

	<p>alternative solutions.</p> <p>3. BUSINESS DEVELOPMENT – The Consumer Wants to Hear Your Story: How PR Can Work For You . Jen Miller, Jen’s Side Dishes; Diane Mulligan, APR, President of M&C Communications; Jim Ehrlich, Exe Dir, Colorado Potato Admin Committee, Area II. This session will showcase advantageous industry options when finding value for produce that is not of prime grade. The panel will dive into topics ranging from further processing, vertical integration to alternative market streams.</p> <p>4. PRODUCTION – Convention and Organic Disease Control Strategies for Specialty Crops - Dr. Lindsey du Toit, Professor and Extension Plant Pathologist, Washington State University. During the session, the visual characteristics of several common vegetable diseases will be reviewed. In addition, the environmental and cultural reasons for disease development will be discussed as well as potential conventional and organic disease control strategies.</p>	<p>Big Thompson</p> <p>Boulder Creek</p>
12:00 PM – 1:30 PM	CFVGA awards lunch – open to all registrants	Ballroom
1:30 PM – 2:30 PM	<p>1. Break out session series B repeats</p> <p>AND at the same time</p> <p>2. Roundtable discussions. See descriptions at: https://cfvga.org/about/#Roundtables</p> <ul style="list-style-type: none"> • Farm to Institution – (Wendy Moschetti, LiveWell Colorado and Nanna Meyer, University of Colorado at Colorado Springs) • Labor solutions: successful strategies shared and next steps needed (Harrison Topp, Membership Director, RMFU) • Resources to help your business succeed. (Glenda Mostek, CDA Markets Division) • How Does the FSMA Produce Safety Rule Affect You? (Steve Bornmann, CDA Inspection and Consumer Services) • Young Farmers & the Future of Colorado Agriculture – (Alex Funk, Western Policy Director and Staff Attorney, National Young Farmers Coalition) • Colorado Land Link Program- resources for beginning and transitioning farmers/ ranchers (Dan Waldvogel, Guidestone Colorado) 	<p>Same rooms</p> <p>Ballroom</p>
2:30 PM- 2:40 PM	Break – Visit with exhibitors, snacks and beverages	Ballroom and Corridor
2:40 PM – 4:00 PM	<ul style="list-style-type: none"> • CFVGA Produce Tech Innovation Pitch • Passport drawing and prizes • Closing remarks 	Ballroom
4:00 PM – 6:00 PM	Exhibitors remove all booth materials	Ballroom and Corridor
5:00 PM – 7:00 PM	Governor’s Forum on Colorado Agriculture Reception, Governor’s Residence at Boettcher, Mansion, no registration required with free appetizers and beverages	400 E. 8 th Ave, Denver