

# News

Fall 2015 Volume 2, Issue 4



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Save the Date  
**CFVGA Annual Conference**  
Feb. 17, 2016  
See page 5

## Colorado Fruit & Vegetable Growers Association

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## CFVGA's Sakata Meets USDA Ag Secretary Vilsack

Colorado Fruit & Vegetable Growers Association President Robert Sakata met and joined in a news conference Oct. 10 with U.S. Department of Agriculture Secretary Tom Vilsack.

Vilsack visited Denver Oct. 9-10 to ask Colorado agricultural producers to support the Trans-Pacific Partnership, which was finalized and signed by President Obama and 11 Pacific Rim countries last week. According to the Wall Street Journal, these 11 countries plus the United States, represent two-fifths of the global economy.

Sakata thanked Vilsack for including Colorado agriculture in the discussion. "Your office has always been open to any concerns that we had, (and we appreciate) your trips to Colorado to hear first-hand from us what we feel is important. Thank you."

Sakata said agriculture is very important to the Colorado economy, noting that an increase in agricultural exports of 20 percent in recent years has been a key part of the state's economic recovery from recession.

"We realize that there may always

Left to right: CFVGA President Robert Sakata, USDA Secretary Tom Vilsack, CoBank Chief Executive Officer Bob Engel



be certain tariffs or conditions associated with trade, but we are an innovative industry and we try and figure out ways to be competitive under those conditions," said Sakata.

"It's the unpredictable, unscientific export bans that can spell demise to any one of us in a single growing season, so I am glad that those imperative concerns were part of the negotiation."

Not discussed at the news conference are additional legislative and policy issues Sakata on behalf of the CFVGA would like to see addressed, including the shortage of a skilled, reliable seasonal workforce; overwhelming regulations from the Food & Drug Administration, the revised worker protection standards and the new healthcare requirements; drought legislation and other trade issues.



## Taking Our Message to the Nation's Capital

By Robert Sakata, CFVGA President

For the good of Colorado agriculture...I traveled to Washington, D.C. to participate in the United Fresh legislative event that focused on face-to-face meetings with our elected officials. Before going, I

read about U.S. House Speaker John Boehner's announcement that he was going to resign, and I seriously contemplated cancelling my trip and instead starting a "Boycott D.C." campaign, encouraging everybody to stop visiting until Congress and the Obama administration could play nice with each other!

But I went, on my own dime (Actually it takes a whole lot of dimes to visit the city!), because our voice

*CFVGA members left to right Jim Ehrlich, GFVGA President Robert Sakata, CFVGA Vice President Amy Kunugi met with Rep. Mike Coffman.*

*They were joined by two growers (far right) from North Dakota's Black Gold Farms.*



*Shown left to right are Robert Sakata, Chris Wiseman, Mario Clapes, Claudia Ferrel, Blake Angelo and Joe Petrocco.*



CFVGA hosted a tour Sept. 11 to help grow wholesale opportunities for Colorado fruit and vegetable growers. Mario Clapes, chef and buyer from Shamrock Foods in Denver, joined the tour of three member farms in northern Colorado.



*Shown following a legislative meeting in Washington, D.C. last month are CFVGA members left to right Jim Ehrlich, Amy Kunugi, Rep. Cory Gardner and Robert Sakata.*

needs to be heard there, our frustration needs to be felt, but most of all we need to provide our leaders with workable solutions. I was able to visit with Sen. Cory Gardner and then at length with his staff person. We met with Rep. Mike Coffman and the staff of Reps. Scott Tipton and Jared Polis.

Each time we visit Washington, D.C. we strengthen old contacts and make new ones. As a result of these visits we now have Rep. Coffman visiting vegetable farms each summer to gain a better understanding of what it takes to grow fruits and vegetables. Next summer CFVGA plans to invite Rep. Polis to do the same. Your investment in CFVGA as a member is so important because of what we can accomplish together--things we can't tackle standing alone. Thanks for being a member and for helping Colorado agriculture!

## Shamrock Foods Tours CFVGA Member Farms

"Shamrock is excited to buy more local produce," said Clapes. "Many of our customers want more (local produce), and we are thrilled to keep the conversation going through CFVGA."

CFVGA hosted a "Grower/Buyer Networking Session" at its 2015 annual conference, which broke ground on conversations with Shamrock. This was the first tours of member farms by buyers.

After the tour President Sakata remarked, "We endeavor to create opportunities for more tours like this for our members throughout Colorado."

For more opportunities, join the Grower/Buyer Networking Session, at the 2016 Annual CFVGA Conference, Feb. 17, 2016 in Denver.

Platinum Sponsor



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## From the Executive Director

Two months. That's how long I've had the privilege of working for you. I like you, and I also like this association very much. However, I must confess I sometimes feel a bit like my lambs when I introduce them to a new feed regime. They move from feeder to feeder, as if trying to ensure they've got all the bases covered and aren't missing anything. I've learned a great deal, but please do be patient with me, I'm still learning.

Under guidance from the board, my initial priorities include:

- increased value for CFVGA grower members
- heightened CFVGA coverage in the news media
- increased revenue opportunities

Here are some of the ways we hope to accomplish these priorities. The soon-to-be-unveiled Members Only website will include information for your farm or organization that is available exclusively to members. In addition, when calls for produce come in, grower members are immediately notified.

Expect to see more news in print, radio and television about CFVGA activities, policies and priorities. We are blanketing Colorado news organizations with news

releases, and CFVGA leadership is being interviewed by farm radio stations.

Any strong organization must have a long-term plan for fiscal sustainability. Not only does increasing sponsor and member numbers give us a more diverse and unified organization, it is essential for financial viability. The CFVGA has already launched its campaign for 2016 sponsors. Early results are positive, with several sponsors stating they have received good value for their investment and wish to increase their financial commitments. If you would like to become a sponsor or have a company you do business with and think it would be a good CFVGA sponsor, would you please let me know? Included in each CFVGA sponsorship is a membership and other benefits. See page 10 for a list of sponsors benefits.

Next month, we launch our 2016 membership campaign. PLEASE join again, and ask a fellow grower to come along with you as a CFVGA member. All grower and allied members get a FREE membership in Western Growers, as well as many other benefits, including advertising discounts for members and even deeper discounts for sponsors. See page 6 for details.

In closing I'd like to invite you to email me at admin@coloradoproduce.org with your suggestions, so that CFVGA can be an even better membership organization!

## Save the Date, Join CFVGA for Second Annual Conference, Feb. 17, 2016

*By Adrian Card, Agriculture and Natural Resources Extension Agent, Colorado State University Extension, Boulder County*

The Colorado Fruit & Vegetable Growers Association again will collaborate with the Colorado Agricultural Leadership Program's (CALP) Governor's Forum on Colorado Agriculture and FFA's Farm Credit Colorado Ag Hall of Fame Banquet, so that CFVGA members can take in multiple agriculture events on a single trip. The CFVGA conference will be in tandem with and followed by the Governor's Forum on Colorado Agriculture, which takes place Thursday, Feb. 18, 2016, with the FFA Hall of Fame banquet scheduled that evening.

The CFVGA Conference Planning Committee has been at work since April setting conference details. After careful deliberation and coordination with CALP and FFA, we

agreed to return to the Renaissance Hotel on Quebec Street in Denver for a second year. The plan in subsequent years is to move the conference to different locations around the state. However, staying in Denver proved to be the best choice for the 2016 conference.

Building on the smashing success of the CFVGA's Feb 25, 2015 conference, the committee plans to offer all the elements members loved: plenary speakers, audience response clickers, roundtable discussions, and networking with buyers and exhibitors, PLUS the committee is adding afternoon breakout sessions to drill deeper into subject matter of specific interest to CFVGA members.

The committee studied participant feedback on the 2015 conference is building a great conference with a diversity of topics for this year's attendees. As always, CFVGA is committed to the success of fruit and vegetable farmers of all scales,

production practices and marketing channels.

CFVGA is the go-to resource for all Colorado fresh fruit and vegetable farmers, connect Colorado growers with industry, government, academia and consumers to strengthen and expand Colorado fresh fruit and vegetable production. See more conference details as they develop at: <http://cfvga.org>

SEE YOU in Denver February 17, 2016!

### Tell Us What You

#### THINK By Nov. 2

The CFVGA Board of Directors will meet in an all-day planning event Nov. 6 in Salida, Colo., to develop strategic planning for 2016 and beyond. While the board has broad representation from five regions in Colorado and a diversity of grower sizes and types, it is vital to hear from members and non-members regarding their thoughts about needs and priorities of the organization.

We will feed this information into our planning process. Please provide your input to the CFVGA board by completing this online survey <https://www.surveymonkey.com/r/CFVGA-fall2015> **no later than Monday, Nov. 2**. All responses are anonymous, and the board will see only anonymous, aggregated data for planning purposes. The survey will take roughly ten minutes to complete. The board thanks you in advance for your time and input!

**NEW**

### CFVGA to launch new MEMBERS ONLY website

In an effort to provide additional value for your CFVGA membership, by mid-October, we will be sending information to grower and allied members about how to access the new MEMBERS ONLY website <http://coloradoproducemembers.org> Log-in credentials we be based on the primary email address associated with each member's grower or allied account.

All content now available at <http://coloradoproduce.org> will be available on the MEMBERS ONLY

website, plus additional content just for members will be included.

This MEMBERS ONLY website will feature educational content (such as recorded webinars) and resources (quick links to issues that are foundational to the mission of CFVGA) primarily for grower members. This is a work in progress. As we continue to build content, we will notify grower and allied members via email.

If you have suggestions about the MEMBERS ONLY website, please email [info@coloradoproduce.org](mailto:info@coloradoproduce.org)



## Pueblo Chile Launches Brand at State Fair

The Pueblo Chile has become so famous, the state and Pueblo County governments knowing that at the county and state level, they are standing behind us, that we have a great product,” DiSanti said. “One thing Pueblo Chiles are known for is how meaty they are.”

The ceremony at the state fair not only reveal the Pueblo chile having its own day, it also unveiled the Pueblo Chile brand logo.

“It’s the first time we can display our logo for everybody to see and to display our brand and really get started to make some decisions to get our product out there,” DiSanti said.

Also growing Pueblo chiles is CFVGA board member Shane Milberger.

The Pueblo Chile brand debut preceded the annual Pueblo Chile and Frijole Festival Sept. 25-27.

declared the last Saturday of the state fair to be Pueblo Chile Day.

CFVGA board member Domic DiSanti, Disanti Farms, Pueblo, Colo., was spokesperson for Pueblo Chile, a brand developed and owned by a group of chile growers in the Pueblo area, when the brand launched during the last weekend of the Colorado State Fair in September.

“We love the support. It’s nice

## CFVGA to be Represented at Produce Marketing Association, Atlanta, GA

CFVGA is participating in the Produce Marketing Association (PMA) Fresh Summit this year in Atlanta, Oct. 23-25. The trade show attracts over 18,000 registrants from all across the world. We hope to show how special Colorado fruit and vegetable production is. Besides shaking a lot of hands, we will be passing out our newly developed crop calendar and accessing the CFVGA online member directory to connect potential customers to CFVGA grower members. Be sure to join us on Facebook to follow us in Atlanta!

## New Advertising Opportunity!

Get your message out to Colorado’s fruit and vegetable growers, allied organizations and others by advertising in the CFVGA NEWSLETTER.

### 2016 CFVGA Newsletter Advertising Rates

<i>SPONSOR—</i>	<i>Half Page</i>	<i>Quarter Page</i>
Platinum-single issue	\$180	\$125
Platinum-four issues/full year	\$675	\$450
Gold-single issue	\$200	\$135
Gold-four issues/full year	\$720	\$550
Silver-single issue	\$220	\$145
Silver-four issues/full year	\$765	\$525
Bronze-single issue	\$240	\$155
Bronze-four issues/full year	\$810	\$560

#### *MEMBER—*

Single issue	\$250	\$150
Four issues/full year	\$900	\$575

#### *NON-MEMBER—*

Single issue	\$375	\$250
Four issues/full year	\$1400	\$900

#### Reserving advertising space:

Contact Marilyn Bay Wentz, CFVGA executive director, at admin@coloradoproduce.org or 303-594-3827 to confirm availability of space and to submit advertising artwork.

### 2016 CFVGA Newsletter Publication Schedule\*

<i>Issue</i>	<i>Deadline</i>	<i>Approximate distribution date</i>
Winter	Jan. 1	Jan. 10
Spring	March 1	March 10
Summer	July 1	July 10
Fall	Oct. 1	Oct. 10

\*schedule subject to change

### 2016 CFVGA Newsletter Advertising Sizes

**Half Page** (7.5 x 4.75 or 3.5 or 3.5 x 10)

**Quarter Page** (3.5 x 4.75)

#### Submitting advertising artwork:

For best results, submit advertising artwork as JPEG or EPS (encapsulated postscript), low resolution when possible. We can help you convert if PDF, if necessary. Please note that all advertising is subject to approval by CFVGA.

#### Publication of advertising:

The CFVGA newsletter is produced and distributed as a PDF on an 8.5 x 11 format and formatted to fit within the email message by a Constant Contact template.

## Food Safety Committee

*Submitted by Martha Sullins, Co-Chair, CFVGA Food Safety Committee*

### Food Safety Surveys Issued by USDA

The U.S. Department of Agriculture's (USDA) Economic Research Service (ERS) is researching how the produce industry will fare under the Food Safety Modernization Act (FSMA). To estimate the impact of FSMA on the produce industry, ERS needs to know what the industry is doing now, "pre-FSMA," with respect to food safety. However, the only source of national and representative data on food safety practices in produce was a USDA National Agricultural Statistics Service (NASS) survey in 1999, and the produce industry has undergone major changes since then with respect to food safety. ERS research involves surveys of the produce industry covering all produce commodities across the United States. These surveys are administered by NASS. The questions focus mainly on food safety practices with some questions about costs.

Look for new questions at the end of the 2015 and 2016 Chemical Use Surveys. The 2015 Chemical Use Survey asks about chemical use for specific fruit, but at the end will ask about food safety for the entire produce operation. The 2016 Chemical Use Survey covers vegetables, but the food safety section covers all produce. Surveys will go out to a total of 10,900 produce growers across the two years. The first surveys went out starting in September 2015. There is also a post-harvest survey targeting 2,200 firms. It is a mail survey. About 90 firms across the country will get both a grower and a post-harvest survey.

### FDA Releases Final Rule for Preventive Controls in Food

The Food and Drug Administration released its first set of final rules significantly impacting the produce industry—[FSMA Final Rule for Preventive Controls for Human Food](#). A few key points include:

Domestic and imported facilities that manufacture, process, pack or hold food are generally subject to the preventive controls rule, excepting

More on how the FDA rule for Preventive Controls in Foods will impact your business:

Key Requirements;

[http://www.fda.gov/Food/GuidanceRegulation/FSMA/ucm334115.htm#Key\\_Requirements](http://www.fda.gov/Food/GuidanceRegulation/FSMA/ucm334115.htm#Key_Requirements)

Compliance Dates:

[http://www.fda.gov/Food/GuidanceRegulation/FSMA/ucm334115.htm#Compliance\\_Dates](http://www.fda.gov/Food/GuidanceRegulation/FSMA/ucm334115.htm#Compliance_Dates)

Assistance to Industry:

[http://www.fda.gov/Food/GuidanceRegulation/FSMA/ucm334115.htm#Assistance\\_to\\_Industry](http://www.fda.gov/Food/GuidanceRegulation/FSMA/ucm334115.htm#Assistance_to_Industry)

farms and retail establishments.

The definition of a farm includes facilities that pack or hold raw agricultural commodities grown on another farm. Farms are exempt from FDA's food facility registration requirement and are defined as both primary production farm and secondary activities farms (a secondary activities farm is an operation not located on the primary production farm that is devoted to harvesting, holding or packing raw agricultural commodities). The secondary activities farm must be owned by a primary activities farm that produces the commodities.

Packing houses that fall under the definition of farm will be subject

to the produce safety rule, while produce packing houses that do not fall under the expanded farm definition are generally covered by the preventive controls rule.

FDA is expected to issue additional guidance on activities that fall within the farm definition and activities that do not fall within the definition in the near future.

The Produce Marketing Association produced a webinar covering the fundamentals of the Preventive Controls rule at: <http://www.pma.com/content/articles/2015/10/fsma-preventive-controls-webinar>.

### GroupGAP Pilot Program to be Implemented

The Agricultural Marketing Service (AMS) will formalize its current pilot program that helps small and mid-sized growers and cooperatives meet retailers' on-farm food safety requirements. Known as GroupGAP, this program was created to allow growers, food hubs, and cooperatives to work together to obtain group certification in Good Agricultural Practices, which helps them save money and leverage economies of scale in the marketplace. This could also benefit retailers and large buyers, who would be better able to meet the increasing demand for local foods and broaden their base of suppliers to be more resilient in the face of supply challenges or disruptions. AMS will be releasing additional information about the GroupGAP program's full implementation in the coming months. Learn more at: [www.ams.usda.gov/services/auditing](http://www.ams.usda.gov/services/auditing).

## Labor Committee to Provide New Member Resources, Seeks Member Input

By Reid Fishing, CFVGA Labor Committee Chair

With harvest firmly behind us, the Labor Committee is looking to get a lot accomplished before the beginning of the next growing season. Our priority is to arm the grower community with a simple-go-to resource for all labor issues and questions. We envision a members-only regulations webpage with a variety of information on grower labor issues, including safety, compensation and healthcare, all in one succinct web-

page. In addition, we want another webpage developed strictly to help farmers in need of additional people when all crops suddenly need harvesting all at once. Last, we want to empower the growers with webinars focused on obtaining and maintaining an efficient labor force.

All of these goals are obtainable, but we need farmers' input to help us steer the objectives toward a unified vision. Whether it be in an email,

phone call or sitting in on a labor committee meeting, please reach out to us with any concerns, questions or suggestions you face with your current labor situation.

Contact Reid at 720-339-5757  
reid@mountainquality.farm

## Food & Wellness Committee--

### Winter Squash a Healthful Solution to Produce Deficit

By Gabby Warner, Registered Dietician & Program Director, LiveWell@School Food Initiative

According to 2013 data collected by the Colorado Department of Public Health & Environment (Behavioral Risk Factor Surveillance System, Colorado Child Health Survey, and Healthy Kid Colorado Survey), 16 percent of children, 55 percent of high school students, and 36 percent of adults **do not** eat fruit at least once a day, and much of what children report as "fruit" is actually 100 percent juice. The numbers are similar for vegetables – 29 percent of children, 55 percent of high schoolers, and 19 percent of adults **do not** eat a vegetable at least once a day.

But why is this important? A poor diet can pave the way for preventable chronic disease. However, we can fight this with the consumption of fresh produce. Superhero fantasies aside, have you ever wanted a custom, protective shield for your body to battle the toxins we face daily in our environment? Meet winter squash, your mighty (delicious) super hero.

Acorn, butternut, calabaza, delicata - your veritable A-B-C-Ds of the

squash family - are a few of the many varieties grown in Colorado. Besides enjoying the dense, sweet flesh of these *Cucurbita* genus plants in both sweet and savory dishes, their nutritional power packs a punch. Carotenoids, which convert to retinoids in the body, are the biologically active form of vitamin A. More specifically, beta carotene, the type of vitamin A most prolific in squash, is a natural anti-inflammatory and has been associated with a reduced risk of breast and lung cancer, as well as macular degeneration.

Lucky for us – consuming just one cup of butternut squash exceeds our recommended dietary allowance for vitamin A. You can't get much more super-powered than that, naturally. So go ahead, sample a few winter squash varieties this fall and see what superhero it brings out of you!

*Editor's note: This article is contributed by LiveWell Colorado, one of many organizations that works with CFVGA to promote consumption of Colorado fruits and vegetables.*

## Water Committee Needs Your Input

By Robert Sakata, CFVGA Water Committee Chair

Water...the life blood of what we grow! Lots of things are going on... National drought legislation, a draft for a Colorado Water Plan, Colorado Interim water committee meetings... Because fruits and vegetables are so important, people are asking us to provide input on water policies, and we need to be at the table. We want your input!

The water committee will be meeting to develop an action strategy for 2016 that will be presented at the CFVGA Annual Conference February 17, 2016. How do you feel about ATMs, TMDs, and IPP's? Did you know that the draft water plan has a four-page glossary just devoted to acronyms? Would it help our members if we had a webinar about the plan and what it may mean to them? Should we reach out to Colorado State University to see what irrigation technologies can fit our operations to stretch this limited resource?

Please contact me at [rsakata@aol.com](mailto:rsakata@aol.com) to discuss your operation's needs and any ideas of how we can help you operate more efficiently and profitably.

## Seasonal Weather Challenges More Manageable with Weather Network

By Mike Bartolo, Colorado State University Vegetable Crops Specialist

As we all know way too well, the 2015 growing season started off being one of the wettest on record. During May 2015, many locations throughout the Eastern Slope received in excess of six inches of precipitation for the month, and some locations got almost twice that amount. Other areas of the state, including the Western Slope and San Luis Valley, also received higher than usual amounts of precipitation.

This unseasonable weather had both benefits and drawbacks. In general, planting was delayed, and in some instances, planting was not

possible at all. The storms also brought severe hail in several locations, causing complete crop loss or forced replanting. Although there was ample water in rivers and canals, some infrastructure and diversions were lost to unusually high stream flows.

As the season progressed, the weather returned to a drier, with September being one of the warmest and driest on record. Fortunately, many storage reservoirs were filled and there was a good supply of irrigation water for most of the season.

Access to the Colorado Agri-

cultural Meteorological Network (COAGMET) has made it easier to plan for these constant weather challenges. COAGMET is a large network of automated weather stations that has been in existence for over 20 years. In recent years, the network has added internet delivery and a wide range of data delivery options. It continues to improve the user interface in response to a growing interest in weather data. Learn more by visiting the COAGMET website at <http://www.coagmet.colostate.edu>

## Dr. Mark Uchanski to fill Specialty Crop Position at Colorado State University

By Mike Bartolo, Colorado State University Vegetable Crops Specialist



Mark Uchanski, currently at New Mexico State University, was recently hired to fill the vacated Specialty Crop position in the Department of Horticulture and Landscape Architecture at Colorado State University. Mark will be located on the CSU campus and will begin work in December 2015.

Mark brings a wealth of expertise

to the position with over 12 years of experience in various horticultural fields. Mark has been teaching classes on various aspects of vegetable crop production and has received accolades for his work. In addition to being a skilled educator, Mark also has developed numerous research projects. Some of those projects have been conducted in cooperation with faculty at CSU. As a result, Mark already has a good understanding of some of the issues that face Colorado growers. His specific areas of

expertise include: sustainable and organic agriculture issues, hoop house production and small and local vegetable production. He has worked with numerous crops, including chile peppers, onions, and cover crops.

Mark is a native of Illinois and received his bachelor's degree in horticulture from the University of Illinois and his doctorate in natural resources and environmental sciences from the same institution.

Listen to KOA 850 during Broncos games for promotion of Colorado's fruits and vegetables.



Go to [coloradoproduce.org](http://coloradoproduce.org) and click the link on the front page to listen to the latest KSIR interview with CFVGA by farm broadcaster Lorrie Boyer.



## Drought, Debt Dominate Federal Legislative Agenda

By Dennis Nuxoll, Western Growers Association, Vice President, Federal Government Affairs, Washington D.C.

September was a turbulent month for Washington, D.C. The Speaker of the House unexpectedly resigned and in the process a government shutdown was averted. What can we expect as the calendar turns from summer into fall?

October will kick-off with a bang for agricultural producers throughout the West as the Senate Energy and Natural Resources Committee holds a hearing on potential drought legislation. The focal point of this hearing will be to discuss the recently-passed U.S. House drought bill which focuses on California. However, it is likely that every Western senator will take the opportunity to discuss the needs of and legislation to deal with drought related issues in his or her state.

California's drought woes have generated national press and interest, but that momentum could well allow other Western states to secure much need legislative assistance for drought concerns in their states.

New Mexico, for example, has been in drought for 12 consecutive years, yet their woes got little national attention over the past decade. Perhaps now with California creating an opportunity, states like New Mexico can secure some legislative help.

Colorado is no stranger to drought, as the state's water action plan demonstrates the high priority of water in Colorado. This hearing comes at a critical time. If it goes well, and the legislative calendar plays out right, Colorado could be in a position to secure legislation to help with long-term solutions to water concerns.

I started this column talking about the U.S. Congress averting a shutdown disaster. I was only partially accurate. The U.S. Congress voted Sept. 30 to keep the government open, but the vote only keeps the federal government open until December. Between now and then, expect a battle over the federal budget, as

well as a weakening of the nation's credit rating due to the inevitable need to increase the federal government's borrowing limit. Both have far ranging implications for not only the government but for the entire U.S. economy.

Questions? Contact Dennis Nuxoll at [dnuxoll@wga.com](mailto:dnuxoll@wga.com)

### Summary of 2016 CFVGA Sponsor Benefits:

Sponsor logos are prominently displayed on the CFVGA website ([coloradoproduce.org](http://coloradoproduce.org)) and printed on outreach materials.

Sponsors are recognized at CFVGA events, including the annual conference in February.

All sponsorships include a CFVGA membership, giving each sponsor a listing in the online member directory as either grower, industry or partner member, a subscription to the CFVGA electronic newsletter, and access to all member-only website, notices and news.

CFVGA Grower and Allied members also receive a complimentary membership with Western Growers ([www.wga.com](http://www.wga.com)), which includes access to WG services, news and online resources

Sponsorship will include the entire calendar year of 2016.

Sponsors who joined us in 2014, 2015 and again sponsor CFVGA in 2016 enjoy the special status of both charter member and charter sponsor.

For sponsorship options, costs and to apply, go to: <http://coloradoproduce.org/wp-content/uploads/2014/08/2016-Sponsor-Benefits-Application-Form.v7.pdf> Not finding what you need? Email Marilyn Bay Wentz [admin@coloradoproduce.org](mailto:admin@coloradoproduce.org)

## Whole Farm Revenue Protection Newest Trend in Farm Risk Management

As part of the latest farm bill, the U.S. Department of Agriculture's (USDA) Risk Management Agency has expanded the Whole Farm Revenue Protection (WFRP) product for 2016. The Colorado Fruit & Vegetable Growers Association checked in with member and risk management expert Aaron Tattersall, Silveus Insurance Group, to answer some basic questions on this new, federally-subsidized insurance product.

### What is Whole Farm Revenue Protection?

**Aaron:** WFRP is a national program that protects historical, adjusted gross-revenue averages of all agricultural products produced by farmers and ranchers. If the producer suffers a revenue loss for any reason during the year, the program will provide a guaranteed revenue floor. This is a good safety net for the producer and his banker, as it enables both to have a revenue value the operation will never fall below.

### Can you explain the timing of the program and why it is being offered now?

**Aaron:** This program replaces an old product called AGR (Adjusted Gross Revenue) that had too many disqualifying factors. This program replaced AGR in the 2014 farm bill and made the program more beneficial to farmers and producers nationwide. The current WFRP program is in its second season. The changes to this program (WFRP) is a result of USDA's ongoing commitment to small and mid-sized producers.

### What are the advantages of WFRP?

**Aaron:** For starters, coverage is expanded to crops previously considered un-insurable, such as fruits and vegetables. Second, higher dollar crops, such as those directly marketed or organic crops, are covered under WFRP.

### What else is important to know about WFRP?

**Aaron:** The more crops covered under the policy, the higher the subsidy available to growers. The subsidy begins compounding with three or more crops covered. It is also important to note that this program includes crops and livestock together, as an entire farm operation.

### Who should consider WFRP?

**Aaron:** All producers whose operation includes multiple fruits, vegetables, or livestock should investigate this policy.

### What type of operations are less likely to benefit from WFRP?

**Aaron:** There are revenue limits that begin to reduce coverage levels. If an operation is too large, this program might not be a good fit. Typically, coverage begins to reduce at the \$17 million annual revenue level.

### What is the deadline for 2016 coverage?

**Aaron:** The deadline to sign up for 2016 coverage is March 15, 2016.

**For more information:** Check out [https://youtu.be/r\\_51\\_dc07SU](https://youtu.be/r_51_dc07SU) or contact Aaron Tattersall at 303-854-7016 or [aaron.tattersall@cropins.net](mailto:aaron.tattersall@cropins.net) or see <http://www.rma.usda.gov/policies/wfrp.html> for resources and information from the USDA's Risk Management Agency.

### Upcoming Events

**Colorado Building Farmers Courses** Fall 2015/Winter 2016  
<http://buildingfarmers.colostate.edu/states/colorado.shtml>

### Colorado Business-to-Business (B2B) Farmers' Market

(an opportunity for food and farm businesses to meet, greet, and create new business relationships)  
Nov. 3, 10am-3pm  
RiNo At District, 3600 Wynkoop St., Denver, CO  
Participation is FREE, but registration is required at <http://eatdenver.com/farmersmarket/> Farmers, ranchers, food and beverage producers welcome to attend and have a table to promote your products.

Email [info@coloradoproduce.org](mailto:info@coloradoproduce.org) to have your event added to the newsletter and CFVGA website calendar. See <http://coloradoproduce.org/events> for upcoming 2016 events

## Grower Members

Arkansas Valley Organic Growers  
 Aspen Moon Farm, LLC  
 Berry Patch Farms  
 Buena Vida Farm  
 Cactus Hill Farm and Ag Consulting  
 Colon Orchards  
 Cure Organic Farm  
 Ela Family Farms  
 DiSanti Farms  
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 Garden Sweet Farm  
 Hirakata Farms  
 Jones Farms Organics  
 Lenz Family Farms  
 Milberger Farms LLC  
 Mix Farms  
 Native Hill Farm  
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 Osage Gardens, Inc.  
 Osito Orchards LLC  
 Rocky Mountain Pumpkin Ranch  
 Rossi Dairy/Produce, LLC  
 Sakata Farms  
 Skyline Potato Company  
 Southern Colorado Farms/Nature  
 Fresh Organics  
 Strohauer Farms, Inc.  
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 Turn-key Aquaponics, LLC  
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 Solutions  
 We Don't Waste  
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## Allied Members

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 Weld Food Bank

### Please Note:

The members listed in this directory have "opted in" to be listed here and on the website by completing an opt in form. Members have received an email and link to complete a form for this opt-in.

To view the complete opt-in directory, including contact information and products raised: <http://coloradoproductmembers.org/wp-content/uploads/2015/10/CFVGA.Oct-1.2015.-Member-directory.v2.pdf>