



Volume 1, Issue 3

October 10, 2014

**COLORADO FRUIT AND VEGETABLE GROWERS ASSOCIATION
QUARTERLY NEWSLETTER**

Save the date: February 25, 2015 in Denver

SAVE THE DATE for the first annual Colorado Fruit and Vegetable Growers Association Conference: **Wednesday, February 25, 2015.**

The 2015 Conference will be held at Renaissance Hotel in Denver in partnership with the [Governor's Forum on Colorado Agriculture](#) the following day, Thursday, February 26.

Your conference planning team is composed of Board members, CSU staff, and key growers representing scales and markets from urban ag/small scale direct markets to medium and large scale direct and wholesale markets, organic and conventional alike. An industry member in the

local food distribution sector is also on the planning committee.

Our goals include:

- Create inclusive sessions for all growers highlighting the diversity of growers in Colo.
- Incorporate critical trainings
- Include ample networking time and visiting time with exhibitors
- Gather demographic information and strategic planning input
- Provide for market exploration with buyers
- Encourage participants to



**ONLINE REGISTRATION
OPENS EARLY DECEMBER**

stay overnight at the hotel to foster deeper networking

- Bring public and private sector voice into educational content
- Conduct annual meeting and elect first round of three year term board members

Membership drive gaining speed: 64 from 49 last quarter

We are full tilt into our membership drive for 2014. To date we have 28 grower members, 18 industry members, and 18 partner members with over 233 subscribers on our general interest email list.

View Oct [member directory](#)

If you have received this newsletter and are not currently a member, please consider joining a increasing number of commercial produce growers, industry members, and partners members interested in seeing commercial produce growers of all sizes, production practices and market-

ing channels in Colorado THRIVE!

To find out more and join online or by mail please go to <http://coloradoproduce.org>

View our new [membership brochure](#)

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Top level information:

- See member directory and our first sponsor!
- Comment on [FSMA produce rule revisions](#) by Dec 15
- See ["Thank a Farmer"](#) video
- Look for Feb 25 conference registration details early December
- Prepare to vote on or before November 4
- [Send us](#) your **upcoming events and notices**

President's Message

Thanks to all of our new members! Time has been flying by and so much has been going on that I don't know where to start! So many opportunities are becoming available since we have formed the association. I have traveled to Washington D.C. twice, once with the Western Growers Association and with United Fresh. Both groups are excited to partner with us to help strengthen the representation of fruit and vegetable growers.

Locally we have also had several inquiries about

our organization from a broad range of interests, from local chefs to local food providers. There are so many directions that we could go and yet only so many hours in each day so the board of directors have scheduled a strategic planning retreat in early November. The full strategic planning for CFVGA will include all members participation at our first ever annual meeting in February of 2015.

I'm really excited about the potential benefits that

the CFVGA will be able to provide all of us. Keep watching for updates and ways for you to be involved.

If you have any suggestions or questions I would enjoy hearing from you so email me at rtsakata@aol.com

Additionally, you can submit issues and ideas via this [online form](#).

Sincerely,

Robert Sakata
CFVGA Board President

CFVGA Receives Grant Award

It is official. CFVGA has received a [specialty crop block grant](#) through Colorado Department of Agriculture for \$90,400.

Our project, "Serving Colorado Fruit and Vegetable Growers through Educational Outreach, Promotion and Networking", will start Feb 1, 2015 and conclude Nov 15, 2016.

This project will help us to assess grower and consumer needs, conduct strategic planning, promote Colorado produce, and offer educational programs to produce growers.

Stay tuned for more details and come to the annual conference to hear more and give input to our strategic plan.



CDA is now located at
305 Interlocken Parkway
in Broomfield



Click [here](#) to listen to Dr. Mike Bartolo's radio interview on KSIR on the scope and importance of CFVGA

Sponsorship Campaign Launch

CFVGA is currently launching a sponsorship campaign. We welcome those passionate about supporting Colorado fruit and vegetable growers to contribute. Sponsors will be a vital part of CFVGA serving its members.

Sponsors will receive benefits based on their sponsor level and may include:

- Logo on our sponsor page
- Recognition at CFVGA events and in outreach materials

- Free booth and attendance at the annual conference
- Opening remarks at the annual conference

If you are interested in sponsorship or know someone who may be, please email Vickie Root, Administrator, at:

admin@coloradoproducts.org

Stay tuned for the addition of a new "Sponsors" section of our [website](#).

Current Members Opt-In Listing

Members are given the option for newsletter and website listing

Grower Members		Industry Members		Partner Members	
Arkansas Valley Organic Growers	Beki Guion	AgFinity, Inc.	Chip Marks	Colorado Dept of Agriculture	Tracy Vanderpool
Berry Patch Farms	Tim Ferrell	American AgCredit	Mike Flesher	Colorado State University	Mike Bartolo
Cure Organic Farm	Anne Cure	Cainstack Software	Reid Hanson	Colorado State University	Howard Schwartz
Ela Family Farms	Steve Ela	DuPont Crop Protection	Elizabeth Parker	Colorado State University	Dawn Thilmany
Fossil Creek Farms LLC	Steve Maitland	Hort Americas	John P Frey	Colorado State University	Adrian Card
Milberger Farms LLC	Shane Milberger	Hortau Simplified Irrigation	Doug Larson	Colorado State University	Marisa Bunning
Native Hill Farm	Katie Slota	Rocky Mountain Bio Products	Darren Klotz	Colorado State University	Addy Elliott
Prima Plant Services	Kim Bock	SOURCE Local Foods	Aaron Perry	Harvest Mtn Farm Gardens	Barbara Moore
Rocky Mountain Pumpkin Ranch	David Asbury	Western Growers	Matthew McInerney	Skyline Potato Company	William Alderete
Sakata Farms	Robert Sakata				Lane Requist
Southern Colorado Farms & Nature Fresh Organics	Amy Kunugi			USDA-APHIS-WS	Alan B. Franklin
Talbott's Mountain Gold LLLP	Bruce Talbott				
Turn-key Aquaponics, LLC	James W. Frasche				

For more details on these members including websites, contact info, products and services, see our October [Member Directory](#)

Thanks to all members for helping CFVGA start-up in 2014!

See a few of our members in this new video [“Thank a Farmer”](#)

Thanks to our first sponsor, [American Ag Credit](#)



Farm to School Food in Colorado

– Bob Gorman, MP Farm to School Regional Lead,
USDA Food and Nutrition Service

Colorado's Farm to School program just keeps on growing! Currently over 46% of Colorado's 175 public school districts participate in some sort of Farm to school activities, while 15% of districts plan to start farm to school activities shortly. These numbers account for over 15.3 million dollars spent on local purchases by schools districts in Colorado. Peaches, melons and apples are the most popular fruits schools are purchasing, while potatoes, lettuce and carrots are the favorite vegetables. Be sure to check out the Farm to School census to see what the local school districts in your area are purchasing.

There is a great deal opportunity for Colorado Fruit and Vegetables growers to sell to local school districts. The Healthy Hunger Free Kids Act of 2010 states that each child must take at least one fruit or vegetable with their lunch. Keep in mind that schools serve more than lunch meals. Many districts offer breakfast, snacks and even dinner meals!

Kids that know where their food comes from are more likely to taste a vegetable or fruit they are unfamiliar with and like it! Contact your local school food service director to host

fieldtrips at your farm, volunteer in schools gardens or to simply chat about the districts needs for local produce.

There are several Farm to School resources available to you. The Colorado Farm to School Task Force has information specifically for Colorado producers including food safety and where to start subjects. The USDA's Farm to School website has a vast amount of information for local producers including procuring local foods, grants, fact sheets and webinars all pertaining to your Farm to School needs.

1. Farm to School census - <http://www.fns.usda.gov/farmtoschool/census#/>
2. Colorado Farm to School Task Force - <http://coloradofarmtoschool.org/colorado-farm-to-school-task-force/>
3. USDA Farm to School - <http://www.fns.usda.gov/farmtoschool/farm-school>



Strategic Planning with BrandWerks



CFVGA will be contracting with [BrandWerks](#) to help us conduct strategic planning over the fall and winter.

This will include:

- Board retreat Nov 6-7
- Survey of fruit and vegetable growers
- Roll out of draft strategic plan at our Feb 25 annual conference
- Implementation of brand in print and video

Please stay tuned for more details and if you are contacted for you input we hope you take the time to help shape CFVGA during this critical formative phase.

We Want YOU at the Feb 25 Annual Conference!

Your CFVGA planning committee has a great conference in the works for you. Highlights include:

- Keynote: "Why Produce is so important"
- Time for networking with growers and exhibitors
- Worker Protection Standard Rule Update
- Strategic planning
- Colo Produce in Lunch Engagement with produce buyers

- Round table discussions on organic, direct market, and other topics after lunch
- Food safety update from Western Growers Association
- Refining eMarketing
- Annual member meeting
- Evening reception at the Governor's Mansion

Look for registration details early December.

Members will be mailed a reminder in early December.

Plan to stay at the Renaissance Hotel where the conference is held.

The [Governor's Forum on Colorado Agriculture](#) will be held February 26 at the same venue so consider staying two nights under [the CFVGA block rate](#). Or call 303-399-7500 to reserve a room before they are gone!

Reserve rooms under "Fruit and Vegetable Growers Association".



Get 15 Months Membership for Price of 12!

As of October 1, CFVGA has shifted membership fees from half price to full price and offered new members joining between Oct 1 and Dec 31, 2014 an annual membership that expires Dec 31, 2015.

That is 15 months for the price of 12 months if you join now!

You can [mail in](#) membership application and fee or [complete it online](#).

Members will receive discounts and options for travel reimbursement at

our annual conference and reduced cost to CFVGA sponsored educational programming.

Please join 61 grower, industry and partner members who believe in the potential of CFVGA to help Colorado fruit and vegetable growers thrive!

Food Safety Modernization Act: Produce Rule Comment Period Reopens until Dec 15

The FDA accepted comments on the original proposed rule, "Standards for Standards for the Growing, Harvesting, Packing, and Holding of Produce for Human Consumption".

The FDA published the original proposed rule on January 16, 2013, and the comment period closed on November 22, 2013; no additional comments are

being accepted on the original proposed rule.

The FDA will accept comments on the revised provisions while continuing to review comments already received on the original proposed rule. The comment period opened September 29, 2014.

Please go to [FSMA Proposed Rule for Pro-](#)

[duce Safety](#) page and see a summary of key revisions.

In the right column, see "[Federal Register Notice](#)" for a link to make a comment on the revisions made by FDA in the "Supplemental Proposed Rule".

The comment period closes on "Supplemental Proposed Rule" on December 15, 2014.



Agricultural Water and Produce Safety

-Mike Bartolo, CSU



In Colorado, the use agricultural water has long been a source of contention amongst existing users, regulatory agencies, and municipalities that hope to service an ever growing population. Now, in addition to the quantity concerns, growers are being faced with another set of issues as it pertains to water quality; in particular, quality as it relates to food safety.

Agricultural water can be a major risk factor in the contamination of fresh produce and, as a result, has become the subject of much debate and potential regulation. Water can be a carrier of many different human pathogens including pathogenic strains of E. coli and Salmonella. However, how the quality of agricultural water ultimately affects the safety of the final product is not fully understood.

Nonetheless, the food safety rules for agricultural water proposed by the FDA under the Food Modernization Act could have enormous consequences for agricultural producers in Colorado and across the nation. Some of the proposed regulations and other additional information can be found at the FDA's online resources (<http://www.fda.gov/downloads/Food/GuidanceRegulation/FSMA/UCM360242.pdf>).

Education is the first step in trying to understand the implications of the FDA regulations. An excellent science-based source of information is the Center for Produce Safety (<https://cps.ucdavis.edu/>),

housed on the campus of

the University of California, Davis.

The Center for Produce Safety is a collaborative partnership that brings together the expertise of industry, government and the scientific and academic communities to focus on providing research needed to enhance food safety. The Center for Produce Safety has developed several summaries concerning this issue and growers are encouraged to visit their website for additional information.

See CPS "[Ag Water: 5 Year Research Report](#)"

Colorado Proud "Choose Colorado" Tour Recap

- Wendy White, CDA

The 2014 Choose Colorado Tour has come to an end but you can still show your support for Colorado and our local growers and producers! See highlights and favorite moments from the [2014 Choose Colorado Tour](#) and remember to choose Colorado Proud year-round!



Colorado Mandatory Labeling of GMOs Initiative, Proposition 105 - Excerpted in part from ballotpedia.org

The Colorado Mandatory Labeling of GMOs, Proposition 105 is on the [2014 statewide ballot](#) in the state of [Colorado](#) as an [initiated state statute](#). The measure would require any "prepackaged, processed food or raw agricultural commodity that has been produced using genetic modification" to include the label: "Produced with genetic engineering." If approved, the law would be put into effect by January 1, 2016. The measure is sponsored by the group Colorado Right to Know.

Colorado Fruit and Vegetable Growers Association has no position on this proposition and provides this content as informational only. We encourage you to be well informed on this proposition and exercise your right to vote.

For more information, sources include:

- [BallotPedia](#)
- [Rocky Mountain PBS](#)
- [NPR](#)
- [WebMD](#)

And a simple web search for "Colorado Proposition 105" will yield other timely information and news stories.

For more information on the sponsors of the measure visit: [Colorado Right to Know](#).

For more information on the group opposing the measure visit: [No On 105](#)

Colorado Proud School Meal Day Reaches Over 80,000 Students - Wendy White, CDA

Colorado Proud School Meal Day was celebrated by schools statewide on Wednesday, September 10, 2014. This eleventh annual event encourages schools to incorporate Colorado products in their meals to celebrate Colorado agriculture and to educate students about healthy eating.

"More than 80,000 students across the state learned about Colorado agriculture and ate local foods on this special day," said Shaina Knight, Business Development Specialist for the Colorado Department of Agriculture. "Colorado schools join forces with local chefs, farmers and ranchers, and the event en-

compasses the very nature of bringing community together with agriculture."

Schools sourced Colorado products from local distributors, purchased direct from producers, and even harvested produce from their very own school gardens. Free educational materials were offered to schools from the Western Dairy Association, Colorado Foundation for Agriculture, Colorado Farm to School Task Force, Colorado Egg Producers, Colorado Beef Council and Colorado Farm Bureau.

Upcoming Events, Notices and Resources: [send us your events](#)

- [Colorado Farm Show](#) featuring "Colorado Produce Day" Tues, Jan 27
- [Cofarmtomarket.com](#) for info for produce growers on federal, state and local food licensing regulations and best practices
- [CSU Small Farm and Specialty Crops Ag Business Management Resources](#), marketing, value-added, business planning, food systems, on-farm food safety
- [National Young Farmers Coalition](#) advocacy and resources for young farmers
- [CSU Extension Building Farmers](#) fall 2014—2015 programs
- [CSU Farm to Table](#) grower food safety resources

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We want YOU and those in your network as members! All can find a fit as a grower member, industry member or partner member.

Send your friends and colleagues to our website where they can download member information or apply and pay directly online.

Go to: www.coloradoproduce.org

Subscribe to our [email list](#)

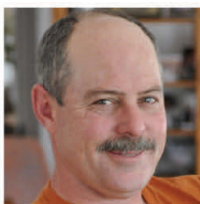
Follow us on [Facebook](#)

Issues or ideas to us:

We want to hear from you on issues you are having in the produce business AND with ideas you have for CFVGA. Two ways to connect with this info:

1. Contact Vickie (her info is above)
2. Submit an issue and/or idea in this online form: click [here](#)

Meet a board member: Bruce Talbott, grower member



**Bruce Talbott
Talbot Farms**

Bruce Talbott is a 5th generation fruit grower in the Palisade CO. He is part of a family organization that farms 450 acres of fruit, packs and sells for additional growers and processes apple and pear juice. [Talbot Farms](#) currently produces 290 acres of peaches, 150

acres of wine grapes and 10 acres of pears. Twenty years ago it produced and packed mostly apples but currently produce none. The Talbotts are considering re-entering apple production specializing in apples specifically selected for hard cider production.

Bruce's responsibilities include all growing of crops. His brother Charlie does marketing, accounting, banking and legal while his brother Nathan is responsible for all packing and processing. Land values are very high in the Palisade area and there are many small parcels putting us in an environment where much of our pro-

duction is on land leased under long term agreements.

The peach program is currently the heart of the organization and the area we are most committed to expanding. We believe peaches will always be the heart of the production in this area. Our peaches are marketed primarily in the Upper Midwest (MN, WI, IA, NE, KS). We also ship some to CO and TX.

The wine grape industry has had a string of very unfavorable production years recently. The result is a downsizing of the industry and in our case, a commitment to shifting some of our production to hybrids. Time will tell if this is a correct decision but we expect to have a lot of fun finding out!