



VIRGINIA IS FOR LOWERS[®]

NATGA Fall Truffle Congress 2022 November 11-13th, Hotel Roanoke Roanoke, VA

Friday November 11th:

Optional Truffle Orchard Tours (need to sign up directly with orchard owners)	
Arrival and Hotel Check-in	12:00 – 4:00
Congress Registration	4:00 – 7:00
Welcome Reception with Food and Drinks: Hotel Roanoke Speak Easy	5:00 – 7:00
Dining at Roanoke Restaurants near hotel (Sign ups @ Welcome Reception)	7:00 - ?

Saturday November 12th:

Group Breakfast	7:30 -8:30
Welcome-NATGA President Karen Passafaro	8:30-9:00
Introduce Management Committee and Shannon Berch, Master of Ceremonies	
Keynote Speaker-Rowan Jacobsen, Award-Winning Author	
<i>EATING EUROPE'S LUNCH: Why Truffles Were Always Destined to be an American Thing</i>	9:00-10:00
Morning Break	10:00-10:15
The Natives are Growing Restless-	
Michael Riggan, Ben Kable, Jeff Long, and Jérôme Quirion Moderated discussion on a variety of native truffles	10:15-11:30



Native Truffle Group Lunch/ *Truffle Hound* Book Signing

11:30--1:00

Saturday November 12th: Afternoon Program

Research Task Force Update: (Mark Coleman and Scott Oneto)

TRAPI- USDA-Specialty Crop Initiative Grant Update 1:00-1:30

TRAPI 2022 Survey of Stakeholders Critical Needs (Qualtrix) 1:30-2:00

Marketing & Education Task Force Update: (Margaret Townsend) 2:00-3:00

*Think Big, Execute Small; a Regional Approach to Branding,
with Guest Speaker Maker's Mark*

Afternoon Break 3:00-3:15

Agritourism & Culinary Task Force Update: 3:15-4:15

Sandra Tanner- Senior Destination Development Specialist,
Virginia Tourism Corporation
Virginia Agritourism 101

Sponsor Hall and Poster Presentations 4:15-5:00

Makers Mark Meticulously Crafted Bourbon & Truffle Reception 6:00-7:00

Truffle and Wine Dinner, Hotel Roanoke 7:00-?-

Sunday , November 13th

Group Breakfast 8:00 – 9:00

NATGA Business Meeting: NATGA Board of Directors 9:00 - 10:00

Morning Break 10:00 - 10:15

Truffle Growers Database 2.0 (Scott Oneto) 10:15 - 10:45

Agribusiness Task Force Update: 10:45 –11:30

Scott C Blaylock, Field Underwriter, Virginia Farm Bureau Insurance
Liability Insurance and Agritourism

TRAPI Grant Listening Session 11:30 - 12:00

Group discussion, feedback, & comments from Saturday's presentation



Sunday November 13th: Afternoon Program

Group Lunch **12:00 -1:00**

Sponsor Presentations & Demonstrations & Raffle 1:00-2:00

Afternoon break Room Set-Up for Microscopy session 2:00-2:30

Demonstrations & Dogs 2:30-4:30

- 1) Microscopy Hands On Session: Examining root tips for mycorrhizal colonization with Shannon Berch and Inga Meadows (1 hour guided, hands on demo)

- 2) The Digging-est Dog!-The Truffle Dog Company, with Alana McGee and Lois Martin, present ideal truffle dog traits. This one-hour interactive session features Special Guests, **Angels of Assisi**, a Roanoke Animal Shelter active in rehoming dogs after the signing of the Virginia Beagle Bills

Hosted Closing Reception: Brew, Que and a Best Friend Too! **4:30 - ?**

Enjoy great regional Virginia food and drink while spending more time with the adorable dogs from **Angels of Assisi**. Spend time with fellow truffle enthusiasts networking and sharing lessons learned from the full weekend of truffle related activities.