



Speaker Profiles

Atlantic Cranberry Management Course 2016

Delta Prince Edward Hotel & Convention Centre

Charlottetown, Prince Edward Island, Canada

April 1-2, 2016

Simon Bonin



Simon holds a Bachelor degree in Agronomy with a double major in crop production and soil science. Following this, he completed a Master degree in 2009 with thesis concerning cranberry irrigation. Since then he works at Fruit d'Or as a crop advisor and responsible of berry supply.

Dr. Jean Caron



Dr. Caron has a distinguished career in soil physics and hydrodynamics over last 30 years. In 2005, he received the Pierre Péladeau innovation award. In 2007, the Prix Joseph-Armand-Bombardier was attributed to Dr. Caron for its technological innovation and the commercialization of its technology. In 2009, he received the Soil Science for Society Award from the Canadian Society of Soil Science and was elected Fellow of the Society in 2011. That same year, he received the International Society of Horticultural Science medal and was awarded the Auguste Scott Award in 2015 for his contribution to soil science from AQSSS. Dr. Caron is director of the high performance greenhouse complex at Laval University and a co-founder of Hortau Inc. and Hortau Corp., North American leaders in precision irrigation technology. Dr. Caron is professor of soil physics and hydrodynamics at Laval University in Quebec and holds an NSERC Industrial Research Chair in precision irrigation. This 6.6 M\$ Chair utilizes strawberry and cranberry production partners in the precision irrigation industry.

Isabelle Drolet



Isabelle holds a bachelor's degree in Plant Sciences at McGill University. Since 2003 she works at Club environnemental et technique atocas Quebec (CETAQ) as a crop consultant in Integrated pest management for cranberry production. From the beginning of her career, Ms. Drolet has been actively involved in research and development and has realized various projects in fruit production, minor use efficacy trials, alternative strategies to pesticides and in organic management. She is currently completing her Master degree where she studied the biodiversity of natural enemies in cranberries.

Gavin Graham, P.Ag.



Gavin is the Weed Management Specialist with the New Brunswick Department of Agriculture, Aquaculture and Fisheries. He grew up on a mixed farm in Saskatchewan and after completing his education, moved to New Brunswick in 2006. He has an active weed research and extension program for New Brunswick farmers, with a focus on wild blueberry production. He is an active member in both the New Brunswick Institute of Agrolgists and the Canadian Weed Science Society.

Karen Gibson



Karen joined the Cranberry Marketing Committee in September 2015. She is a marketing and communications specialist with 12 years of experience.

Alan Miller



Alan is the President of Dynamic Outcomes Consulting (DOC), located in Elmwood, PEI. DOC was created to provide consulting and support services to agricultural companies and organizations in the areas of strategic and corporate planning, marketing, and business management. Alan has been working with the PEI Cranberry Growers Association for the past four years helping the growers look for more strategic markets for their products. As these efforts have progressed, Alan has taken on the role of "Value Adding Coordinator" for the PEI Cranberry Growers. Prior to establishing DOC, Alan was CEO of PEI FoodTrust Inc., a company focused on innovative food marketing and returning premiums to qualifying producers. Earlier in his career, Alan worked in various roles in the PEI Department of Agriculture assisting farm organizations in developing strategic directions, leading him to the position of Director of Agriculture and President of the Agriculture Research Investment Fund. Alan holds an MBA from Athabasca and a MScF from UNB.

Dr. Peter Oudemans



Dr. Oudemans's research focuses on the diseases of blueberry and cranberry and is stationed at the Philip E. Marucci Center for Blueberry and Cranberry Research and Extension, in Chatsworth, NJ. He earned his BS from the University of New Brunswick in 1983 his MS from the University of Guelph, Ontario in 1986 and his Ph.D. from the University of California, Riverside in 1990. Dr. Oudemans held postdoctoral positions at Duke University in North Carolina and the University of Kansas before coming to Rutgers in 1993. Previously, he has worked with diseases of onions, avocados, and the white campion as well as pathogens such as *Phytophthora* and *Ustilago*. His current research is focused on the biology, etiology lifecycles and management of cranberry and blueberry pathogens. He is also working on a collaborative project to develop remote sensing, GPS and GIS as tools for detection and treatment of plant disease in perennial crops. Peter is currently a professor in the Department of Plant Biology, Rutgers University, NJ.

Jacques Painchaud



Jacques has become well known cranberry specialist across the Maritimes over the last few years as a consultant on fertility management and as a speaker at several Atlantic Cranberry Management Courses and North American Cranberry & Research Extension Workers' Conferences (NACREW). Jacques' extensive experience in the horticulture industry has allowed him to author and co-author many technical bulletins related to cranberry production, both conventional and organic.

Dr. Vincent Pelletier



Dr. Pelletier is an Agronomist and a Junior engineer in the province of Québec. After completing his undergraduate studies in Biosystems engineering in 2011, he started a Master's degree on the determination of critical irrigation threshold in cranberry production and was named to the Honour Roll of the Faculty of Graduate Studies at Université Laval for having received three mentions of 'Excellent'. He continued his studies on water management in cranberry production and has just received his PhD degree in Environmental soil science.

Dr. Tina L. Saitone



Dr. Saitone is a Project Economist in the Department of Agricultural and Resource Economics at the University of California, Davis. Dr. Saitone conducts research and teaches on a broad range of topics in agricultural economics including food quality and safety, competition and antitrust, price determination, and marketing strategies. Tina has published papers in many academic. Her Ph.D. dissertation research on minimum quality standards was recognized with awards from her home department and the Canadian Agricultural Economics Society. Dr. Saitone has worked extensively on economic issues pertaining to the North American cranberry industry in recent years. She is co-author of a recent study evaluating the effectiveness of promotions conducted through the Cranberry Marketing Committee and also a recent study on the economic impacts of the industry, including income generated and jobs created.

Richard J. Sexton



Professor Sexton is a Professor and Chair in the Department of Agricultural and Resource Economics at the University of California, Davis. He is a past President of the Agricultural and Applied Economics Association. Professor Sexton is an expert on production and marketing of agricultural products, with particular focus on produce commodities and perennial crops, including tree fruits and nuts. His research has been published in a broad range of technical journals. Sexton's research has been recognized with awards from the AAEA, Canadian Agricultural Economics Society, European Economics Association, European Association of Agricultural Economists, and Western Agricultural Economics Association. He is a 2004 Fellow of the AAEA and a 2013 Distinguished Scholar of the WAEA. Sexton has extensive experience working on economic issues pertaining to the North American cranberry industry, beginning in the late 1990s when he played a key role in advising the industry regarding implementation of a volume-control program to address record-high inventories and depressed prices. Since then he has advised Ocean Spray Cranberries on a number of economic issues and conducted evaluations of the Cranberry Marketing Committee's promotion programs in 2006 and 2012.

Dr. Jim Smith



Dr. Smith is the Executive Director of Bio Food Tech and a professional innovation leader with experience and passion for helping companies commercialize new products & ideas to improve their business and to develop the economy.

Neri Vautour



Neri is the Executive Director Wild Blueberry Association of North America Canada. He has extensive experience in domestic and International promotion and Marketing. Before joining the Province of New Brunswick in 1986, Neri worked at retail and Wholesale levels with major Canadian Chain stores and was responsible for procurement of products and setting up weekly flyers. Neri has been working with producers and their crops for 35 years and has been with WBANA for the past 10 years.

Dr. Nick Vorsa



Dr. Vorsa is Professor of Plant Biology and Pathology at the School of Environmental and Biological Sciences, Rutgers University and Director of the PE Marucci Center for Blueberry and Cranberry Research and Extension, New Jersey Agricultural Experiment Station, Rutgers University, Chatsworth, NJ. Dr. Vorsa's two major areas of research are genetic enhancement of blueberry and cranberry through breeding and the study of natural products, particularly the polyphenols of cranberry in relation to human health. He has collected and utilized diverse germplasm in his breeding program to improve yield, insect and disease resistance, and phytonutrient content for these two native North America crop species. He developed the first DNA fingerprinting technology for cranberry and has published extensively on cranberry genetics. His cranberry varieties have received wide acceptance in the US, Canada and Chile.