



# Plasticulture' 08

**34th National Agricultural Plastics Congress**  
**March 7 to March 10, 2008**

**Sheraton Tampa Riverwalk Hotel**  
**Tampa, Florida**

This is a one-of-a-kind opportunity to meet and learn from world-renowned researchers and to gather feedback from extension professionals and crop consultants about the application of the technologies in production.

With many planned opportunities for vital networking with researchers, extension faculty, growers and plastics manufacturers and distributors from around the world, there is certain to be an explosion of ideas. Since 1961, the Congress has truly served as the birthplace for hundreds of innovations that use plastics to increase agricultural productivity and profitability.

To further expand your horizons, an optional tour is available on Monday to take you to nearby facilities that use plasticulture in innovative ways in this region.

We invite you to be part of this unique gathering by contributing to the scholarly discussions, exchange of information and innovative thought that takes place at each Congress. Experience the diversity that is the hallmark of the American Society of Plasticulture as presenters from around the world join together at the Congress to offer dozens of ground breaking research reports.

William Tietjen  
ASP President

Jodi Fleck-Arnold  
President-elect

Mark L. Jordan  
Vice President

David Martin  
Secretary/Treasurer

Henry Taber  
Past President

Jodi Fleck-Arnold  
34th Congress Chair

American Society for Plasticulture  
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# Preliminary Program and Events

## Friday, March 7

9:00am- 6:00pm Optional trip to  
Florida Strawberry Festival  
[www.FLStrawberryFestival.com](http://www.FLStrawberryFestival.com)

7:00pm - 9:00pm Registration desk  
open

7:00pm - 8:30pm Welcome reception

## Saturday, March 8

8:00am - 6:00pm Registration desk  
open

8:00am - 9:00am Continental breakfast  
and moderators session

9:00 - 10:15am Keynote Session  
*Speaker: Dr. Gene Giacomelli*  
*"Controlled Environment Opportunities - It's Not Just  
Tomatoes"*

10:15am - 10:30am Award Presentations

10:30am - 11:00am Break

11:00am - Noon General Session  
*Speaker: Dr. Dan Cantliffe*  
*"The Last 50 Years of Plasticulture in Florida"*

Noon - 1:00pm Group Luncheon

1:00pm - 1:45pm General Session  
*Speaker: Robert Krebs*  
*"The State of Plastics in the US"*

1:45pm - 2:30pm General Session  
*Speaker: Tim Blank*  
*"Green Trim in Commercial and  
Urban Food Production"*

2:30pm - 3:15pm General Session  
*Speaker: Steve Wildes*  
*"Industrial Chemicals and Products  
from Soybean Chemistry"*

3:15pm - 3:30pm Break

## Saturday, March 8 (Cont.)

3:30pm - 4:30pm Panel Discussion  
*Moderator: George Hochmuth*  
*Panel: Dr. Jim Gilreath, Steve Olson*  
*"Research on Alternatives to Methyl Bromide"*

4:30pm - 5:00pm Q&A Session  
*All general session speakers available for questions*

6:00pm Open dine-around

## Sunday, March 9

8:00am - 5:00pm Registration desk open

9:00am - 10:20am Two concurrent sessions  
for paper presentation

10:20am - 10:40am Break

10:40am - Noon Two concurrent sessions  
for paper presentation

Noon - 1:00pm Group Luncheon

1:00pm - 2:40pm Two concurrent sessions  
for paper presentation

2:40pm - 3:00pm Break

3:00pm - 4:00pm Two concurrent sessions  
for paper presentation

4:00pm - 5:00pm ASP Membership Meeting

5:00pm - 6:00pm ASP Board Meeting

**-Dinner on own-**

## Monday, March 10

Morning Breakfast on own

**Buses will depart at 8:30am from the Sheraton &  
return about 5:30pm**

(Pre-purchase of tour ticket is required.)

# The 34th National Agricultural Plastics Congress

## March 7-10, 2008

### Internationally Renowned Speakers

Dr. Gene Giacomelli  
Professor and Director, Controlled Environment Agriculture Program  
University of Arizona

Dr. Daniel Cantliffe  
Distinguished Professor and Chair, Dept. of Horticultural Sciences  
University of Florida

Robert Krebs  
American Chemistry Council

Steve Wildes  
Omni-Tech International/United Soybean Board

Tim Blank  
Future Growing LLC



#### Sheraton Tampa Riverwalk

200 North Ashley Drive  
Tampa, FL 33602  
Phone: 813-223-2222  
Website: [www.tampariverwalkhotel.com](http://www.tampariverwalkhotel.com)

#### Room block deadline is Feb. 4, 2008

ASP cannot guarantee room availability. After Feb. 4, the rooms blocked for our group will be released to the public and, if available, rooms will be more expensive.

#### To make room reservations:

Contact the hotel directly, 813-223-2222  
Please note: You must identify yourself as part of the American Society of Plasticiculture to receive the group rate.

#### Online reservations:

The discounted group rate is not available for reservations made online.

#### Special ASP Room Rates:

\$149 for single. \$159 double, \$169 triple, \$179 quad plus local taxes (currently 12%)

#### Hotel policies:

Reservations require a valid credit card number to place a hold to be charged unless cancellation occurs less than 24 hours prior to scheduled arrival, under which circumstances, a charge of one night's room rate and tax will be applied to the card. A one-night's charge will also be applied for no-shows. If you plan to use a debit card, please check with reservations about the hotel's hold policy.

#### Check-in: 3:00pm

Check-out: Noon

#### Transportation:

Tampa International is 7 miles from the hotel. Taxi charge (one-way) is approximately \$20 and takes 15-20 minutes. An airport shuttle service is available for \$12 per person one-way.

Driving directions are available on the hotel's website at [www.tampariverwalk.com](http://www.tampariverwalk.com). On-site parking is \$14 daily plus tax for registered guests. The garages are unable to accommodate large vans, RV's, motor-coaches and other oversized vehicles. Please call the sales office for assistance in securing parking.

### Special Features of the Congress

Your registration includes:

All Congress sessions plus a reception, two group lunches and breaks throughout the sessions. The Welcome Reception on Friday evening is a casual time for all attendees and their guests to become better acquainted as the Congress begins. Saturday evening will provide a festive atmosphere with our popular dine-around feature. To promote networking, lunches on Saturday and Sunday will be group events.

Saturday night dine-around

ASP will make reservations for tables at a variety of Tampa's top restaurants. Sign up at the Conference for the group and dining experience of your choice.

Proceedings

You will receive your complimentary copy of the Congress Proceedings on a CD when you arrive at the registration desk. Additional copies will also be available for sale. The Proceedings has been expanded to contain reports from researchers unable to be present, as well as those making presentations at the Congress. A booklet of abstracts will be provided for notetaking.

Awards Ceremony

Each Congress highlights the importance of plasticulture in horticultural crop production for the world. The Congress also provides an opportunity for the American Society of Plasticiculture to recognize the achievements of those who have contributed to that growth by presenting its highest honors: the Distinguished Service Award, the ASP Pioneer Award and the Best Paper Award. The Awards announcement is made during the Keynote Session that opens the Congress.

**Check the web for Congress updates and a list of papers being presented:  
[www.Plasticulture.org](http://www.Plasticulture.org)**

# Industry Tour - Monday, March 10

These tours are not part of the Congress Registration. Tickets must be purchased in advance so that arrangements can be made for buses and meals. Space will be limited by bus availability. The fee includes transportation, all tour stops and lunch. Tickets may be purchased by people who are not registering for the Congress and are available on a first-come, first-served basis. Tour buses will leave the hotel promptly at 8:30 am. Breakfast is on your own prior to departure.

## JayMar Produce



JayMar Produce is one of the largest strawberry growers in Florida with approximately 400 acres. On this tour, you will see how JayMar Produce uses plasticulture - from laser level beds to plastic and drip tape installation. During the month of March, they pick half of their annual volume - this will allow you to see the facility in full-scale production. Jay Mar Produce is also well known for cantaloupes – they double crop and lay fresh plastic. The tour will allow you to see the early plantings for cantaloupes and plasticulture...Florida style.

The group will also see JayMar's state-of-the-art facilities complete with 22,500 square feet of pre-cooling and cooling space. This new technology allows product to cool more quickly and efficiently to improve the shelf life of the produce.

For more information, visit [www.JayMarProduce.com](http://www.JayMarProduce.com).

## Gulf Coast Research and Education Center



The Gulf Coast Research and Education Center is situated on 475 acres which has been donated by Hillsborough County. The fields are currently being used to grow and research the development of strawberries, tomatoes, and ornamental horticulture. The center is 1 of 13 Research Centers in Florida run by the University. The tour will include a PowerPoint overview of the Research Center as well as the opportunity to walk through the array of fields of strawberries and tomatoes. You can even pick the strawberries!

For more information, visit <http://grec.ifas.ufl.edu>.

## Tour Itinerary

- 8:30 am** Leave hotel
- 9:30 am** JayMar Produce
- 11:30 am** Gulf Coast Research and Education Center (90 minute tour and lunch)
- 3:00 pm** Santa Sweets, Plant City
- 5:30 pm** Return to hotel

## Santa Sweets

Known for their exclusive grape tomatoes, the fields of Santa Sweets offer a spectacular learning experience. With a focus on flavor, come see how the tomatoes are harvested and stored. Grape tomatoes, like the ones you will see here, are a difficult crop to grow.

The tour will consist of viewing the delicate vines where these grape tomatoes reside, substantial storing process, and how each vine is individually unique in the growing process. Come with us to find out why Santa Sweets call them "authentic grape tomatoes". You won't want to miss their unique and state-of-the-art equipment.

For more information, visit [www.SantaSweets.com](http://www.SantaSweets.com).

# Registration Form for Plasticulture 2008

To insure accurate information is recorded, please use one form to register each individual. Form may be photocopied and total fee may be paid with one check or credit card.

**Full Congress registration includes:** All sessions Saturday and Sunday, a copy of the Proceedings, plus reception Friday evening, two lunches and four session breaks.

**One day registration includes:** All sessions on the day of your choice with accompanying lunch and breaks. Saturday registration includes the Friday evening reception.

**Registration for Industry Tour:** Monday's Industry Tour is not included in the registration package. Tickets must be purchased separately. Members, Non-Members and Students pay the same ticket price.

**Register by February 8 for the LOWEST RATES**

*Please print clearly*

\_\_\_\_\_  
Surname/Last Name      First Name

\_\_\_\_\_  
Complete name as you want it to appear on your name badge

\_\_\_\_\_  
Mailing address

\_\_\_\_\_  
City                                  State                                  Zip

\_\_\_\_\_  
Country                                  Daytime phone

\_\_\_\_\_  
Email

Please check one:

\_\_\_\_ Grower    \_\_\_\_ Academic (Research, Teaching, Extension)  
\_\_\_\_ Commercial    \_\_\_\_ Government agency    \_\_\_\_ Other

## Payment for Registration and Tickets

**Total payment for registration and/or tickets**

\$ \_\_\_\_\_

**TO MAIL** payment, make check or money order payable in U.S. dollars to American Society of Plasticulture and send with completed registration form to:

ASP Registration Office  
174 Crestview Drive  
Bellefonte, PA 16823 USA  
Phone: 814-357-9198

**OR FAX** the application form with credit card payment noted below to the ASP Registration Office:

Fax: 814-355-2452 (USA country code is 1)

Credit Card information:

(We accept only):

VISA

MasterCard

\_\_\_\_\_  
Name on card (Please print)

\_\_\_\_\_  
Account number

\_\_\_\_\_  
Exp. date

\_\_\_\_\_  
Signature

Electronic bank transfers can be arranged for out-of-country registrants - please contact the ASP office for information.

Our Federal ID#: 52-1342743

## Congress Registration Fees

### Member Discount Registration

#### Registration BEFORE Feb. 8

Full Congress Registration

\_\_\_\_ \$425 Individual

\_\_\_\_ \$600 Business

One-day Congress Registration

\_\_\_\_ \$255 Individual

\_\_\_\_ \$360 Business

\_\_\_\_ Saturday

\_\_\_\_ Sunday

Industry Tour

\_\_\_\_ \$60 Individual

and Business

#### Registration AFTER Feb. 8

Full Congress Registration

\_\_\_\_ \$475 Individual

\_\_\_\_ \$750 Business

One-day Congress Registration

\_\_\_\_ \$285 Individual

\_\_\_\_ \$450 Business

\_\_\_\_ Saturday

\_\_\_\_ Sunday

Industry Tour

\_\_\_\_ \$70 Individual

and Business

### Non-Member Registration

#### Registration BEFORE Feb. 8

Full Congress Registration

\_\_\_\_ \$475 Individual

\_\_\_\_ \$700 Business

One-day Congress Registration

\_\_\_\_ \$285 Individual

\_\_\_\_ \$420 Business

\_\_\_\_ Saturday

\_\_\_\_ Sunday

Industry Tour

\_\_\_\_ \$60 Individual

and Business

#### Registration AFTER Feb. 8

Full Congress Registration

\_\_\_\_ \$525 Individual

\_\_\_\_ \$800 Business

One-day Congress Registration

\_\_\_\_ \$315 Individual

\_\_\_\_ \$480 Business

\_\_\_\_ Saturday

\_\_\_\_ Sunday

Industry Tour

\_\_\_\_ \$70 Individual

and Business

### Student (graduate or undergraduate) Registration

\_\_\_\_ \$115 Full Congress Registration

\_\_\_\_ \$70 One-day Congress Registration

\_\_\_\_ Saturday

\_\_\_\_ Sunday

\_\_\_\_ \$60 Industry Tour (BEFORE Feb. 8)

\_\_\_\_ \$70 Industry Tour (AFTER Feb. 8)

**Yes**, I would like to register for the optional Strawberry Festival Tour

\_\_\_\_ \$40 BEFORE Feb. 8

\_\_\_\_ \$50 AFTER Feb. 8

**Total \$** \_\_\_\_\_

**Not a member? Applications are available on the ASP website at [www.plasticulture.org](http://www.plasticulture.org). Take advantage of discounted member fees now!**