



# Vegetable Crop Update

*A newsletter for commercial potato and vegetable growers prepared by the University of Wisconsin-Madison vegetable research and extension specialists*

**No. 24 – October 24, 2014**

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## Calendar of Events

**October 29-30** – Hancock Ag Research Station Fresh Market Potato Variety Trial Open House (Jeff Endelman), Hancock, WI

**December 2-3** – Midwest Food Processing Crops Conference, Kalahari Resort, Wisconsin Dells, WI

**January 13-15** – Wisconsin Crop Management Conference, Madison, WI

**January 26-28** – Wisconsin Fresh Fruit & Vegetable Growers Conference, Wisconsin Dells, WI

**February 3-5** – UWEX & WPVGA Grower Education Conference, Stevens Point, WI

## Fresh Market Potato Expo

University of Wisconsin Hancock Research Station

October 29–30, 2014

Interested in new varieties for the fresh market? Then you don't want to miss this year's Fresh Market Potato Expo, which will be held October 29–30 at the UW Hancock Research Station. More than 50 advanced breeding lines and recently released varieties will be on display, including russets, reds, yellows, fingerlings, and other specialty types. The official program begins at 1 pm on Oct. 29 with a presentation by Drs. Shelley Jansky, Ruth Genger, and Julie Dawson on "Specialty Fresh Market Potatoes: Flavor, Appearance and Yield." Afterwards, participants are invited to view, taste, and rate the varieties. In addition to the official program, the Expo is open 9 am – 4 pm both days as a self-guided event. For further information, contact Jeff Endelman ([endelman@wisc.edu](mailto:endelman@wisc.edu), 608-250-0754).