Helping You with Public Policy

✓ Hosted a round-table discussion in May, attended by a dozen growers as well as USDA Secretary Sonny Perdue, Gov. Hickenlooper, Rep. Buck and representatives from the offices of Reps. Coffman, Polis and Perlmutter as well as Sen. Bennet to discuss labor challenges and the impact of trade tariffs on Colorado produce growers

✓ Arranged for FDA representatives to tour Colorado irrigation water facilities and hear from growers as officials write the Food Safety Modernization Act irrigation water standard for the Produce Safety Rule

✓ Organized meetings with Sens. Cory Gardner and Michael Bennet and included 30 growers to discuss labor and other legislative issues affecting Colorado produce

✓ Arranged webinar with Colorado gubernatorial candidate Walker Stapleton open to the full CFVGA membership and attempted to arrange with Jared Rep. Polis

✓ Advocated for growers before the Colorado House and Senate

✓ Represented Colorado produce as a voting member of the Colorado Ag Council

✓ Represented Colorado produce before U.S. Congress and federal agencies in Washington, D.C. through involvement with Western Growers and United Fresh

✓ Showcased Colorado produce to over 500 officials and staffers at Ag Day at the Capitol

✓ Represented growers at Colorado Agriculture and Farm Labor Summit as one way to address the ag labor shortage

✓ Participated in Colorado Agriculture Water Alliance

Helping You with Your Operation

✓ Provided over 140 web-based resources to help grower members be more efficient and informed business operators

✓ Communicated buyer produce requests to member growers

✓ Hosted Grower-Buyer networking at annual conference with 26 buyers attending

✓ Brought innovators to demonstrate new farming/packing house technologies by hosting two tech pitches, one at annual conference and one at labor conference

✓ Organized a day long labor conference to help growers learn about the latest policies as well as to find new labor suppliers, technologies and other resources to ease the very tight ag labor situation

Crisis management and recall readiness are just a few of the resources available to CFVGA members 24-hours a day.
Helping You Keep Up-to-Date

✓ Hosted CFVGA annual conference attended by nearly 300 to provide educational opportunities, ranging from business opportunities to food safety to labor solutions to updates on water and other policies

✓ Brought some 40 exhibitors and 26 produce buyers to annual conference to network with grower members

✓ Hosted Produce Day at the Colorado Farm Show to update 50 growers on market research, food safety regulations and recall readiness

✓ Coordinated with the Colorado Department of Agriculture to provide mock food safety audits

✓ Hosted FSMA Produce Safety Rule trainings throughout the state for 125 growers to complete required FSMA training

Helping Promote Colorado Produce

✓ Promoted Colorado produce at Produce Marketing Association’s Fresh Summit, attended by more than 20,000 buyers and produce industry personnel from throughout the world

✓ Promoted and educated consumers on the availability and selling points of Colorado produce through news media stories and more than 60 Facebook and Instagram posts

✓ Produced crop calendar posters for all 120 King Soopers and City Market stores

✓ Sponsored promotional advertisement in the Farm Fresh Directory, which is distributed to an estimated 110,000 Colorado consumers

✓ Supported SNAP Double-up Food Bucks which doubles the number of dollars participants get when they purchase Colorado produce

✓ Distributed news releases and participated in media interviews to encourage Colorado produce consumption and industry support

✓ Promoted the Colorado fruit & vegetable sector at Rocky Mountain Southern Colorado Ag Conference, Western Colorado Food & Farm Forum and Western Colorado Horticulture Society Conference