UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

UCCE San Diego County
9335 Hazard Way, Suite 201
San Diego, CA 92123
Office (858) 822-7711
http://cesandiego.ucanr.edu

Dragon Fruit Production Workshop

San Diego Farm Bureau

420 S. Broadway, Escondido, CA 9205
Friday – September 18, 2026

Workshop Agenda:

7:30 am	Registration and Continental Breakfast
8:00 am	**Welcome, Introductions, Program Overview**
8:05 am	**Dragon Fruit Varieties, Establishment and Economic Considerations** - Ramiro Lobo, Farm Advisor, UCCE San Diego County
8:45 am	**The Dragon Fruit Value Chain and Market Dynamics, from Producer to Consumer -** Yvette Yu Zhang, PhD., Professor & Associate Department Head of Research and Graduate Programs, Department of Agricultural Economics, Texas A&M University
9:15 am	**Dragon Fruit Diseases and Cactus Virus X (CVX) Issues and Management Strategies** - Romina Gazis, PhD. Associate Professor and Extension Specialist, IFAS University of Florida Tropical Research & Extension Center
10:00 am	**BREAK (15 minutes)**
10:15 am	**Issues and Challenges with Dragon Fruit Production in Southern California -** Facilitated Discussion with Local Growers • Eyal Givon, Moorpark Dragon Fruit Farms, Moorpark, CA • Ken Tseng, Fortule Farms, Escondido, CA • Neva Day, Wallace Ranch Dragon Fruit Farms, Bonsall, CA • Kevin Bixey, Dragon Delights Farm, Ramona, CA
11:15 am	**Dragon Fruit Sensory Evaluation and Post-Harvest Management –** Mary Lu Arpaia, Post Harvest Management Specialist, UC Riverside
11:45 am	**Dragon Fruit Value-Added Product Development** – Shirley Salado, UCCE San Diego Expanded Food and Nutrition and Dom Fiume, UCCE San Diego Master Food Preserver Program
12:15 pm	**NETWORKING LUNCH** (including Dragon Fruit/Value-added product tasting)
1:30 pm	**Weed Management Strategies for Dragon Fruit Production** - Chris McDonald, PhD. – Inland and Desert Natural Resources Advisor, UCCE San Bernardino County
2:00 pm	**Irrigation System Design Considerations and Water Management** - Ali Montazar, Water and Irrigation Management Advisor, UCCE San Diego County
2:30 pm	**Insect Pests and Management Strategies for Dragon Fruit Production** – Eric Middleton, IPM Area Advisor, UCCE San Diego County
3:00 pm	**BREAK (15 minutes)**
3:15 pm	**Agritourism as a Marketing Tool for Dragon Fruit** – Janis Gonzales, Community Education Specialist Supervisor, UCCE San Diego County
3:45 pm	**Lightning Presentations About UCANR/Other Support Programs & Projects:** Darlene Ruiz (CALE), Lexie Wilson, (OAI); Michael Jaquez (CSA); Heidi Holmquist/Ramiro Lobo (Food Safety); Oli Bachie (Mulch and Cover Crops); Jimmy Nguyen, Organic Management Software, Ulises Del Rosario (CUSP); Mary Rodriguez (Mission RCD)
4:30 pm	**Program wrap and Adjourn!**

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Dragon Fruit Production Tour / Field Day

Self-Driven / Carpool Encouraged
Saturday – September 19, 2026

TOUR ITINERARY & TENTATIVE SHCEDULE:

7:30 am	Check in and Continental Breakfast @ Wallace Ranch (30475 Via Maria Elena, Bonsall, CA)
8:00 am	**Wallace Ranch Dragon Fruit Farm (Hosted by Neva Day, Owner/Manager)** ✓ Farm Overview and Tour ✓ Pruning, Pollen collection and Pollination Demonstration ✓ Irrigation System Design Considerations
9:30 am	**Drive to Fortule Farms** (9603 Covey Lane, Escondido, CA)
10:00 am	**Fortule Farms (Hosted by Ken Tseng, Owner/Manager)** ✓ Farm Overview and Tour ✓ Pruning Demonstration ✓ Backpack Sprayer Calibration Clinic
12:00 pm	**Box Lunch and drive to Dragon Delights** (16479 Highland Valley Road, Ramona, CA)
1:30 pm	**Dragon Delights Dragon Fruit Farm (Hosted by Kevin and Betsie Bixey, Owners)** ✓ Farm Overview and Tour ✓ Value-added Product Development Demonstration and Tasting (freeze dried and dehydrated fruit, fruit leather, jams, ice cream and sorbet)
3:00 pm	Tour Ends!

REGISTRATION DETAILS:

- **Workshop & Tour Combo:** $100 if registered by September 11, 2026. No walk ins will be accepted.
- **Workshop Only:** $60 if registered by September 11, 2026. No walk ins will be accepted.
- **Tour/Field Day Only:** $60 if registered by September 11, 2026. No walk ins will be accepted.
- Registration fee includes educational materials, continental breakfast, lunch and fruit tastings on both days. **Register early, this event has sold out in the past!!**

Registration Link: **https://surveys.ucanr.edu/DragonFruit2026**

MORE INFORMATION

- For questions about registration issues please contact Lupe Ibarra at (858)822-7711 or llibarra@ucanr.edu.
- For questions about the program please contact Ramiro Lobo at (858)243-4608 or relobo@ucanr.edu.