First Annual Florida Pomegranate Association Meeting & Conference

Where: Citrus Research & Education Center
700 Experiment Station Road, Lake Alfred, FL 33850

When: Friday, September 14\textsuperscript{th}, 2012

What time: 10 am to 4 pm.

\textbf{Registration} begins at 9 a.m. with vendors displaying the latest products for use on pomegranates by homeowners and commercial producers.

\textbf{Program (Click here for full program).} Starting at 10 am, the University of Florida in cooperation with the Florida Pomegranate Association will offer educational programs that feature pomegranate production, varieties, marketing and cultural practices for Florida. This meeting will offer a fruit taste testing opportunity to evaluate new and existing selections providing homeowners and nursery personnel the knowledge and experience of tree-ripe orchard fruit in order to encourage the sale and planting of the consistently best tasting fruit varieties.

Mike Stuart, President of the FL Fruit & Vegetable Association will open the meeting with comments on issues in contemporary Florida agriculture. Special guest, Jeff Moersfelder, from the National Clonal Germplasm Repository in Davis, CA will give an overview of pomegranate cultivars in the national collection and Bill Castle, UF/IFAS Citrus Research & Education Center, will review the pomegranate website, describe the on-going cooperative evaluation project and mention what appear to be best cultivars to plant.

\textbf{Pre-registration} is required for the event. For more information on sponsoring, vendors, assistance and special dietary needs, call (863) 604-3778. \textbf{Admission is $25.} A special discount is available with one year paid membership to the Florida Pomegranate Association. All current and prospective growers, nurseries, commercial investors, homeowners and Master Gardeners are encouraged to attend. For further information go to the website: http://www.crec.ifas.ufl.edu/extension/pomegranates/ where a membership brochure can be found.

To preregister for the conference contact:

\textbf{Cindy Weinstein, President}
Email: flpomegranate@gmail.com
Telephone: (863) 604-3778; or flpompres@gmail.com for questions, comments, how to become a sponsor, and what can I do to help for the FPA's inaugural meeting.

Send a list of attendees with company affiliation.

Please make all checks payable to: Florida Pomegranate Association. Include contact information, email and/or telephone number.

**Send payment:**

Attention: David Weinstein, Treasurer, FPA

6360 Johnston Road
Zolfo Springs, FL 33890

Conference Location: Ben Hill Griffin Jr. Auditorium, UF-Citrus Research & Education Center (CREC)

700 Experiment Station Road, Lake Alfred, FL 33850-2243

Map to location: [http://www.crec.ifas.ufl.edu/about/map/map.shtml](http://www.crec.ifas.ufl.edu/about/map/map.shtml)
Annual Meeting Program

UF/IFAS/Citrus Research & Education Center

September 14, 2012

9:00 – 10:00  Registration; visit with vendors; taste fruit
10:00 - 10:05  Welcome
   Cindy Weinstein, President, FL Pomegranate Association

10:05 – 10:20  Contemporary issues of Florida agriculture
   Mike Stuart, President, Florida Fruit & Vegetable Association

10:20 – 11:10  Pomegranate cultivars
   Jeff Moersfelder, Nat’l Clonal Germplasm Repository, CA

11:10 – 11:25  Pomegranates in Georgia
   John Tanner, GA, Pomegranate Association

11:30 – Noon  Annual meeting of the FPA
   Cindy Weinstein, President, Fl. Pomegranate Association

Noon – 1:00  Lunch; visit with vendors; taste fruit

1:00 – 1:20  Basic plant nutrition and pomegranate fertilization
   Dr. Mongi Zekri, UF Cooperative Extension, Hendry County

1:20 – 1:35  Experiences with growing pomegranates at Water Conserv II
   Mickey Page, Research Farm Manager, Mid Fla. Citrus Foundation

1:35 – 1:50  The health benefits of pomegranates
   Kathleen Bryant, UF Cooperative Extension, Volusia County

1:50 - 2:10  Pomegranates at the University of Georgia Ponder Farm
   Dr. Juan Diaz-Perez, Professor, UGA, Tifton

2:10 – 2:25  Marketing pomegranates
   Dr. Lisa House, Director, FL Agric. Market Research Center

2:25 – 2:50  Pomegranate propagation; UF website, and What to Plant?
   Dr. Bill Castle, UF/IFAS Professor Emeritus

3:00 – 4:00  Visit vendors; taste fruit