



# Organic Berry Production Field Day

June 14, 2024 10 am – 2 pm  
Blue Fruit Farm, Winona MN

Join the [Organic Fruit Growers Association](#), the [UW-Madison Emerging Crops Program](#), and hosts Ben and Natalie McAvoy at Blue Fruit Farm for a look at one of the Upper Midwest's oldest organic fruit farms. We will tour their 5 acres of certified organic fruit, including aronia berries, black currants, blueberries, elderberries, honeyberries, and plums. Blue Fruit Farm has grown out of long history and experience: the farm was founded by Jim Riddle and Joyce Ford in 2008; Ben and Natalie started working with Jim and Joyce in 2021, and they became proud farm owners in 2023. They market their fruit and value-added products on-farm (both U-pick and pre-picked) as well as to local restaurants. The tour will focus on organic production & marketing of their diverse mix of fruit crops and will also showcase the farm's rainwater collection and solar-powered irrigation; on-farm composting; fertigation; deer, racoon, & bird exclusion measures; and pollinator habitat.

*Eat some honeyberries!* The UW-Madison Emerging Crops Program and [SeedLinked](#), a trial management platform, will host a honeyberry tasting at this field day as part of a project to crowdsource performance data through on-farm, collaborative trials.

## Agenda

10:00-10:30 am: Welcome and check-in

10:30 am-12:30 pm: Farm tour and discussion

12:30 pm: Catered lunch – choice of sandwiches, made from scratch using local and/or organic ingredients at [Blue Heron Coffeehouse](#)

[Driving Directions to Blue Fruit Farm](#)

**Registration**: This event is free, but pre-registration is required for meal counts.

**[Register here](#) by June 6th**