



OktoberPest

**Pest Management Workshops
for Greenhouse and Nursery Growers
Every Thursday in October at NWREC**

Oct. 8, 2009 - The Greener Green: Sustainability in Nursery Systems

8:30-9:00 am Registration

9:00 Sustainability Strategies: Driving efficiency, innovation and market opportunities

Andrew Arnold, SureHarvest Professional Services - SureHarvest was the lead architect in designing the Sustainable Winegrowing Program for the winegrowing industry in California, now known as a national leader in agricultural sustainability. Andrew Arnold will give a brief overview of the SWP as a model for an industry-wide sustainability program. He will also demonstrate the use of the Sustainability MIS online platform for self-assessment and benchmarking of sustainability performance for individual operators as well as the industry as a whole.

9:50 Break

10:00 Climate Change and the Business Drivers for Sustainability

Hester Yorgey, Ecos Consulting - Climate change is getting substantial attention from government, businesses and communities. But what are greenhouse gases, how do they affect us, and why should we care? Ecos will discuss the basics of climate change, and why businesses—particularly nurseries—are being driven to include environmental responsibility in their daily business practices. We will also introduce the work that the Oregon Association of Nurseries is doing to measure and mitigate environmental impact and climate change.

10:50 Break

11:05 The Business of Sustainability or the Sustainability of Business: Are We Willing to Pay For It?

James W. Julian, Agricultural Economics, OSU/NWREC - A discussion of what it means to be sustainable from an economics perspective as well as the economic implications of regulations restricting production practices and good stewardship practices driven by social movements.

11:55 Final thoughts - Wrap-up

12:00 Workshop conclusion

All Workshops will be held at the North Willamette Research and Extension Center, 15210 NE. Miley Rd., Aurora, OR. For further information about these classes, contact Jan Egli at (503) 678-1264 x 110 or e-mail at jan.egli@oregonstate.edu