

MID-ATLANTIC

fruit & vegetable convention



2012 Mid-Atlantic Convention Opens January 31

The 2012 edition of the Mid-Atlantic Fruit and Vegetable Convention is set for January 31 to February 2, 2012 at the Hershey Lodge and Convention Center in Hershey, Pennsylvania. About 1,900 fruit, vegetable, and berry growers and other industry persons from throughout the mid-Atlantic region and beyond are expected to attend. Dr. David Kohl from Virginia Tech will be giving the keynote presentation on the opening day. An additional room will allow for an expanded trade show with over 170 exhibitors expected.

Dr. Kohl energizes agricultural lenders, producers and business persons with his keen insight into the agricultural industry through extensive travel, research, and exposure during his career. He is Professor Emeritus of Agricultural Finance and Small Business Management and Entrepreneurship at Virginia Tech, Blacksburg, VA. Dr. Kohl has traveled over 8 million miles in his professional career and conducted over 6,000 workshops and seminars for a variety of agricultural audiences. Dr. Kohl's personal involvement with agriculture and interaction with key industry players provide a unique perspective into the future trends of the agricultural industry and economy.

The day before the main Convention opens, special workshops on Mobile Marketing Opportunities and Managing Food Business Risks, Greenhouse Production and Vegetable Seed Heat Treatment will be offered. Another special session at the Convention will be "Técnicas de Producción de Frutas y Hortalizas." This half-day session on February 1 is designed especially for Spanish speaking workers in the fruit and vegetable industries. It will feature various relevant fruit and vegetable production presentations in Spanish. That evening an High Tunnel Biocontrols workshop will be offered.

The Mid-Atlantic Convention has been jointly sponsored by the State Horticultural Association of Pennsylvania, the Pennsylvania Vegetable Growers Association, the Maryland State Horticultural Society and the New Jersey State Horticultural Society for the past 34 years.

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The Pennsylvania State University, University of Maryland and Rutgers University Cooperative Extension plus the National Peach Council all assist in organizing the three days of educational sessions. The Convention has become one of the premier grower meetings in the Northeast.

The Great American Hall at the Hershey Lodge and Convention Center will host the main part of the Trade Show. Additional exhibits are being added for the 2012 Convention in the Aztec Room. Specialized horticultural equipment, farm market merchandise, and packaging, will all be on display along with information on the latest seed varieties, fruit varieties, pesticides and other supplies and services for the commercial grower.

Many pesticide applicator update training credits are available to Pennsylvania, Maryland and New Jersey growers attending the sessions. The program covers nearly every aspect of fruit, vegetable, potato and berry production. Commercial growers should not pass up this terrific educational opportunity.

Six or more concurrent educational sessions will be offered on all three days of the Convention. Besides the combined session for the keynote address, the opening day will feature breakout sessions on Tree Fruit, Vine Crops, Pumpkins, Direct and Wholesale Marketing, High Tunnels, Organic Vegetables, Greenhouse Production, Asparagus, Brown Marmorated Stink Bug, Hops, Irrigation, General Vegetables, Cole Crops and Labor.

On the second day, sessions on Direct Marketing, Greenhouse Production, Sweet Corn, Tomatoes, Tree Fruit, Peaches, Small Fruit, Potatoes, Wine Grapes, Peppers and Root Crops plus the workshop on High Tunnel Biocontrols will be offered

The Convention will close on the third day with sessions on: Peaches, Tree Fruit, Small Fruit, Cut Flowers, Greenhouse Production, Cover Crops, Specialty Crops, Post Harvest Practices, and General Vegetables.

The sixth annual Mid-Atlantic Cider Contest will be conducted during the Convention to determine the best tasting cider produced in the region.

On January 31, fruit and vegetable growers will be treated to a reception followed by the annual Fruit and Vegetable Growers Dinner which will include awards and recognitions. On February 1 there will be an Ice Cream Social in the evening.

Registration is required for all persons attending the Convention trade show or educational sessions. Registration with any of the four sponsoring organizations allows one to attend any of the sessions although there are additional charges for some workshops and meals. For further information, go to www.mafvc.org or call 717-677-4184 or 717-694-3596.