



## Tuesday, February 26, 2019

**7:00 AM – 8:00 AM** Registration, Light breakfast in ballroom, Visit with Exhibitors

**8:00 AM - 8:30 AM** Opening remarks

Robert Sakata, CFVGA President

Dr. Hayley Chouinard, Department Head Ag and Resource Economics, CSU

**8:30 AM – 9:30 AM**

Keynote: David Magana, Senior Analyst – Horticulture, Rabobank

Common Trends, Threats and Opportunities in Global (and Local) Fresh Produce Markets, Not so Common Anymore?

This keynote will explore identification and discussion of economic forces that are shaping the future of fresh fruit and vegetable markets. These factors include: demographic changes and their impacts on produce markets; shifts in consumer preferences revealed in purchasing trends; global vs local sourcing and the impact of trade patterns/disruptions; and, other relevant aspects along the supply chain.

**9:30 AM – 10:30 AM**

Stephanie Mercier, Senior Fellow at the Farm Journal Foundation

The Farm Bill, Trade Issues and More

Topics to be covered in the presentation will include the 2018 farm bill, both how the process finally came together late last year and key provisions that were included, as well as recent developments in the trade policy arena, including potential trade agreements and lingering trade disputes. Agricultural labor and regulatory issues will also be addressed.

**10:30 AM – 11:00 AM** Visit with Exhibitors, Refreshments in ballroom

**11:00 AM – 2:30 PM program in table. See descriptions on second page. Rooms are near the elevators.**

Room	11:00 AM – 12:00 PM All breakouts repeat	12:00 PM – 1:30 PM	1:30 PM – 2:30 PM All breakouts repeat
Big Thompson	Emerging wholesale marketplace opportunities in Denver Metro (1)	Lunch and awards program in ballroom	Emerging wholesale marketplace opportunities in Denver Metro (1)
Platte River	Produce farming in weather extremes and risk management (2)		Produce farming in weather extremes and risk management (2)
Clear Creek	Installation, costs and benefits of sub-surface drip irrigation (3)		Installation, costs and benefits of sub-surface drip irrigation (3)
Boulder Creek	Farm Family Health (4)		Farm Family Health (4)

1. **Becca Jablonski, Assist Professor and Food Systems Economist, CSU; Laine Cidowski, Food Systems Administrator, City and County of Denver; Adam Schlegel and Catherine Compitello, SunValley Eco District Wholesale Market Project; Paige Cheney, Associate Buyer, City and County of Denver** This session will convene policy makers and buyers from the Denver metro area to discuss new and developing market opportunities that might be of interest to Colorado fruit and vegetable growers. Participants will have the opportunity to listen to new policy proposals (including additional procurement of Colorado grown products) and have an opportunity to provide feedback on how these policies and market opportunities might be crafted in ways that will improve market access and profitability of Colorado fruit and vegetable operations.
2. **Michael Moss, Owner, Kilt Farm; Frank Stonaker, Co-Owner, Osito Orchard; Brent Young, Ag Business Management Economist, CSU Extension; Keely Meinecke, Customer Risk Management Specialist, American AgCredit.** The 2018 farming season was exceptional in terms of risk. Drought, wind and hail events caused many produce farmers to change production plans before or during the season. Learn how two farmers made it through this harrowing season and what business professionals recommend for decision making and risk management tools.
3. **Ross Roberts, Diversity D.** This session will provide practical and grower-friendly information about the design, installation logistics, and costs associated with drip irrigation. Ross has a farming background himself and has over 30 years of experience designing drip systems and working with growers throughout Colorado. Ross will discuss his experiences with drip systems of all sizes and scales of complexity and how systems can be customized to individual crop and grower needs.
4. **Pamela Hackert, MD, Colorado School of Public Health; Chelsey Chavez-Barreras, Prevention Specialist, Centennial Mental Health Center; Dr. James Craig, Rural Rehabilitation Specialist, Colorado AgrAbility Project.** According to statistics published January 8, 2018 in the USA Today, farming is the 8th most dangerous profession in America. Today's farmers not only work with highly complex machinery, and are constantly on the go but also have to manage the extreme stress of managing their own businesses. During this session three health professionals will talk about what the farm family can do to (1) not only manage mental stress but how to help others, (2) the importance of a family's physical health and what to watch for, (3) to deal with physical limitations. For the young farm family it's important to know what your family can do now to preserve your health, for the older farmer come learn about the importance of working smarter, and for all of us learn how to cope with the mental stress that farming presents.

**2:30 PM – 2:40 PM** Break and refreshments in ballroom

**2:40 PM – 4:00 PM** CFVGA Produce Tech Innovation Pitch in ballroom

Meet our exhibitors drawing and prizes

Closing remarks

**Complete February 26 evaluation. Two options:**

1. Paper copy in folder
2. Online at: <https://www.surveymonkey.com/r/Feb26CFVGA>

**4:00 – 6:00 PM** Exhibitors remove all booth materials

**5:00 – 7:00 pm**

Gov Forum on Colo Ag Reception, Gov Residence at Boettcher, Mansion, 400 E. 8<sup>th</sup> Ave, Denver  
(no registration required)