

Opening Minds Improving Agriculture

2011 Technical Fruit Tours by WeCu INC



Apples and Machines

Varieties, Machines, Training Systems,
Management, Mechanized Harvest

Tour Duration: 10 days

Tour Dates: 02-11 September 2011

Tour Price: 3,723 Euro

(22 participants, double occupancy, excludes airfare)

Tour Destinations:

Bologna, Ferrara, Bolzano, Merano, Milán



Primary Tour Themes

- Varieties
- Nurseries
- New Variety Development
- Mechanization
- Planting Densities
- Training Systems
- Producers' Discussions
- Researchers' Highlights
- Consultants' Perspectives



Prior Tour Comments

- 1) The good distribution of time to see what is being done by:
 - Universities in research,
 - Field producers,
 - Nursery production and
 - Packing plant with its technology.
- 2) The proper level of contacts you have in the above four means that we can be with people of a very good level.
- 3) Logistics in terms of hotels, lunch, food was perfect, especially as this makes it possible to make good use of our time.

Registration details available at www.pheasantprojects.net/wecuinc

Tour Guides: Mauricio Frías (mauricio@scsf.cl) and Susan Pheasant (susan@pheasantprojects.net)

Expand, Learn, and Renew your Technical Knowledge



TRAVEL TO FRUIT-GROWING REGIONS THROUGHOUT THE WORLD

About WeCuINC

Tour leaders Mauricio Frías and Susan Pheasant have shared tree fruit industry travel adventures on five continents. We understand your business and we carefully plan agricultural tour itineraries to maximize your learning opportunities for technical information as well as expand your cultural awareness and enjoyment of these beautiful regions.

Mauricio Frías



Mauricio Frías works as a private consultant specializing in apples, cherries, kiwi fruit, and pears. An entrepreneur since 2002, Mauricio consults on production and new projects in the same fruit species, with special attention on specific production aspects: Spray Machine Calibration (SMC), Light Interception Problems (LIP) and Spray Volume Determination (SVD).

Mauricio earned his education at the Universidad Catolica de Chile in Santiago where he studied Horticulture at the Agronomy Faculty and specialized in Fruiticulture. In 1987, he joined Copefruit (a large fresh fruit export company) as field staff for apples, pears, kiwifruit and cherries. From 1997-2002, Mauricio served as Apple and Pear Production Manager. During this period, Mauricio made a large number of technical trips around the world and participated in many conferences, seminars, and field days.

In addition to his native Spanish language, Mauricio is fluent in English and Italian. He continues to combine his passions for fruit production, learning, and travel with visits to most major fruit growing areas in addition to being a featured speaker at numerous international symposia. Mauricio and his family reside in Curicó, located in the VII region of Chile. Email: mauricio@scsf.cl

Susan Pheasant



Susan Pheasant founded her business in 1999 to help producers find the tools and networks of expertise to assist them in managing risks and building sustainable agricultural businesses. She has over 22 years of organization management and educational experience working with non-profit agricultural organizations, commodity commissions, producers, and agribusiness support industries. Susan's academic background includes an interdisciplinary Ph.D. (AgEcon, Marketing, Education, & Rural Sociology) focusing on grower decision-making processes as they adopt innovative business and cultural practices.

Since 2005, Susan has organized and served as tour leader for many groups, large and small – primarily to study fruit production/business practices as well as gain an awareness and appreciation of the associated cultures and economies. She enjoys working with local growers, consultants, extension personnel, researchers, and agribusinesses to plan educational programs, national and international conferences, orchard tours, and topic-specific workshops. One of her current projects involves developing and providing educational materials and training for producers in the areas of food safety/good agricultural practices. Susan is a fourth generation member of the Washington tree fruit industry but loves the opportunity to be a “world nomad fruit bum.” Email: susan@pheasantprojects.net



2011

WeCuINC Tours:

CHERRIES & APPLES
USA: OREGON AND
WASHINGTON

TABLE GRAPES & STONE FRUITS
USA: CALIFORNIA

KIWIFRUIT
NEW ZEALAND

FRUIT PRODUCTION
PERU

APPLES
ITALY

tour itineraries and
registrations available at
www.pheasantprojects.net/wecuinc

Recent Destinations:

- ARGENTINA
- CHILE
- PERU
- MEXICO

- ENGLAND
- IRELAND
- SCOTLAND
- ITALY
- FRANCE

- GERMANY
- AUSTRIA
- CZECH REPUBLIC
- POLAND
- SLOVAK REPUBLIC

- CANADA
- UNITED STATES
- AUSTRALIA
- NEW ZEALAND

**From your welcome dinner on the first night of the tour
to our farewell fiesta, it is our honor to serve you, and
make each technical tour a journey to remember and appreciate.**

Please Join Us!

Apples in Italy

Varieties, Training Systems, Management, Mechanized Harvest

Registration Deadline: 12 August

Duration of Tour: 10 days

Tour Dates: 02 — 11 September 2011

Tour Destinations: Bologna, Ferrara, Bolzano, Merano, Milan

Tour Price: 3,723 Euro (price based on 22 participants; double occupancy; excludes airfare)

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|---------------------------|-----------------------------|----------------------|
| • Varieties | • Producers' Discussions | • Training Systems |
| • Nurseries | • Researchers' Highlights | • Planting Densities |
| • New Variety Development | • Consultants' Perspectives | • Mechanization |

Day #	Mes	Date	Day	Activities	Included
1	September	3	Saturday	City tour in Bologna Sleep in Bologna	D, Local Transportation, Hotel
2	September	4	Sunday	Day to Relax; Half day in Bologna Visit the Adriatic Sea in Ravenna City tour in Ferrara Sleep in Ferrara	B, L, D, Local Transport, Hotel
3	September	5	Monday	Experiment Station visit to introduce apple production in Italy: species, varieties, and training systems Ultra high density pears, apples, & cherries – is there a limit? Orchard visits featuring Modi and Pink Lady on Bibaum Nursery visit with Bibaum trees: advantages and challenges Tree fruit breeding program: current efforts and future trends Sleep in Ferrara	B, L, D, Local Transport, Hotel
4	September	6	Tuesday	Orchard design: an intense look and discussion Orchard design: successes, problems, challenges Palmetas and other alternative orchard systems Platform design and manufacturing for orchards: models, benefits, challenges Sleep in Mantova	B, L, D, Local Transport, Hotel
5	September	7	Wednesday	City tour in Verona Experiment Station visit: where are we at in designing orchards for mechanization? Mechanization available for fruit production in Alto Adige Tall Spindle & Bibaum systems: advantages and problems Sleep in Bolzano	B, L, D, Local Transport, Hotel
6	September	8	Thursday	Introduction to the apple industry in the South Tyrol: history, evolution, future Organized system for apple variety evaluation in Alto Adige The system for quality assurance of fruit within the autonomous province of Bolzano - Alto Adige The productivity potential of various orchard management systems with a focus on the Tall Spindle Sleep in Bolzano	B, L, D, Local Transport, Hotel
7	September	9	Friday	Managing lower residue requirements and increasing the efficacy of pesticide applications High density orchards and high productivity and high fruit quality: history, results. 3000 -3500 trees/hectare; economically feasible & profitable? The use of platforms for apple production: how, when, how much? Is it economically feasible? Visit to a high-tech packing house in Lages Hotel in Bolzano	B, L, D, Local Transport, Hotel
8	September	10	Saturday	Apple harvest in Alto Adige: efficiencies, problems, research City tour in Milan; Farewell dinner Hotel in Milan	B, L, D, Local Transport, Hotel
9	September	11	Sunday	Participants depart from Milan to next destination.	Breakfast, Local Transport

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ITALY REGISTRATION FORM

Please complete one form for EACH person traveling. There are three easy ways to register:

1. Online at www.pheasantprojects.net MasterCard, VISA, and American Express accepted on-line.
2. Fax this completed registration form with credit card information to +1.509.884.1858.
3. Mail this completed registration form with check, credit card payment information, or money order to Pheasant Projects, Inc., P.O. Box 5006, Wenatchee, Washington, USA 98807-5006.

NAME (as it appears on your passport): _____

FIRST NAME (as you would like it on your name tag): _____

COMPANY NAME _____

MAILING ADDRESS: _____

PHONE: _____ **FAX:** _____

EMAIL: _____ **DATE OF BIRTH:** _____

(day, month, year)

PASSPORT NUMBER: _____ **PASSPORT VALID UNTIL:** _____

(day, month, year)

◇◇◇ Please mail or email a copy of your passport photo page to the PPI office no later than one month prior to your tour. ◇◇◇

DIETARY/HEALTH CONSIDERATIONS: _____

TOUR OPTION (price based on 22 participant per tour, double occupancy; single room available on request for additional fee):

- _____ Apples & Machines in Italy; Tour price of €3,723; Registration deadline 12 August 2011.

ROOMING OPTIONS :

- I will room with _____ Please assign me a roommate: _____

PAYMENT: FULL PAYMENT IS DUE BY 12 AUGUST 2011.

_____ Enclosed is check # _____ in the amount of _____ (in currency of tour).

Please make check payable to "Pheasant Projects, Inc." and write registrant's name on the check.

_____ Charge _____ to my (circle one) MasterCard Visa American Express

Credit card number: _____ CCV # _____

Expiration Date _____ Card Holder Signature _____

Completion of this form and payment implies agreement with the conditions shown on the next page.

TERMS AND CONDITIONS: The terms, conditions and limitation of liability under which this educational agriculture tour operates are detailed hereunder, and the payment of the tour price represents acceptance by the purchaser/traveler of the following:

- These educational technical agriculture tours are organized and/or operated by Pheasant Projects, Inc. (PPI).
- PPI reserves the right to alter or change the accommodations or carriers at any time for any reason. PPI reserves the right to cancel or alter the itinerary and/or tour without notice as may be found necessary for any reason whatsoever. All additional expenses incurred as a result of any delays, cancellations, or alterations will be the sole responsibility of the traveler.
- No traveler(s) will be permitted to continue on the tour while their mental or physical condition, in the opinion of any representatives of PPI, a) renders them incapable of caring for themselves, or b) they become objectionable to other travelers or c) they become a hazard to other travelers or themselves. PPI will not be responsible for expenses resulting in such persons being precluded from tour completion for any reason.
- PPI reserves the right to cancel any ticket or booking or to refuse to carry any traveler where payments have not been received by PPI within the times specified in the tour offering. It is a condition of carriage that a traveler has paid all tour moneys prior to the departure of the tour.
- PPI reserves the right to vary the price advertised or printed to cover any significant increase in airfare, fuel price, currency fluctuations or other tour related tariffs or costs. Travelers are reminded that this is a condition of travel.
- Where PPI does not operate the tour, attractions, excursions, and/or optional tours (hereafter called the "tour inclusion") which may be included in this tour itinerary or associated with the tour, PPI shall not be liable for any loss, damage, or injury occasioned to any person or property as a result of any such "tour inclusion" undertaken during the tour whatsoever or howsoever the same may be caused whether as a result of negligence or otherwise.
- PPI can give no guarantee as to the exact arrival and departure times for carriers and operators used by PPI in the tour, and PPI will not be liable for failure to make connections with any other services or attractions.
- Baggage is entirely at "owners risk" during the tour unless private insurance has been taken out. Travelers are cautioned against leaving articles on board carriers or the tour coach at any time.
- Smoking is NOT permitted inside tourist coaches or elsewhere as prohibited by regulations or policy. However, periodic stops provide ample opportunity for those who desire to smoke.
- PPI will not be bound by any representation reportedly made upon its behalf unless the representation is in writing by PPI.

TOUR PRICES: All prices printed in these tour offerings are in the local currency. Payment may be made by personal or company check or credit card (VISA, MasterCard, American Express) or wire transfer. All prices are in effect at date of printing of this brochure and are subject to change without notice. While PPI tries to accurately state its prices verbally and in print, PPI reserves to make adjustments if a particular price was incorrectly stated. The traveler will be responsible for all personal expenses, including entertainment, theater and movie tickets, non-organized meals, long distance telephone calls, miscellaneous local transportation and other travel during this tour. The traveler is solely responsible for any and all costs arising out of voluntary or involuntary withdrawal from this tour prior to its completion, including withdrawal caused by illness or inappropriate conduct.

TOUR DOCUMENTS: Provided PPI has received your full tour payment, PPI will email your final itinerary 10 days prior to start of tour.

PAYMENTS:

FULL PAYMENT is due 12 August 2011.

Space will be confirmed via email/telephone on a first come/first served basis upon receipt of payment.

TRAVEL INSURANCE: PPI strongly advises travelers to take out travel insurance to cover any unforeseen circumstances that may arise (including but not limited to cancellation fees, loss of luggage, early return necessitated by death or illness, etc.). In the event a traveler becomes ill during a tour, all hospital and medical expenses are the traveler's responsibility and they shall not be entitled to any refund, either total or partial.

BAGGAGE ALLOWANCE: Tour members are strictly limited to one (1) suitcase not to exceed a dimension of 32"x20"x10" and a weight of 50 pounds plus one (1) carry-on bag not to exceed 9"x16"x20" and a weight of 12 pounds.

TIPPING/GRATUITIES: Tips are included for drivers, wait staff where meals are provided, and hotel porters. Other tips are at the discretion of the tour member.

PASSPORT & VISAS: A valid passport is required. The passport must be valid for 6 months after the return travel date. A photocopy needs to be sent to PPI no later than 12 August 2011. The traveler is responsible for arranging and carrying all necessary travel documents and for compliance with all customs and immigration regulations. Please check specific entry/exit requirements into country of tour from traveler's home country.

RESPONSIBILITIES: PPI is acting as a tour operator in securing all services related to this tour and its liability is limited to terms of the tickets. The suppliers providing transportation, sightseeing arrangements, tours, excursions, and hotel accommodations for this Technical Tour are independent contractors and are not agents, affiliates, representatives, or employees of PPI. By utilizing the services of these suppliers, you agree that PPI shall not be liable for (a) any accident, loss, injury or damage to you or to those traveling with you in connection with any accommodations, transportation, or other services or resulting directly or indirectly from any occurrences or conditions including, but not limited to, negligence, defects in vehicles, equipment malfunction, strikes, "Acts of God," riots, terrorist acts or threats, wars, acts of governmental authority, theft, delays, weather conditions, environmental conditions, cancellations or changes in itineraries or schedules, or (b) loss or damage to property or injury to persons caused by reason of any act or omission, intentional, negligent or otherwise by such third party suppliers. Although every effort will be made to adhere to the schedules identified, the safety of tour members will always have first priority over all else. All services are subject to laws of the countries where used.

GROUP DEFINITION: The rates have been established based on a group definition. A group is defined as 22 or more paying passengers.