Dear Specialty Crop Grower:

The Northern Piedmont Specialty Crop School is designed to explore the art and science of growing and marketing specialty crops.

This year's school will focus on production and marketing techniques, as explained by new growers who started to grow and sell for the first time in 2011. We will interweave growing and marketing topics throughout the day, given by experts in their own farm operations.

The school will be held in the auditorium of the Person County Extension Center, 304 S. Morgan St., Roxboro, NC. For directions, go to: www.ces.ncsu.edu/person/pext_map.html

The cost of the one-day school is $25.00 for the first person of a family or business and includes lunch. The cost will be $15.00 for each additional family member or business associate, which also includes lunch. **Pre-registration is needed to guarantee a seat and lunch. Please fill out the registration form and return it to me by February 24, 2012.**

I look forward to seeing you in Roxboro, NC on Friday, March 2, 2012.

For more information, contact:
Carl Cantaluppi
Granville County Extension
P.O. Box 926
Oxford, NC 27565
Phone: 919-603-1350
FAX: 919-603-0268
E-Mail: carl_cantaluppi@ncsu.edu

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**Friday, March 2, 2012**

**Northern Piedmont Specialty Crops School Program**

8:00-8:50 A.M. Registration

8:50 Welcome & Opening Remarks
Derek Day
Carl Cantaluppi

9:00 Marketing Niche Agricultural Products
David Vernon

10:00 Break, Visit Exhibitors

10:15 Getting Smart on Smart Phones: QR Codes for Farm Marketing
Theresa Nartea

11:15 Asparagus & Table Grape Variety Trial Updates & Looking at Rhubarb: a new Specialty Crop for the South
Carl Cantaluppi

12:00 Lunch

1:00 2011: New Grower Experiences in the First Year of Production
Grower Panel Discussion

2:00 2011: New Grower Marketing Experiences During the First Year
Grower Panel Discussion

3:00 Adjourn

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**Meeting Location**
The Person County Extension Center is located in the County Office Building on 304 S. Morgan St. in Roxboro.

**Local Motels**
The following motels are all located on Madison Boulevard in Roxboro, close to the Extension Center:

Hampton Inn – 336-599-8800
Innkeeper – 336-599-3800

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**Pre-Registration Form**
2012 Northern Piedmont Specialty Crop School

Pre-registration is required in order to guarantee a seat. Please mail to arrive by February 24, 2012.

Make your check payable to:
Granville County
and mail to:
Granville County Extension Center
P.O. Box 926, Oxford, NC 27565

Name(s):__________________________
Address:__________________________
_________________________________
Please register first person in family/business @$25.00 $
$ 25.00$

additional persons @$15.00/person $_______$

Total enclosed $_______
PROGRAM PARTICIPANTS

Carl Cantaluppi, Extension Area Agent
NC Cooperative Extension
Granville and Person Counties

Mark Crispi, Crispi Fresh Farm, Hurdle Mills, NC

Derek Day, Person County Extension Director

Theresa Nartea, Farm Management Specialist
Virginia State University, Petersburg, VA

Reggie Oakley, Oakley Farms, Roxboro, NC

Ashley Parker, Parker Farm and Vineyard, Hurdle Mills, NC

Vicki Salisbury, S&H Farm, Oxford, NC

Tom & Linda Savage, Allied Organic Farm, Hurdle Mills, NC

David Vernon, Century Farm Orchards
Reidsville, NC

North Carolina State University and North Carolina A&T State University commit themselves to positive action to secure equal opportunity regardless of race, color, religion, creed, national origin, sex, age, disability, or veteran's status. In addition, the two Universities welcome all person without regard to sexual orientation. North Carolina State University, North Carolina A&T State University, U.S. Department of Agriculture, and local governments cooperating.

Persons with disabilities and persons with limited English proficiency may request accommodations to participate by contacting Derek Day, County Extension Director, at 336-599-1195 or derek.day@ncsu.edu or FAX-336-598-0272, or in person at the County Extension Office at least 7 days prior to the event.