FOR IMMEDIATE RELEASE

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Cornell Fruit Field Day to be held July 25
by Joe Ogrodnick

GENEVA, NY: Cornell University will host the 2007 Fruit Field Day and
Equipment Show at the New York State Agricultural Experiment Station
in Geneva, NY, on Wednesday, July 25, from 8:00 a.m. to 5:00 p.m. This
is one of several events that commemorate the 125th anniversary of the
Experiment Station, which opened its doors on March 1, 1882.

Fruit growers, consultants, and industry personnel are invited to tour
field plots and laboratories and learn about the latest research and
extension efforts being carried out by researchers on the Geneva,
Highland and Ithaca campuses. The focus will be on all commodities key
to New York’s $300 million fruit industry: apples, grapes, raspberries,
strawberries, peaches, pears and cherries.

During lunch, equipment dealers will showcase the latest techniques to
improve sprayer deposition and reducing drift. Representatives from
various companies will advise growers on the latest technologies.

The event will be held on the Experiment Station’s Fruit and Vegetable
Research Farm South, 1097 County Road No. 4, one mile west of
Pre-emption Rd. in Geneva, NY. Signs will be posted. Attendees will be
able to select from tours of apples, stone fruits, small fruits, and grapes,
as well as a tour of the Experiment Station’s labs and greenhouses.
Admission is free and lunch is provided courtesy of industry sponsors.
Pre-registration is encouraged.

For sponsorship and exhibitor information, contact Debbie Breth at
585-798-4265 or dib1@cornell.edu.

More information will be posted to http://www.nysaes.cornell.edu
/hort/fieldday/ in the very near future. For additional information, contact
Nancy Long at 315-787-2288 or NPL1@cornell.edu.

Register online at: http://www.nysaes.cornell.edu/hort/fieldday/