



Growing Resources  
Cultivating Success

**CFVGA 2020 Annual Conference Program  
Monday, February 24**

**7:30 – 8:30 AM** Registration, light breakfast in ballroom, visit with exhibitors

**8:30 – 9:00 AM** Opening remarks, Robert Sakata

**9:00 – 9:45 AM Keynote** The Power of Produce 2019: A Look at the Produce Department Through the Shoppers’ Eyes. John Cravens, Yerecic Label.

The Food Marketing Institute has published the “Power of Produce” research every year since 2014. Conducted by 210 Analytics and sponsored by Yerecic Label, Burris Logistics and the Southeast Produce Council, this research is part of a broader look at the fresh perimeter.

The 2019 study included a consumer survey of 1,500 shoppers. Using this data, participants will gain a “shopper’s” view of produce planning, purchasing and consumption and come away with several actionable insights to grow their business. The study offers an understanding of the opportunities, habits, preferences and trends in the produce department by listening to the consumer’s voice and combining it with sales data from IRI and Nielsen.

**9:45 – 10:00 AM Exhibitor elevator speeches (30 sec each)**

**10:00 – 10:30 AM Networking Break**

**10:30 AM – 2:30 PM Program table. See descriptions below**

Room and Track	10:30 – 11:30	11:30 – 1:00	1:00 – 1:30	1:30 – 2:30
Big Thompson/ <b>Business development</b>	What’s fresh: emerging market opportunities for growers (1)	Ballroom:  Lunch and annual member meeting (all are welcome to attend meeting)	Ballroom and hallways:  Networking break  Visit with exhibitors	Emerging Market Opportunities in Denver: A 2020 Update (5)
Platte River/ <b>Production</b>	Staying Up-to-Date with National Organic Program Standards Changes to Organic Certification for Colorado Growers (2)			Biological controls for fruit and vegetable insect pests (6)
Clear Creek/ <b>Small farm</b>	The Price is Right (3)			Developing and implementing a farm food safety plan (7)
Boulder Creek/ <b>Labor</b>	Are Growers Subject to 2019 Colorado Employment Law Changes? (4)			Being an employer of choice (8)

1. What's fresh in the marketplace? Hear from buyers and distributors with new programs including school district local purchasing dollars, backhauling opportunities, purchasing of produce seconds, food pantry purchasing and more.



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Shelly Allen, St Vrain Valley School District; Dave Maynard, FreshPack Produce; Ian Navarro, What Chef's Want; Larry Martinez, Denver Inner City Parish; Ben Deda, FoodMaven.

2. Learn about the process of organic certification and working with a certifier and hear about changes to the National Organic Program including inputs for organic production. Topics of interest in organic certification including container production and hydroponics will be presented, as well as information on the upcoming "Strengthening Enforcement Rule" which may have new rules for organic imports and exports and certification requirements for handlers of organic commodities. Additional information resources will also be provided. Renee Delany, CCOF; Janis Kieft, Colorado Dept of Agriculture
3. Pricing is one of the key challenges for food enterprises. This session will seek to use improved understanding of the key drivers of prices in differentiated markets, as a means to consider and choose among the alternatives for pricing strategies. Although enterprises may still consider themselves price-takers in the market, this session will challenge managers to consider new market innovations that may support stronger or more stable prices to support their bottom line. Dr. Dawn Thilmany, Colorado State University
4. Colorado employment laws have seen dramatic changes in recent years, including a complete overhaul of Colorado's minimum wage law that takes effect in 2020. In this session, we will explore the most significant changes that affect you as an employer and will discuss potential changes that may be coming in the near future. Jody Duvall, Cline Williams
5. Speakers will provide updates on Denver and Colorado's latest policies and efforts to create new market opportunities for fruit and vegetable growers. This is a 2020 update to the 2019 session and will focus on: CO HB1132 (incentives for schools to purchase Colorado grown products), Double Up Food Bucks, the Good Food Purchasing Program (Denver's values-based procurement efforts), Healthy Food for Denver Kids, and the National Western Center's 1909 stadium arena market development plans. Dr. Becca Jablonski, Colorado State University; Wendy Moschetti, LiveWell Colorado; Matt Barry, National Western Center Authority; Marion Kalb, City of Denver
6. There are several types of commercially available biological controls that can be used to help manage insect and mite pests of Colorado fruit and vegetables. Each of these has potential benefits, and limitations. This session will review the status of biological controls available to Colorado producers and how they can be most effectively integrated into production. Dr. Whitney Cranshaw, Colorado State University
7. Learn the ins and outs of building your own on-farm food safety plan from our panel of experienced growers and get some tips on creating a plan that helps you organize your on-farm practices and gain more control of food safety on your own farm. Meg Caley, Sprout City Farms; Claudia Ferrell, Berry Patch Farms; Michele Marquez, Hiramata Farms
8. Many organizations pay lip service to being an "employer of choice," but what does it really mean? In simple terms, it means being a great place to work. It means being able to attract and retain the best employees and having a competitive advantage over your competitors in a tight labor market. In this session, we will discuss the "secret sauce" for elevating your business to an "employer of choice." Jason Resnik, Western Growers

**2:30 – 4:00 PM** Grower and Buyer networking session – Ballroom. Cash bar starts at 3 pm

**4:00 – 6:00 PM** Free reception with heavy appetizers and cash bar

### **We need your evaluation responses to report on grant funding and plan for 2021.**

Please complete Monday program evaluation and enter to win prize:

- With paper copy available at registration or on roundtables OR
- Online via URL or QR code: [https://surveymonkey.com/r/CFVGA\\_Feb\\_24](https://surveymonkey.com/r/CFVGA_Feb_24)

