

2017 Conference Program



<b>MON, FEB 20</b>		
8:00 – 5:00 pm	CFVGA FSMA Produce Safety Rule training	Platte River Room
6:00 – 8:00 pm	CFVGA Reception – heavy appetizers and cash bar	Big Thompson Room
<b>TUES, FEB 21</b>		
7:30 – 8:30 am	Registration, breakfast, networking, visit with exhibitors	Corridor
8:30 – 9:00 am	Opening Remarks – <b>Robert Sakata</b> , CFVGA President; <b>Don Brown</b> , Commissioner of Ag; <b>Jessica Davis</b> , Horticulture Dept Head, CSU	Ballrooms C and D
9:00 – 9:40 am	Keynote Address – Produce Fresh Trend Quiz Show, <b>Pamela Reimenschneider</b>	Ballrooms C and D
9:40 – 10:00 am	<b>Break – visit with exhibitors</b>	Corridor, Ballrooms A and D and Hallway
10:00 – 11:00 am	Center for Produce Safety: The Latest in Food Safety Research Impacting the Produce Industry <b>Bonnie Fernandez-Fenaroli and Alan Franklin</b> (with remarks from John Oxford, PMA Chair)	Ballrooms C and D
11:00 – 11:30 pm	CFVGA Annual meeting	Ballrooms C and D
11:30 – 12:40	Lunch      Remarks from Platinum Sponsors Silveus and Western Growers	Ballrooms C and D
12:40 – 2:20	<b>First Breakout sessions:</b> 1- Lunch Roundtables in Ballrooms* (see descriptions below) 2- Grower/Buyer networking 3- Visit with Exhibitors	1- Ballrooms C and D 2- Ballroom B 3- Ballrooms A and D, Prefunction and Foyer



<b>Second and Third Round Breakout Sessions</b>				
	<u>Breakout 1</u> Labor <b>Boulder Creek</b>	<u>Breakout 2</u> Food Safety <b>Clear Creek</b>	<u>Breakout 3</u> Business Development <b>Platte River</b>	<u>Breakout 4</u> Production <b>Big Thompson</b>
2:30 – 3:20 pm	US Department of Labor Agricultural Compliance: Preparing for a wage and hour audit – <b>Jennifer Lee and Barton Rode</b>	Washington Tree Fruit Industry Response to <i>Listeria monocytogenes</i> Outbreak <b>Dr. Ines Hanrahan</b>	Perspectives on Produce Trends – <b>Tom Lynch</b> (King Soopers), <b>Elizabeth Mozer</b> (LoCoFoods), <b>Mike Sagrati</b> (Simplot), <b>Kenny Meyer</b> (Wholefoods), <b>Steven Genth</b> (Fresh Point)	New Opportunities and Advances in Pepper Production in Colorado <b>Mike Bartolo, CSU</b>
3:20 – 3:30	<b>Break – visit with exhibitors</b>			
	Labor <b>Boulder Creek</b>	Nutrition <b>Clear Creek</b>	Business Development <b>Platte River</b>	Production <b>Big Thompson</b>
3:30– 4:20	[Repeats]	Potential Health Benefits of Colorado-Grown Fruits and Vegetables and Recent Research Findings <b>Adam Heuberger, CSU</b>	[Repeats]	[Repeats]
5:00 – 7:00 pm	<b>Governor’s Forum on Colorado Ag Reception at Governor’s Mansion 8th Ave, Denver, CO 80203</b>			

\*Roundtables in Ballrooms

- **How Does the FSMA Produce Safety Rule Affect You?**  
- (Steve Bornmann, CDA Inspection and Consumer Services) Learn the latest on the Produce Safety Rule and the educational opportunities coming soon for Colorado produce growers.
- **Resources to Help Your Business Succeed** – (Wendy White, CDA Markets Division) Learn how the Colorado Department of Agriculture Markets Division can help you with business development, marketing and creating export opportunities.



- **Colorado Land Link Program- resources for beginning and transitioning farmers/ ranchers** – (Jennifer Visitacion, Exe Dir, Guidestone) Colorado Land Link is a program developed as a creative solution to overcome the crisis posed by an unprecedented number of farmers and ranchers with no next generation to take over their operations. Our referral and resource center connects land-seekers and landowners and provides access to a network of tools, resources, and technical services for the next generation of farmers. Colorado Land Link is a program of Guidestone Colorado whose mission is to grow a vibrant agricultural future through education, community building, and partnerships.
- **Make your Mark on the Colorado Blueprint for Food and Agriculture** – (Dawn Thilmany, Professor, and Becca Jablonski, Assist. Prof., Colo State Univ) Give your input on key issues, priorities and opportunities for Colorado to guide its ag and food sector to enhance our communities, economies and quality of life. We will summarize highlights of our study and community engagement thus far.
- **CPS research** - (Bonnie Fernandez-Fenaroli, Exe Dir, Center for Produce Safety) Join Bonnie for more discussion on Center for Produce Safety work. Bonnie will be joined by Dr. Ellis Owens (Birko) and Dr. Alan Franklin (USDA APHIS).
- **Can Farm to School Work for Your Farm** – (Lyn Kathlene, Director, Spark Policy Institute and Andrea Northup, Farm to School Regional Lead, USDA Food & Nutrition Service) We're here to help you determine if selling your produce to schools and other institutions might make sense for you, your farm, and your bottom line. We'll review the many resources that can help, including the Colorado Farm to School Primer, "Invitation to Bid" examples from Colorado school districts, food safety guidelines and resources, as well as the USDA Farm to School (FTS) Program's fact sheets, technical assistance and grants! In addition, we'll provide an update on Colorado's FTS producer mentoring program and the CoBank FTS regional grant program that has provided Western Slope F&V producers with funding to help offset the costs of becoming GAP certified and facilitated sales to schools.



- **Feeding Colorado: Distributing nutritious, wholesome food to those in need across our state** - (Karen McManus, Food Procurement Mgr, Community Food Share) A discussion of who we are and how we work with producers across the state to get the most nutritious food out to those struggling with hunger. We will answer questions on tax incentives, existing partnerships and opportunities available to producers no matter what the size of their operation.
- **Young Farmers & the Future of Colorado Agriculture** - (Kate Greenberg, Western Program Director, and Cassidy Tawse-Garcia, Southwest Organizer, National Young Farmers Coalition) The National Young Farmers Coalition (NYFC) represents, mobilizes, and engages young farmers to ensure their success. We are a national coalition of all ages tackling the most critical structural and economic issues that prevent motivated young and beginning farmers from entering into and succeeding in agriculture. Join NYFC to workshop challenges and opportunities facing the next generation of farmers and ranchers in Colorado, from land and water access and student loan debt to the issues you and farmers around you face. We will explore solutions through local organizing, policy advocacy, leadership development, and business services.
- **H-2A program** - (Jason Resnick, Western Growers) Jason will explore many complexities surrounding H-2A program compliance, best practices to ensure timely certification, avoiding corresponding worker issues, and avoiding allegations of U.S. worker discrimination.

## **SPEAKER BIOS**

### **(in order of appearance)**

#### **Robert Sakata**

Robert is a Colorado native and now owns Sakata Farms which was started in 1945 by his father. The operation has grown to 2500 acres growing fresh market cabbage, dry bulb onions, sweet corn, pinto bean, field corn and winter wheat. Robert served for 15 years on the state of Colorado's Water Quality Control Commission appointed by 3 different Governors. He also served as the Adams County Farm Bureau President and on the Adams County Open Space Advisory Committee. Currently he is on two local ditch boards, serves as the agricultural representative on the metro roundtable, is a



member of the Colorado Ag Water Alliance and on the Board of Directors of the Colorado Water Congress.

After graduating Brighton High School Robert attended the University of Colorado Boulder and worked for AmGen in their molecular biology research department. Returning to the farm in 1989 Robert has worked to encourage the shrinking farm community to become more involved in the many issues that they face.

#### **Don Brown**

Don Brown was appointed the Colorado Commissioner of Agriculture by Governor John Hickenlooper in January 2015. Brown, a third-generation farmer in Yuma County, has run several successful businesses while spending most of his career managing and growing his family's extensive farm operations. He has also been active in water conservation, energy development and technology innovation issues within the industry.

Don and his wife, Peggy, have three children who continue to call Colorado home. The Brown family farm was homesteaded in 1911 and has been designated as a Centennial Farm. Don's parents, Cleo and Jennie, were pioneers in pivot irrigation in Yuma County. Don continues that pioneering spirit today

through his study of the Ogallala Aquifer and holds two U.S. patents for his fence post systems.

#### **Dr. Jessica Davis**

Jessica Davis came to CSU in 1995 as Extension Soil Specialist, but over the years, she frequently did research on fertilizer and soil management in vegetables and occasionally in fruit (apples, peaches). In 2016, she became the department head of CSU's Department of Horticulture and Landscape Architecture. If you have ideas for collaboration with CSU, please email her at [jessica.davis@colostate.edu](mailto:jessica.davis@colostate.edu)

#### **Pamela Riemenschneider**

[Produce Retailer magazine](#) is the only trade publication focused solely on retail produce operations: the retailers, trends, innovation and people that make fresh produce the most sought-after category in grocery. Pamela Riemenschneider has been editor of the publication since 2009, and got her start in produce journalism in 2005 as a staff writer and photographer for sister publication The Packer Newspaper. Her coverage focuses on retail, consumer trends, packaging and new product innovations. A passionate advocate for the fresh produce industry, Pamela travels the world visiting retailers, seeking new merchandising strategies, products and packaging concepts. Chances are, you've seen



her video series Pamela's Kitchen, where she "puts produce to the test" with sons Ike and Uli in her Austin, Texas, home. Apples are her favorite fruit and her favorite vegetable is grandma's pot roast carrots.

### **Bonnie Fernandez-Fenaroli**

Ms. Bonnie Fernandez-Fenaroli received her Bachelor of Science in Agriculture Business Management at California Poly State University, San Luis Obispo and her Masters of Business Administration from Sacramento State University. After fifteen years as Executive Director at the California Wheat Commission, she joined the [Center for Produce Safety \(CPS\)](#) in 2008 as its Executive Director working to leverage public and private expertise and research dollars to address critical risk management issues in the growth, harvest, processing and distribution of fresh produce. As Executive Director she focuses the CPC's attention on critical food safety issues affecting the fresh produce industry and establishes collaborations among public agencies and private industry to maximize the impact of research budgets.

### **Dr. Alan B. Franklin**

Dr. Alan B. Franklin is a Supervisory Research Biologist and Project Leader for the Wildlife Pathogens and Food Security & Safety Project at the USDA-APHIS-WS National Wildlife Research Center, Fort Collins, Colorado. Prior to joining the National Wildlife Research Center, he was a Research Scientist at the Colorado Cooperative Fish and Wildlife Research Unit at Colorado State University. His current research interests in wildlife disease focus on the ecology of bacterial pathogens and antimicrobial-resistant bacteria in wildlife and the potential for transmission of these pathogens from wildlife populations to agricultural operations and human populations.

### **John Oxford**

John began his career with GE. In 2001, following various domestic and international assignments spanning an array of business functions, John left his position as VP – International Business Development in one of GE's financial services business units to join L&M. Under John's leadership, L&M has refreshed its vision and strategy and has established scalable structure and formalized management processes which have enabled growth throughout the organization. He most enjoys the people and the diversity of the business ... from spending



time working on the Company's various farms to collaborating with large retail partners – and everything in between.

Since joining the global fresh produce industry, John has been involved in the trade on a number of different levels including serving on the *Produce Marketing Association's* Board of Directors since 2009 (currently as Chair). From 2012 - 2014, John served on the *Center for Growing Talent by PMA's* Board of Directors. In addition, John been a member of the *Produce Traceability Initiative's* Leadership Council since 2010 and has participated in several industry leadership programs including the *United Fresh Produce Association's* Executive Development Program. In 2013, John was a recipient of *The Packer 25 Award*.

### **Jennifer Lee**

Jennifer Lee has worked as an Investigator for the Department of Labor, Wage Hour Division (WHD) in the Denver District Office since 2012. Jennifer works with all laws enforced by WHD, including the Fair Labor Standards Act, Family and Medical Leave Act, and the H-2A and H-2B provisions of the Immigration and Nationality Act. She serves as a formal mentor to a number of WHD investigators within the Denver District Office and has completed a detail with WHD's Division of Enforcement Policies and Procedures, Immigration and

Farm Labor Branch, located in Washington, D.C. Jennifer graduated from Ithaca College in 2008 and served in the Peace Corps in the Dominican Republic.

### **Barton Rode**

Barton Rode has worked as an Investigator for the Department of Labor, Wage Hour Division (WHD) in the Denver District Office since 2014. Barton works with all laws enforced by WHD, including the Fair Labor Standards Act, Family and Medical Leave Act, and the H-2A and H-2B provisions of the Immigration and Nationality Act. Barton graduated from UCLA in 2010, served in the Peace Corps in Costa Rica, and has a Master's Degree from the University of Chicago.

**Dr. Ines Hanrahan** has been employed as a Project Manager by the [Washington Tree Fruit Research Commission](#) (WTFRC) since 2005. Her professional experience includes an extensive international background in practical and academic horticulture, including: research, teaching, and consulting. Dr. Hanrahan's expertise includes the management of technical projects related to temperate fruit quality such as: apple fruit finish improvement, methods to prevent rain-induced cherry cracking, apple postharvest physiological disorder prevention,



optimization of cropping and storage systems to produce consistently high yields of target fruit, management of plant material evaluation from breeding programs for commercial suitability, and applied food safety research in the areas of water quality, preharvest die-off and postharvest systems management.

**Elizabeth Mozer** started [LoCo Foods](#) in 2011 in response to needing a streamlined way to source locally for her husband's independent movie theater, the Lyric Cinema Café, and to the regional studies showing that distribution was the primary hurdle keeping local food from the mainstream marketplace. LoCo Foods now serves grocery stores, institutions, coffee shops, restaurants and other wholesale buyers between Cheyenne and Colorado Springs with products from about 120 local producers and makers.

**Kenny Meyer** started in Natural Foods Industry in 1982. He worked with Alfalfa's Markets in Boulder and grew into multiple locations. Alfalfa's was purchased by Wild Oats Markets in 1996 and Kenny became National Produce Purchasing Director. Meyer started with [Whole Foods](#) Rocky Mountain region in 1999. His Rocky Mountain Local Produce program develops lasting relationships in 5 states including Idaho, Utah, Colorado, Kansas, and New Mexico.

**Steven Genth** - Starting my career off as a chef gave me the ability to relate to the customers I currently supply with premium produce. I have also worked in retail for the nation largest grocer. My current focus at [FreshPoint](#) Denver is to expand the ever growing local produce segment. Over the last three years I have built relationships with many local farms. However, I am always looking for new opportunities with Colorado farmers.

**Mike Sagrati** has spent his entire working life in the foodservice industry. While waiting tables and going to Boise State University, Mike started and working part-time in the [Simplot Food Group](#) mailroom. He worked his way up the ladder through marketing and then sales. After 10 years at Simplot, Mike moved to Shamrock Foods in Commerce City, CO for 3 years as Marketing Manager until being recalled by Simplot for his current role. For the past 5 years, he has managed 14 Central US states. Mike is responsible for over \$100,000,000 in annual sales and over 150,000,000 pounds of food sold annually.



**Tom Lynch**

I have been with King Soopers/City Market for over 40 years, serving in many different capacities including store director, bakery/deli merchandising, grocery merchandising and currently as our Produce/Floral Merchandiser. I started as a courtesy clerk in 1976 and worked many positions in our retail locations before moving into our corporate office. I have my Business degree from the University of Colorado Boulder. On a personal note, I am married and have two children.

**Mike Bartolo** is a native of the Arkansas River Valley, born and raised on a small farm east of Pueblo. He received his undergraduate and M.S degrees at Colorado State University. In 1990, he received his Ph.D. at the University of Minnesota in Plant Physiology. For the past 24 years, he has been the Vegetable Crops Specialist at [Colorado State University's Arkansas Valley Research Center](#) in Rocky Ford. In 2004, he also became manager of the Center. His primary responsibilities are research and outreach activities to support commercial vegetable crop production in the Arkansas Valley and other parts of the state. The major crops emphasized are onions, melons, and peppers. His research projects have been centered on different aspects of crop production including drip irrigation, plastic mulches, soil fertility, and pest management.

**Adam Heuberger** is an [Assistant Professor of Horticulture at Colorado State University](#). His laboratory studies phytochemical diversity in food crops and foods including potato, onion, bread wheat, malting barley and beer. His lab uses chemistry to investigate the connections between agriculture and human health, specifically for how genetics and agronomy influence nutrition and flavor. This research spans the fields of biochemistry, plant genetics, food science and human health.