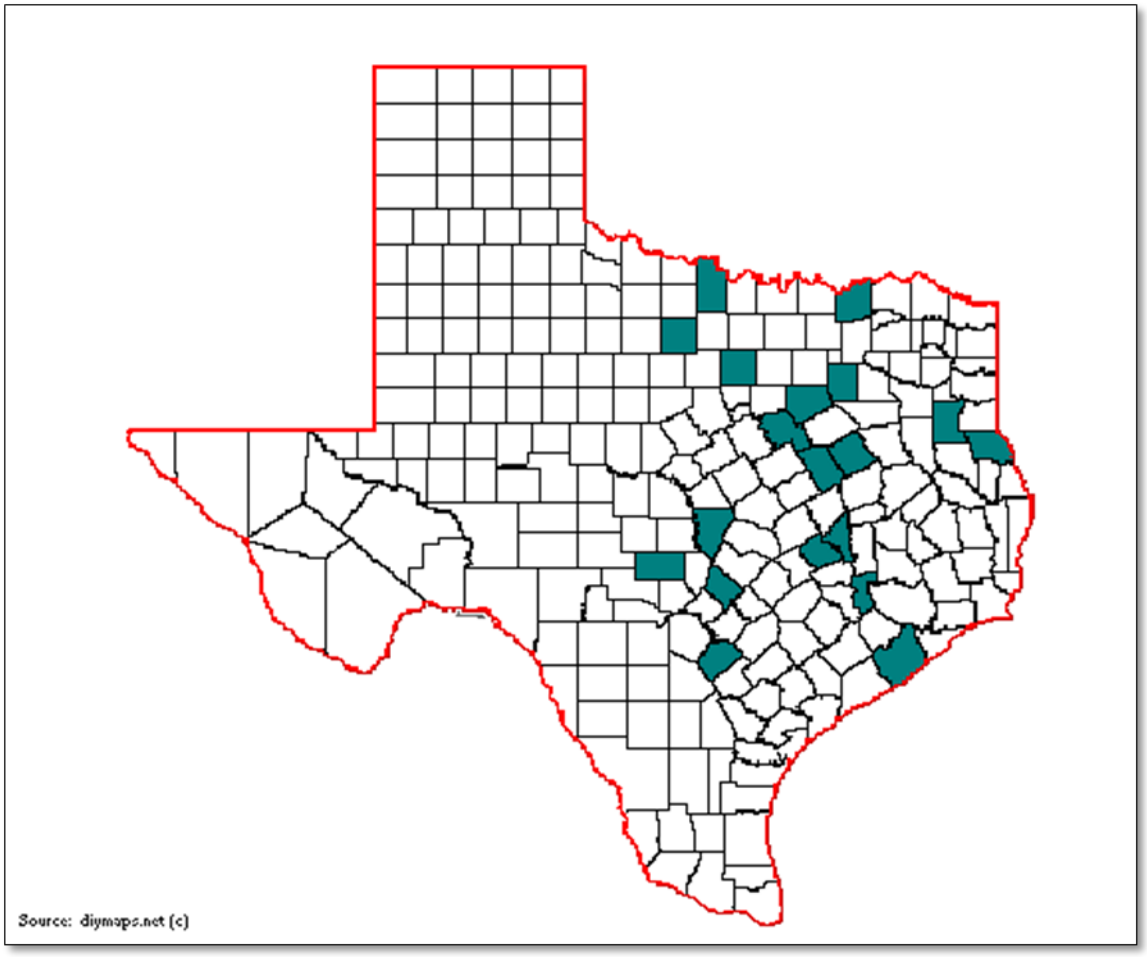
Appendix A

Center for Environmental and Research Information Systems 2018 Pest Status Map of PPV



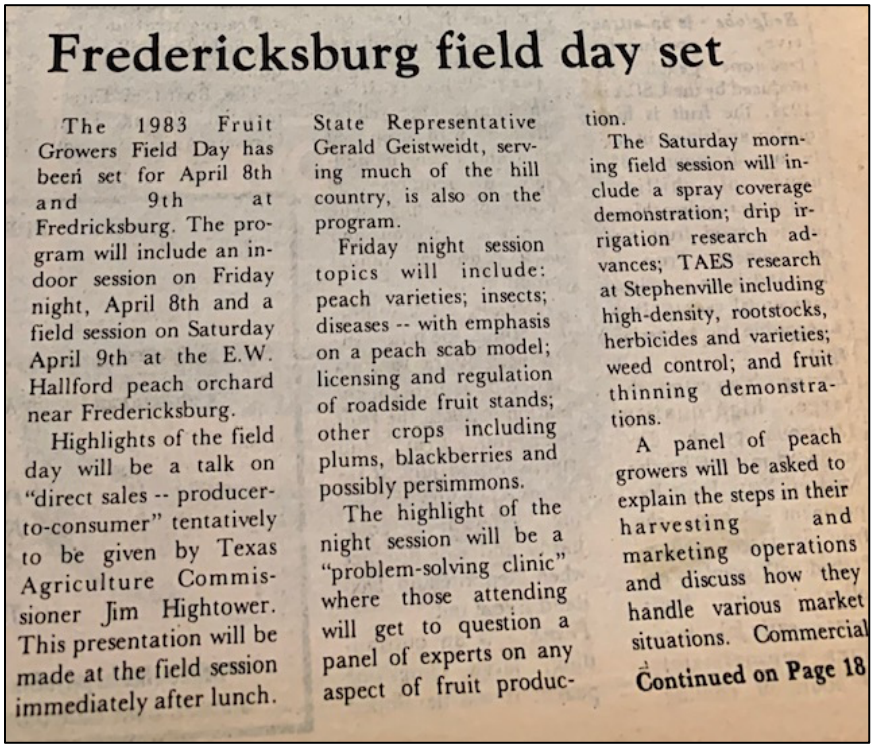
Appendix B

Map of Texas counties surveyed since 2012 for the NSFS



Appendix C

1983 Spring Field Day advertising in *The Texas Horticulturist*, *9*(9)



Fredericksburg field day set

The 1983 Fruit Growers Field Day has been set for April 8th and 9th at Fredricksburg. The program will include an indoor session on Friday night, April 8th and a field session on Saturday April 9th at the E.W. Hallford peach orchard near Fredericksburg.

Highlights of the field day will be a talk on "direct sales -- producer-to-consumer" tentatively to be given by Texas Agriculture Commissioner Jim Hightower. This presentation will be made at the field session immediately after lunch.

State Representative Gerald Geistweidt, serving much of the hill country, is also on the program.

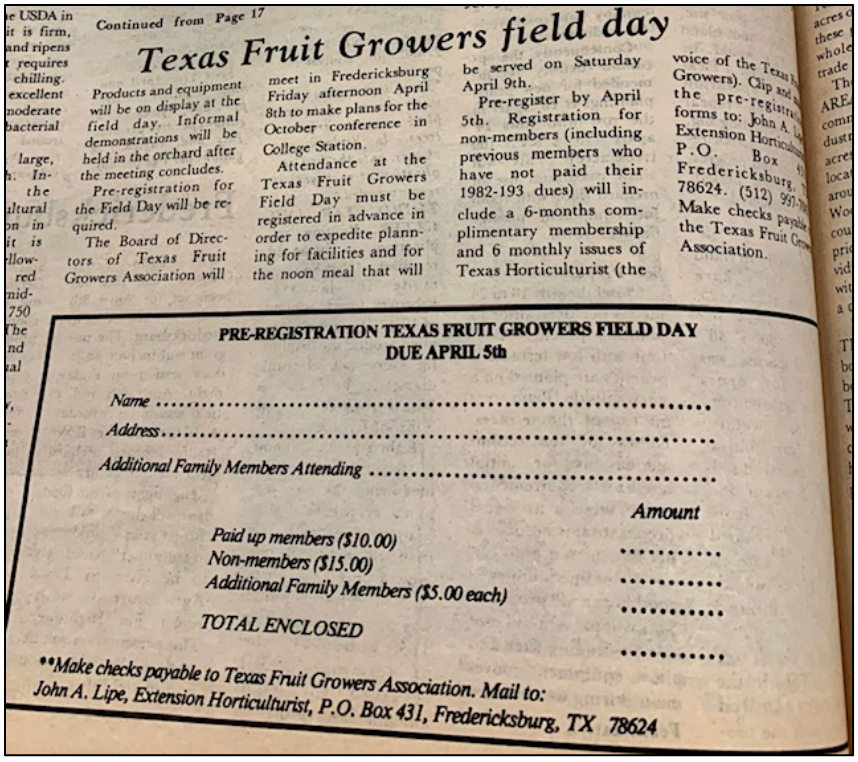
Friday night session topics will include: peach varieties; insects; diseases -- with emphasis on a peach scab model; licensing and regulation of roadside fruit stands; other crops including plums, blackberries and possibly persimmons.

The highlight of the night session will be a "problem-solving clinic" where those attending will get to question a panel of experts on any aspect of fruit production.

The Saturday morning field session will include a spray coverage demonstration; drip irrigation research advances; TAES research at Stephenville including high-density, rootstocks, herbicides and varieties; weed control; and fruit thinning demonstrations.

A panel of peach growers will be asked to explain the steps in their harvesting and marketing operations and discuss how they handle various market situations. Commercial

Continued on Page 18



Continued from Page 17

Texas Fruit Growers field day

Products and equipment will be on display at the field day. Informal demonstrations will be held in the orchard after the meeting concludes.

Pre-registration for the Field Day will be required.

The Board of Directors of Texas Fruit Growers Association will meet in Fredericksburg Friday afternoon April 8th to make plans for the October conference in College Station.

Attendance at the Texas Fruit Growers Field Day must be registered in advance in order to expedite planning for facilities and for the noon meal that will be served on Saturday April 9th.

Pre-register by April 5th. Registration for non-members (including previous members who have not paid their 1982-193 dues) will include a 6-months complimentary membership and 6 monthly issues of Texas Horticulturist (the voice of the Texas [illegible] Growers). Clip and [illegible] the pre-registration forms to: John A. [illegible] Extension Horticulturist, P.O. Box [illegible] Fredericksburg, TX 78624. (512) 997-[illegible] Make checks payable to the Texas Fruit Growers Association.

PRE-REGISTRATION TEXAS FRUIT GROWERS FIELD DAY
DUE APRIL 5th

Name .....

Address .....

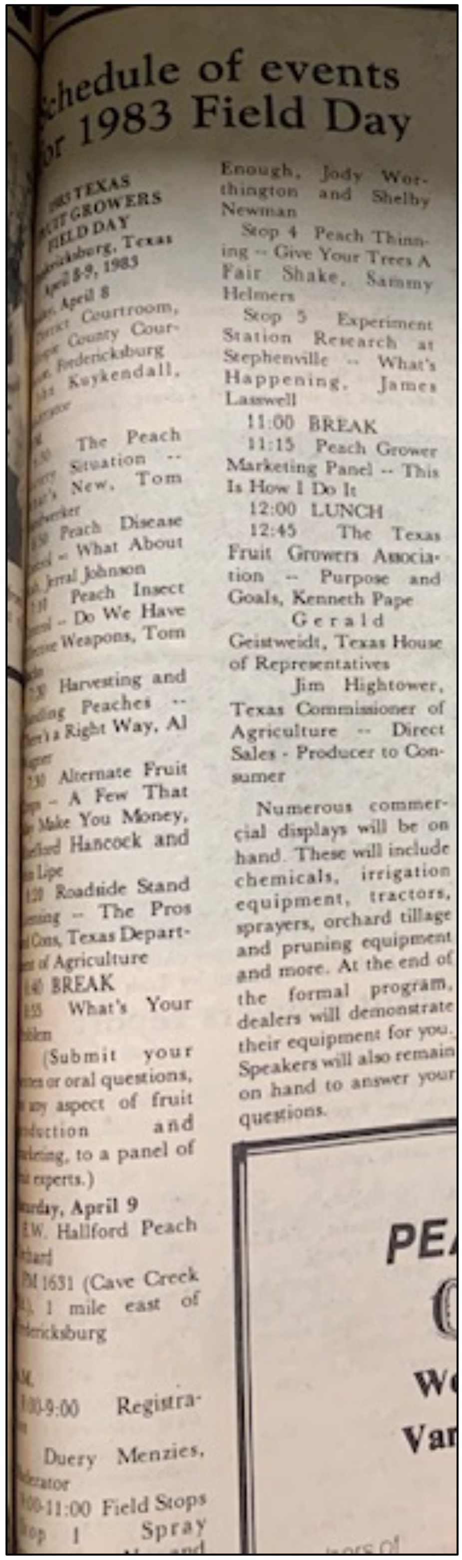
Additional Family Members Attending .....

	Amount
Paid up members ($10.00)	.....
Non-members ($15.00)	.....
Additional Family Members ($5.00 each)	.....
TOTAL ENCLOSED	.....

***Make checks payable to Texas Fruit Growers Association. Mail to: John A. Lipe, Extension Horticulturist, P.O. Box 431, Fredericksburg, TX 78624*

Appendix D

1983 Spring Field Day schedule of events in *The Texas Horticulturist*, *9*(10)



chedule of events
r 1983 Field Day

983 TEXAS
UIT GROWERS
FIELD DAY
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April 8-9, 1983
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mes Kuykendall,
derator

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erker
:50 Peach Disease
trol -- What About
, Jerral Johnson
:10 Peach Insect
trol -- Do We Have
Weapons, Tom

:30 Harvesting and
dling Peaches --
re's a Right Way, Al

:50 Alternate Fruit
ps -- A Few That
Make You Money,
ford Hancock and
n Lipe
:10 Roadside Stand
keting -- The Pros
Cons, Texas Depart-
nt of Agriculture
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ten or oral questions,
any aspect of fruit
duction and
keting, to a panel of
expects.)
urday, April 9
E.W. Hallford Peach
hard
FM 1631 (Cave Creek
), 1 mile east of
dericksburg

A.M.
:00-9:00 Registra-

Duery Menzies,
derator
:00-11:00 Field Stops
top 1 Spray

Enough, Jody Worthington and Shelby Newman

Stop 4 Peach Thinning -- Give Your Trees A Fair Shake, Sammy Helmers

Stop 5 Experiment Station Research at Stephenville -- What's Happening, James Lasswell

11:00 BREAK

11:15 Peach Grower Marketing Panel -- This Is How I Do It

12:00 LUNCH

12:45 The Texas Fruit Growers Association -- Purpose and Goals, Kenneth Pape

Gerald Geistweidt, Texas House of Representatives

Jim Hightower, Texas Commissioner of Agriculture -- Direct Sales - Producer to Consumer

Numerous commercial displays will be on hand. These will include chemicals, irrigation equipment, tractors, sprayers, orchard tillage and pruning equipment and more. At the end of the formal program, dealers will demonstrate their equipment for you. Speakers will also remain on hand to answer your questions.

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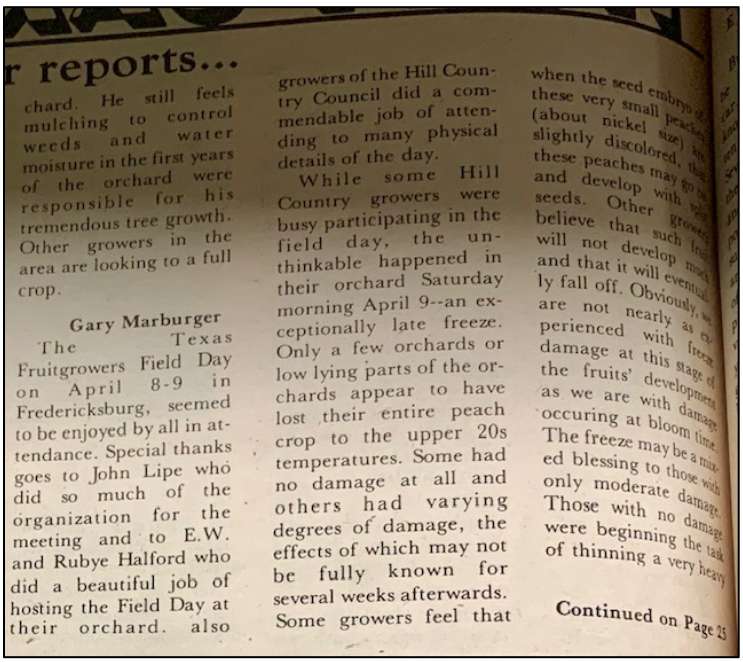
Appendix E

1983 Spring Field Day review in *The Texas Horticulturist*, *9*(11)



r reports...

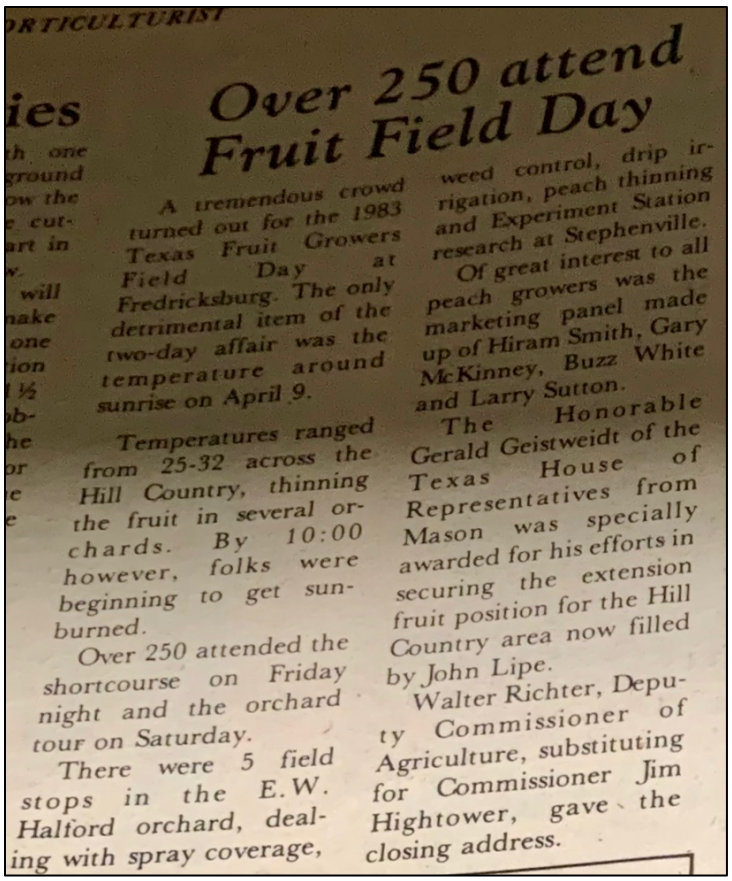
chard. He still feels mulching to control weeds and water moisture in the first years of the orchard were responsible for his tremendous tree growth. Other growers in the area are looking to a full crop.

Gary Marburger

The Texas Fruitgrowers Field Day on April 8-9 in Fredericksburg, seemed to be enjoyed by all in attendance. Special thanks goes to John Lipe who did so much of the organization for the meeting and to E.W. and Rubye Halford who did a beautiful job of hosting the Field Day at their orchard. also growers of the Hill Country Council did a commendable job of attending to many physical details of the day.

While some Hill Country growers were busy participating in the field day, the unthinkable happened in their orchard Saturday morning April 9--an exceptionally late freeze. Only a few orchards or low lying parts of the orchards appear to have lost their entire peach crop to the upper 20s temperatures. Some had no damage at all and others had varying degrees of damage, the effects of which may not be fully known for several weeks afterwards. Some growers feel that when the seed embryo of these very small peaches (about nickel size) are slightly discolored, that these peaches may go on and develop with small seeds. Other growers believe that such fruit will not develop much and that it will eventually fall off. Obviously, we are not nearly as experienced with freeze damage at this stage of the fruits' development as we are with damage occuring at bloom time. The freeze may be a mixed blessing to those with only moderate damage. Those with no damage were beginning the task of thinning a very heavy

Continued on Page 25



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Over 250 attend Fruit Field Day

A tremendous crowd turned out for the 1983 Texas Fruit Growers Field Day at Fredricksburg. The only detrimental item of the two-day affair was the temperature around sunrise on April 9.

Temperatures ranged from 25-32 across the Hill Country, thinning the fruit in several orchards. By 10:00 however, folks were beginning to get sunburned.

Over 250 attended the shortcourse on Friday night and the orchard tour on Saturday.

There were 5 field stops in the E.W. Halford orchard, dealing with spray coverage, weed control, drip irrigation, peach thinning and Experiment Station research at Stephenville.

Of great interest to all peach growers was the marketing panel made up of Hiram Smith, Gary McKinney, Buzz White and Larry Sutton.

The Honorable Gerald Geistweidt of the Texas House of Representatives from Mason was specially awarded for his efforts in securing the extension fruit position for the Hill Country area now filled by John Lipe.

Walter Richter, Deputy Commissioner of Agriculture, substituting for Commissioner Jim Hightower, gave the closing address.

Appendix F

2019 TFGA Spring Conference & Field Day Meeting Program

Texas Fruit Growers Association
Program for Spring Conference and Field Day
Friday, March 1 & Saturday, March 2, 2019

Texas A&M University Horticulture Teaching Research and Extension Center
3199 Co Rd 269, Somerville, TX 77879
https://goo.gl/maps/tFCSQM8uyg22

Friday, March 1, 2019

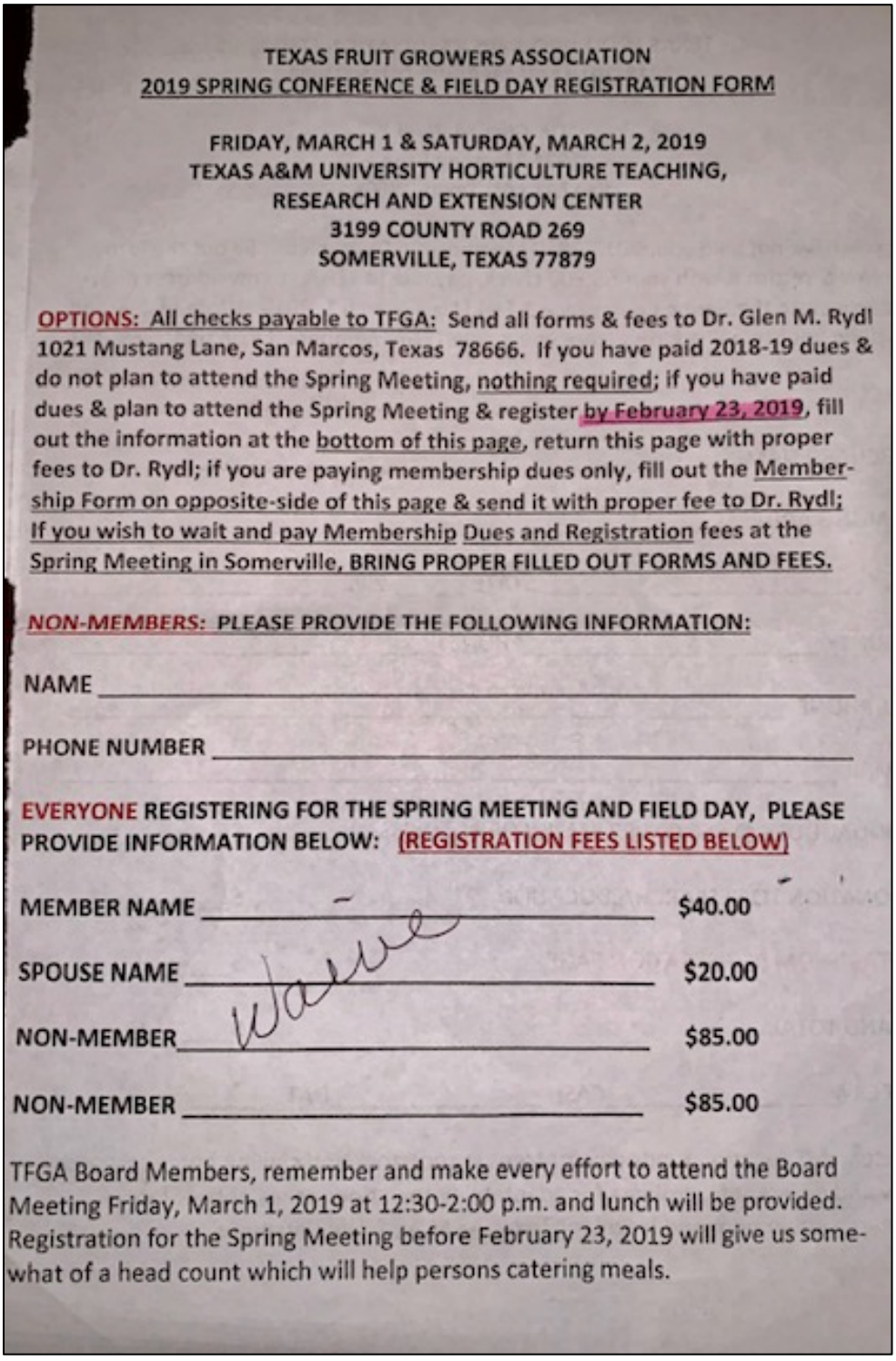
12:30 pm - 2:00 pm	TFGA Board of Directors Meeting (LUNCH PROVIDED)
1:00 pm - 2:00 pm	On-site Registration
1:50 pm - 2:00 pm	Welcome to College Station
2:00 pm - 3:00 pm	*Laws & Regulations Update* -- Dr. Don Renchie
3:00 pm - 4:00 pm	*The Greatest Secret Non-secret, Soil, Water & Tissue Testing* -- Dr. Tony Provin
4:00 pm - 4:30 pm	Break
4:30 pm - 5:30 pm	*Peach Insect Management: Current & Future Issues* -- Bill Ree
5:30 pm - 6:30 pm	*Horticultural Aspects of Peach Production* -- Monte Nesbitt
6:30 pm - ?	Catered Dinner

Saturday, March 2, 2019

8:30 am - 9:30 am	*Current & Emerging Stone Fruit Disease Problems* -- Dr. Kevin Ong
9:30 am - 10:00 am	*Stone Fruit Survey Update* -- Corinne Rhodes
10:00 am - 12:00 pm	*Stone Fruit Variety Tour* -- Dr. Dave Byrne

Appendix G

Registration Form



TEXAS FRUIT GROWERS ASSOCIATION
2019 SPRING CONFERENCE & FIELD DAY REGISTRATION FORM

FRIDAY, MARCH 1 & SATURDAY, MARCH 2, 2019
TEXAS A&M UNIVERSITY HORTICULTURE TEACHING,
RESEARCH AND EXTENSION CENTER
3199 COUNTY ROAD 269
SOMERVILLE, TEXAS 77879

OPTIONS: All checks payable to TFGA: Send all forms & fees to Dr. Glen M. Rydl 1021 Mustang Lane, San Marcos, Texas 78666. If you have paid 2018-19 dues & do not plan to attend the Spring Meeting, nothing required; if you have paid dues & plan to attend the Spring Meeting & register by February 23, 2019, fill out the information at the bottom of this page, return this page with proper fees to Dr. Rydl; if you are paying membership dues only, fill out the Membership Form on opposite-side of this page & send it with proper fee to Dr. Rydl; If you wish to wait and pay Membership Dues and Registration fees at the Spring Meeting in Somerville, BRING PROPER FILLED OUT FORMS AND FEES.

NON-MEMBERS: PLEASE PROVIDE THE FOLLOWING INFORMATION:

NAME _____

PHONE NUMBER _____

EVERYONE REGISTERING FOR THE SPRING MEETING AND FIELD DAY, PLEASE PROVIDE INFORMATION BELOW: (REGISTRATION FEES LISTED BELOW)

MEMBER NAME _____ $40.00

SPOUSE NAME _____ $20.00

NON-MEMBER _____ $85.00

NON-MEMBER _____ $85.00

TFGA Board Members, remember and make every effort to attend the Board Meeting Friday, March 1, 2019 at 12:30-2:00 p.m. and lunch will be provided. Registration for the Spring Meeting before February 23, 2019 will give us somewhat of a head count which will help persons catering meals.

Appendix H

2019 TFGA Spring Conference and Field Day Advertisement Flyer

TEXAS FRUIT GROWERS ASSOCIATION

2019 SPRING CONFERENCE & FIELD DAY

WHEN

March 1 & 2, 2019

WHERE

Texas A&M University Horticulture Teaching, Research & Extension Center

3199 County Road 269

Somerville, TX 77879

REGISTER BY FEBRUARY 23, 2019

Member	$40
Spouse	$20
Non-member	$85

Make checks payable to TFGA

Mail checks to:

Dr. Glen M. Rydl

1021 Mustang Lane

San Marcos, Texas 78666

Friday, March 1, 2019

Laws and Regs – Dr. Don Renchie

Soils – Dr. Tony Provin

Entomology – Bill Ree

Horticulture – Monte Nesbitt

4 CEUs offered

Saturday, March 2, 2019

Plant Pathology – Dr. Kevin Ong

Stone Fruit Survey Update – Corinne Rhodes

Stone Fruit Variety Tour – Dr. Dave Byrne

1 CEU offered

Appendix I

CEU Course (#0803279) Approval Notification

From: recertcourses <recertcourses@TexasAgriculture.gov>
Date: February 14, 2019 at 09:49:43 CST
To: Kevin Ong <kevo@tamu.edu>
Subject: COURSE #0803279 – TEXAS A&M AGRILIFE EXTENSION – BURLESON COUNTY – 2019 SPRING CONFERENCE AND FIELD DAY – 03/01-02/2019 for

Dr Ong,

I have reviewed the documents submitted and approved **COURSE #0803279 – TEXAS A&M AGRILIFE EXTENSION – BURLESON COUNTY – 2019 SPRING CONFERENCE AND FIELD DAY – 03/01-02/2019** for 5 AG pesticide applicator CEU credits. See the screenshot below for additional information:

CEU Category	Course Topic	AG/SPCS Type	Num of Credits
GENERAL	PEST FEATURES	AG	2
IPM	INTEGRATED PEST MANAGEMENT	AG	2
LAWS AND REGULATIONS	LAWS AND REGULATIONS	AG	1

Within 14 days of course completion, please send the Recertification Attendance Form (PA-411E) electronically to recertcourses@texasagriculture.gov. The Agricultural & Environmental Safety Unit (AES) has a special version of the form (PA-411E-3) that auto-populates the applicator's name based on license number. Please visit the AES website (agrilife.org/aes) and go to the CEA password protected link to obtain this form.

*Remember to download a new form from this website each time you hold a CEU program so that you can make sure you have the most updated form. The data the form uses to pull up the name or "INVALID LICENSE" error code is updated every few weeks by AgriLife staff

Thank you and let me know if you have any questions.

Jasmine Martinez
Texas Department of Agriculture
Agriculture & Consumer Protection Division
Certification and Compliance Specialist
Office: (512) 463-8713
Fax: (888)216-9826
Email: Jasmine.Martinez@TexasAgriculture.gov

Appendix J

CEU Certificates of Completion

TEXAS A&M AGRILIFE EXTENSION

Certificate of Completion

This is to certify that

_____

License#

Has earned the following
Texas Department of Agriculture approved
Pesticide Applicator CEUs through

Course #**0803279**
At the 2019 Texas Fruit Growers Association Spring Conference and Field Day

Topics:
1.0 General – *The Greatest Secret Non-secret, Soil, Water & Tissue Testing (T. Provin)*
1.0 General – *Horticultural aspects of peach production (M. Nesbitt)*
1.0 IPM – *Peach insect management: Current & future issues (B. Ree)*
1.0 L&R – *Laws & Regulations Update (D. Renchie)*

03/01/2019
Date

Dr. Kevin Ong, Professor & Extension Specialist
TX A&M AgriLife Extension Service

Note: ***KEEP THIS CERTIFICATE.*** TDA will randomly audit a number of applicators to check for compliance with the CEU requirement. Applicators who are selected for audit will receive a letter requesting copies of certificates of completion be sent to TDA. Applicators may also be asked for CEU information if inspected or have a compl filed against them. Failure to comply with the CEU requirement will result in revocation and/or non-renewal of a license.

TEXAS A&M AGRILIFE EXTENSION

Certificate of Completion

This is to certify that

_____

License#

Has earned the following
Texas Department of Agriculture approved
Pesticide Applicator CEUs through

Course #**0803279**
At the 2019 Texas Fruit Growers Association Spring Conference and Field Day

Topics:
1.0 IPM – *Current and emerging stone fruit disease problems (K. Ong)*

03/02/2019
Date

Dr. Kevin Ong, Professor & Extension Specialist
TX A&M AgriLife Extension Service

Note: ***KEEP THIS CERTIFICATE.*** TDA will randomly audit a number of applicators to check for compliance with the CEU requirement. Applicators who are selected for audit will receive a letter requesting copies of certificates of completion be sent to TDA. Applicators may also be asked for CEU information if inspected or have a compl filed against them. Failure to comply with the CEU requirement will result in revocation and/or non-renewal of a license.

Appendix K

Speaker Profiles

2019 TFGA Spring Conference & Field Day

Speaker Profiles

Name: Don L. Renchie, PhD

Affiliation: Texas A&M AgriLife Extension Service

Title: Pesticide Safety Education Program Coordinator

Phone: 979-845-3849

Email: drenchie@ag.tamu.edu

Presentation: Laws and Regulations Update

Name: Tony Provin, PhD

Affiliation: Texas A&M AgriLife Extension Service

Title: Professor and Extension Soil Chemist

Phone: 979-845-4816

Email: t-provin@tamu.edu

Presentation: The Greatest Secret Non-Secret, Soil, Water and Tissue Testing

Name: Bill Ree

Affiliation: Texas A&M AgriLife Extension Service

Title: Extension Program Specialist III – IPM (Pecan)

Phone: 979-458-0335

Email: w-ree@tamu.edu

Presentation: Peach Insect Management: Current and Future Issues

Name: Monte Nesbitt

Affiliation: Texas A&M AgriLife Extension Service

Title: Extension Program Specialist – Pecan/Fruit/Citrus

Phone: 979-862-1218

Email: mlnesbitt@tamu.edu

Presentation: Horticultural Aspects of Peach Production

Name: Kevin Ong, PhD

Affiliation: Texas A&M AgriLife Extension Service

Title: Professor and Director, Texas Plant Disease Diagnostic Laboratory

Phone: 979-845-8000

Email: kevo@tamu.edu

Presentation: Current and Emerging Stone Fruit Disease Problems

Name: Corinne Rhodes

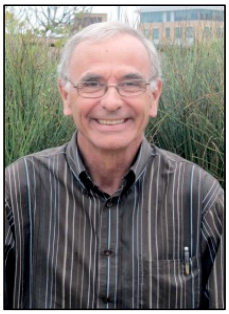
Affiliation: Texas A&M AgriLife Extension Service

Title: Extension Assistant and Assistant Diagnostician, Texas Plant Disease Diagnostic Laboratory

Phone: 979-845-8032

Email: corinne.rhodes@tamu.edu

Presentation: Stone Fruit Survey Update



Name: David H. Byrne, PhD

Affiliation: Department of Horticultural Sciences, TAMU

Title: Professor, Stone Fruit Breeder

Phone: 979-845-9500

Email: dbyrne@tamu.edu

Tour: Trailing Opportunities for the New TAMU Peach and Nectarine Cultivars

Appendix L

2019 TFGA Spring Conference and Field Day Program Evaluation

2019 TFGA Spring Conference & Field Day
Program Evaluation

Your views on the quality and effectiveness of Extension programs are extremely important. Please take a few minutes to tell us about your experience with this program. Your answers to the following questions will help us better meet your needs. Please do not write your name on this form so that your responses are anonymous. Thank you!

1. Overall, how satisfied are you with this program?

◯ Not at all ◯ Slightly ◯ Somewhat ◯ Mostly ◯ Completely

2. If not "Completely Satisfied," what could we have done better? Please write your response in the box below.

3. How satisfied are you with the following aspects of the program?

	Not at all	Slightly	Somewhat	Mostly	Completely
a. Location of the activity	◯	◯	◯	◯	◯
b. Accuracy of information	◯	◯	◯	◯	◯
c. Information being new to you	◯	◯	◯	◯	◯
d. Information being easy to understand	◯	◯	◯	◯	◯
e. Range of topics covered	◯	◯	◯	◯	◯
f. Completeness of information given on each topic	◯	◯	◯	◯	◯
g. Instructor's knowledge level of subject matter	◯	◯	◯	◯	◯
h. Instructor's response to questions	◯	◯	◯	◯	◯

4. Do you anticipate benefiting economically as a direct result of what you learned from this program?

◯ Yes ◯ No

5. Would you recommend this particular program to others?

◯ Yes ◯ No

6. How did you hear about this program? Select all that apply.

Newspaper or magazine	AgriLife Today	Received an email	Word of mouth	Grower association	Internet search	County Extension Office
◯	◯	◯	◯	◯	◯	◯

Other: _____

7. Any other thoughts on the program as a whole? (perhaps what you liked most, liked least, topics for future programs, etc.) Please write your response in the box below.

Please tell us a little bit about yourself…

8. You are . . . Male ◯ Female ◯

9. Your age?

◯ 18 – 24 ◯ 30 – 34 ◯ 40 – 44 ◯ 50 – 54 ◯ 60 – 64 ◯ 70 – 74

◯ 25 – 29 ◯ 35 – 39 ◯ 45 – 49 ◯ 55 – 59 ◯ 65 – 69 ◯ 75 +

10. You are a …

County Extension Agent	Grower	Master Gardener
◯	◯	◯

Other: _____

THANK YOU FOR YOUR ATTENDANCE & FEEDBACK!

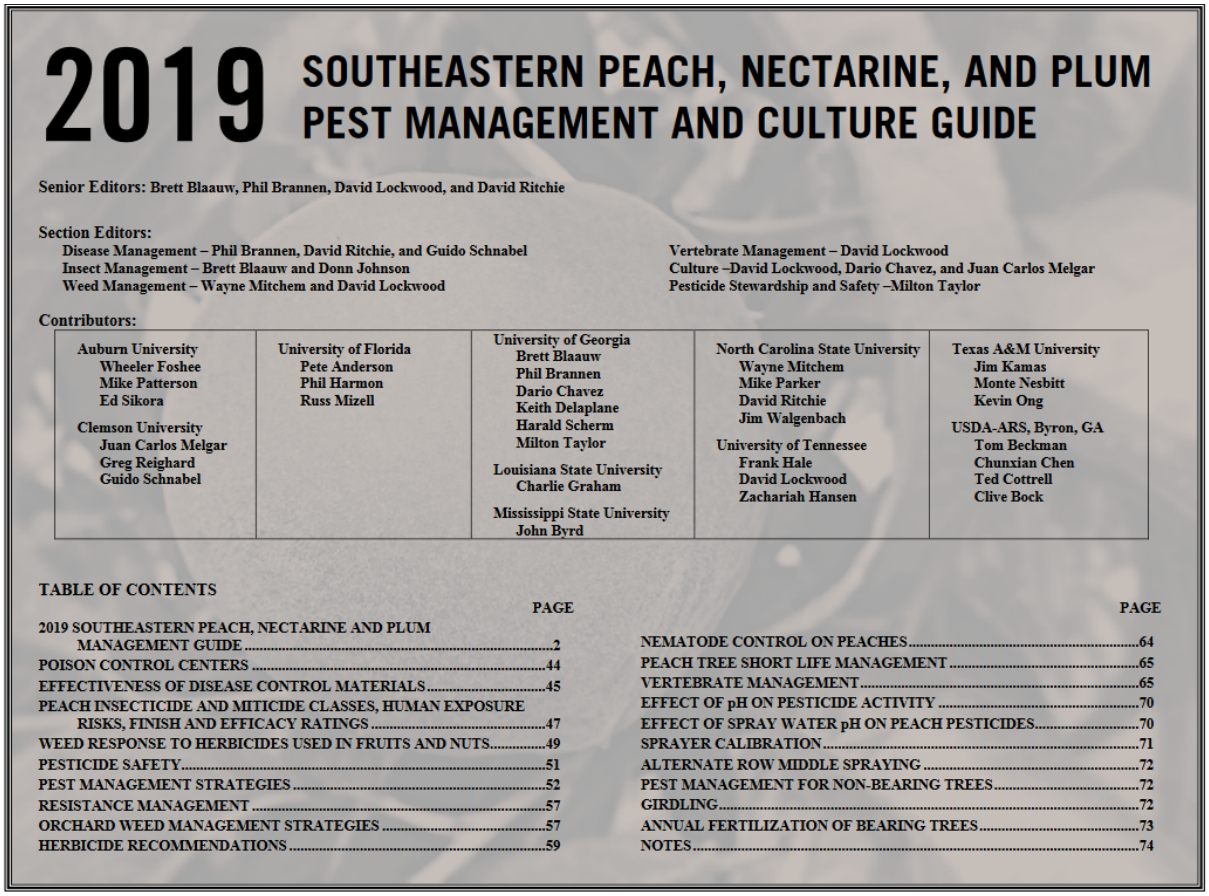
Appendix M
Pictures of learning environment

Appendix N

Pictures of available food and drinks

Appendix O

Front cover of 2019 Southeastern Peach, Nectarine & Plum Pest Management and Culture Guide



2019 SOUTHEASTERN PEACH, NECTARINE, AND PLUM PEST MANAGEMENT AND CULTURE GUIDE

Senior Editors: Brett Blaauw, Phil Brannen, David Lockwood, and David Ritchie

Section Editors:

Disease Management – Phil Brannen, David Ritchie, and Guido Schnabel
Insect Management – Brett Blaauw and Donn Johnson
Weed Management – Wayne Mitchem and David Lockwood
Vertebrate Management – David Lockwood
Culture –David Lockwood, Dario Chavez, and Juan Carlos Melgar
Pesticide Stewardship and Safety –Milton Taylor

Contributors:

Auburn University Wheeler Foshee Mike Patterson Ed Sikora Clemson University Juan Carlos Melgar Greg Reighard Guido Schnabel	University of Florida Pete Anderson Phil Harmon Russ Mizell	University of Georgia Brett Blaauw Phil Brannen Dario Chavez Keith Delaplane Harald Scherm Milton Taylor Louisiana State University Charlie Graham Mississippi State University John Byrd	North Carolina State University Wayne Mitchem Mike Parker David Ritchie Jim Walgenbach University of Tennessee Frank Hale David Lockwood Zachariah Hansen	Texas A&M University Jim Kamas Monte Nesbitt Kevin Ong USDA-ARS, Byron, GA Tom Beckman Chunxian Chen Ted Cottrell Clive Bock

TABLE OF CONTENTS

Appendix P

NSFS Questionnaire

Name_____

Orchard name_____

Address_____

City_____**Zip**_____

County_____

Email_____**Phone**_(___)_____

What fruit do you grow (i.e. peaches, plums, apples, blackberries, etc.)?

How many trees do you have (i.e. 50, 200, 500, etc.)?

Are you willing to participate in the Stone Fruit Survey? YES NO

Appendix Q

Air-blast sprayer demonstration

Appendix R

Orchard fan demonstration