



**HSGA Summer Conference & Variety Trials  
September 7 to 10, 2011 Santa Fe, NM**

**ITINERARY**

**WEDNESDAY, September 7**

**EVENING:**

Arrive in Santa Fe, New Mexico. Our conference hotel is the La Posada, centrally located near the Santa Fe Plaza and meeting activities. We're staying on the north east end of the beautiful historic downtown area. Santa Fe is a destination city where you'll find large array of wonderful activities for everyone.

**Wednesday evening:**

Settle in, and then attend the opening reception at 7:00 pm to 9:00pm hosted by Syngenta Seeds. Spend a little time catching up and socializing with new and old friends.

**THURSDAY, September 8**

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

**MORNING:**

**Stop #1**

Tour of the HGSA members variety trial gardens. Gardening in the high desert can be a challenge at best, now we have a chance to see our member varieties perform in this unique micro climate. Everyone will have a chance to evaluate the varieties they supplied, discuss trials results with others and take photos.

**Lunch:** A special catered event located right in our HGSA member trials.

After lunch we will have a personal tour of one of the oldest local market garden that produces for the popular Santa Fe Farmers market. Romero Farms has agreed to give us a tour of his Alcade Farm. Just north of Espanola this remote garden offers a new view to every one of how water and season affects this 100% organic farm.

**AFTERNOON:** Once we are back at the hotel, the local planning committee has crafted an afternoon of unique activities. Each one offers a different to incorporate some innovative marketing into our businesses. You'll experience:

1. **Southwestern Cooking** demonstration hosted by the Chef from the local four star restaurant Fuego. Our chef will feature and use the produce from our HGSA trials to create garden fresh cuisine and discussing how to emphasize the connection between growing a garden from seed and cooking with the fresh, seasonal ingredients.

2. **Chocolate Elixir** tasting with owner Peter from Kakawa. Experience the Meso American historical tradition of chocolate. This one is just for fun!

3. **Member Cookbook.** Review all members vegetable and edible flower recipes in the first edition of the **HGSA** cookbook. We hope to develop the cookbook as a member benefit and a marketing tool. With more people gardening, what better way to showcase your varieties than a cookbook of recipes for cooking from the garden?

**DINNER: A very special evening** is planned for us. We will begin our evening with a wine and beer tasting from the area's excellent wineries and breweries, hosted by Terra Organics. Next the Chef has created a seasonal and regional menu, using produce from La Posada's kitchen garden that has been grown from seed provided by HGSA members. Dinner is hosted by Seeds by Design and Renee's Garden. Be sure to include a self tour of the resort grounds to see many of your varieties included in the landscaping. After our relaxed and festive dinner, consider taking the short stroll downtown to the gala opening of the annual **Santa Fe Fiestas**, an annual community tradition that is both historical and great fun. Come and place all your worries in "Old Man Glum" and then watch them burn away in the bonfire.

## **FRIDAY, September 9**

**Breakfast:** We'll start the morning with a breakfast and HGSA Membership meeting before we dive right in this year's informative round table discussions.

### **I. HGSA Summer Membership Meeting - EZ from Seed**

Becoming a gardener has taken on a new cachet and growing your own food is the "next best thing". Let's all have a quick breakfast and talk about how the HGSA can continue to help all members continue to grow their markets. What the HGSA is doing and a proactive discussion of what we should do to sustain and promote growing from seed.

### **II. Organic Seed : steps to getting into/sustaining the Organic Seed packet market.**

A venue to discuss seed issues faced by our membership. Topics will include:

1. Organic Certification: what is it and how do I become certified?
2. Continued process certification
3. Capturing organic seed markets
4. Organic vendor sources - what is different about organic vendors and where do I find them . Can I afford organic seed?

### **Coffee/Tea/Juice Break**

### **III. Seed Breeding 101 - ABC's of basic plant breeding and why you need to know it**

Basic plant breeding techniques. As step by step discussion how new seed varieties are developed, produced and marketed. We can also talk about patents and intellectual property as well as explain grow-outs from stock seed and seed quality maintenance. We will review the entire process from the breeding program to finished marketable variety. Individual questions and comments are encouraged. Special guest panel member, Chris Cramer, NMSU onion breeder.

**Lunch** We will have a beautiful outdoor luncheon at our hotel created from our produce grown at the HGSA trial gardens. After lunch we depart on our afternoon tours.

## **AFTERNOON**

### **Stop #1**

Brief tour of a Santa Fe Elementary School classroom that integrates gardening into the curriculum. We will have a chance to meet with the teachers and students to view their working school garden and the Santa Fe “Cooking with Kids” program.

### **Stop#2**

A quick tour of the **Santa Fe Greenhouses**, a well-known local mail order and retail nursery in the Santa Fe area. Where one of their experienced horticulturists will engage us in a short discussion about gardening the high desert conditions and talk about what consumers in this climate zone are looking for.

## **Coffee/Tea/Juice Break**

### **Stop #3**

An extensive private tour from Patrick New of **The Plants of the Southwest**, a long time native seed and nursery business. Learn about the time honored tradition of native seed collecting; this is biodiversity at its best from extremely knowledgeable people in the area of seed saving and propagation.

**EVENING:** Closing Reception and then enjoy a leisurely dinner on your own in the Santa Fe area. A listing of recommended and HGSA discounted restaurants provided in your registration packet. Old Tom Santa Fe is a wonderful place to stroll and has many excellent restaurants in all price ranges.

## **SATURDAY September 10 - OPTIONAL "SANTA FE PLEASURES" TOUR**

We'll begin by walking to the famous Santa Fe Farmers Market and Artisans Fair, which caters to everyone and is not to be missed. You will be amazed at the array of produce and fruit, prepared food and pastry and local color; you'll find this is a great place to do some serious eating and shopping! Next, a tour of the famous Georgia O'Keefe museum, just off the historic Plaza, followed by a fine lunch at the Georgia O'Keefe Café a great local boutique restaurant. Finally, our group will enjoy a informative and colorful guided trolley tour of the downtown Plaza and the historic Santa Fe area.

(Note: there is an additional \$25.fee for this fun optional Saturday tour).