



FOR IMMEDIATE RELEASE

RE: CENTRAL COAST COTTON CONFERENCE

DATE: July 7, 2008

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Cotton conference expands to include other field crops

To meet the changing demands of today's California farmers, the Central Coast Cotton Conference has expanded its agenda to address issues concerning other field crops produced in the San Joaquin Valley. The Sixth Annual Central Coast Cotton Conference will be held January 21-23, 2009 at The Cliffs Resort in Shell Beach, California.

According to conference director, Lowell Zelinski, the new direction is the result of a number of factors.

"Many growers who have typically grown primarily cotton are now growing other field crops or stopped permanently or temporarily producing cotton," Zelinski said. "By including topics on other field crops we hope to expand our potential audience as well as make the conference more valuable for cotton growers who produce other crops."

Zelinski also said that since there isn't a field crop production conference, this is a good opportunity for all field crop growers to expand their knowledge and earn continuing education credits.

New topics include presentations on:

- The biology of soil fertility
- How changes in the crop mix influence insect pests
- A farming systems approach to weed management
- Crop biotechnology update
- Precision farming technology
- Innovative water use practices
- Tips for integrating cotton production with corn, wheat and processing tomatoes

Additional topics are still being confirmed. Sponsors and exhibitors are still being accepted.