



**HSGA Summer Conference & Variety Trials
August 9 - 12, 2009 Corvallis, OR**

ITINERARY

SUNDAY, August 9

EVENING:

Arrive in Corvallis Oregon. Our hotel is the Hilton Garden Inn, centrally located near the Oregon State campus and downtown. We're staying in the heart of Corvallis, a lively college town where you'll find lots of great activities for everyone.

Sunday evening:

Settle in, and then attend the opening reception at 7:00 pm hosted by Chas. Hart Seed. Spend a little time socializing with new and old friends.

MONDAY, August 10

Breakfast: Gather at our hotel for a quick breakfast before we leave on our first tour.

MORNING:

Stop #1

Tour of the OSU vegetable breeding station. Oregon State has a long history of breeding and selecting new vegetable varieties, and we think all our members will find this tour both interesting and useful.

Stop #2

HGSA members comparative variety trials at the **Wild West Trial Gardens**. John Wahlert will give us a guided tour of the beautiful vegetable and flower trials also located on one of the OSU farms. Everyone will have a chance to evaluate the varieties they donated, discuss trials results with others and take photos.

Lunch: Catered event at the local farmers market near our HGSA and Wild West Seeds trial grounds.

AFTERNOON: Roundtable Discussions and HGSA Meeting Sessions:

I. Roundtable with local Master Gardeners

We've invited the local Master Gardeners for our home garden panel. Here's an opportunity to talk to the folks who not only buy lots of seed packets themselves, but also advise other home gardeners. Let's plan on finding out, "up close and personal", what they do and don't like about the seed packet industry and what they'd like to see from us in the future. We will ask them why they do or don't grow from seed, talk about their buying habits, gardening trends, etc. We are looking forward to learning a lot from this motivated panel. Let's see what is next for the home garden industry.

II. HGSA Membership Meeting – EZ from Seed – Lets keep the gardening trend rolling and find out what our association has been doing in the past six months.

We've all read about it and most of us have experienced a sharp up turn in vegetable sales this season. Becoming a gardener has taken on a new cachet and growing your own food is the "next best thing". Let's all brainstorm about how our organization and industry can keep taking advantage of this trend, what the future holds all for our own companies, and how we can plan to continue promoting and expanding this great new trend in our seed markets.

DINNER: A very special private dinner created for us by well-known local chef, Adam Kekahuna at his signature restaurant, AQUA. Chef Kekahuna will demonstrate for our enjoyment just how the great produce and seafood from this part of Oregon translates into a fabulous dining experience. A local wine pairing from the area's excellent wineries, hosted by Seeds by Design, will perfectly complement our seasonal menu.

TUESDAY, August 11

Breakfast: We'll start with a continental breakfast at our hotel. A good networking time for "morning folks".

MORNING: John will be taking us on a personally guided tour of the Willamette Valley seed production area. Stops will include: Vegetable and Flower production fields and Grass and Small Seed processing facilities. This morning of tours give us a great framework for an afternoon of thoughtful round table discussions.

Lunch: Picnic and relax at the Wild West Seed facility. Then return to the hotel for our afternoon sessions.

AFTERNOON Roundtables:

I. Small Growers/Custom Small-Scale Organic Seed Production -- is it in our future?

With many production companies being bought out or consolidated in the last few years, looking ahead to having open pollinated varieties available from a more diverse group of small growers seems timely. Dan Hobbs, Exec. director of the Organic Seed Alliance (www.seedalliance.org) is coming from Port Townsend, WA for a roundtable on facilitating connections between small organic seed farmers and large-scale seed purchasers like HGSA members. The Seed Alliance educates small farmers on organic seed production, with the goal of improving the quality, quantity and diversity of organic seed. Dan is interested in our input/feedback on what the market might be and what kind of mechanisms would be needed for companies like ours to buy confidently from small farmers in the future.

Coffee/Tea/Juice Break

II. Seedy Issues for Seedsmen

Further discussion on topics of common concern including:

- What are the effects for home garden seedsmen of the considerable challenges facing seed producers in the new world economy?
- Can the home garden seed industry overcome the large increases in seed costs at the same time our home garden customers are facing a severe economic recession?

- How is consolidation changing the faces in seed purchasing and trading?
- While it has been a banner sales year for the home garden seed industry, many of us have started to encounter seed shortages as a result. What does seed supply look like going forward?
- What can/should the HGSA do for its members in this arena? Do we want to make any positive action as a group?

EVENING: Enjoy a leisurely dinner on your own in the lively college town city of Corvallis. A listing of recommended restaurants provided upon request.

WEDNESDAY August 12 – DEPART