



# 2020 At a Glance

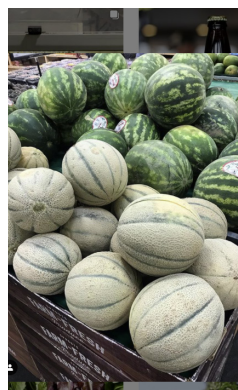
## Advocating for Growers

- ✓ Monitored legislation and policy changes to the H-2A Program, the channel through which many ag workers enter the United States
- ✓ Advocated for Colorado growers through participation in the [Colorado Ag Council](#) & nationally with [Western Growers](#), in which all CFVGA voting members have a FREE membership
- ✓ Active member of the [Colorado Ag Water Alliance](#)
- ✓ Organized interactive online forums with the two leading senatorial candidates, enabling Colorado growers to ask questions and understand candidate views on ag



## Buy Colorado Produce Campaign

- ✓ Encouraged increased purchases of Colorado produce via active posting by six social media reporters on [Instagram](#) and [Facebook](#), increasing followers by 33 percent and 15 percent, respectively
- ✓ Established dynamic, searchable [Colorado Produce Directory](#) to enable all buyers, from commercial to consumers, to search farms by location and produce grown. FREE listing for grower members.
- ✓ Hosted a virtual booth promoting Colorado produce at Produce Marketing Association's Fresh Summit
- ✓ Represented produce growers at events across the state (pre-Covid-19), including Southern Rocky Mountain Ag Conference, Western Colorado Horticulture Society's Annual Conference and other events



## Education & Resources

- ✓ Provided education & networking opportunities at CFVGA annual conference
- ✓ Created robust [Covid-19 resources](#) webpage
- ✓ Applied for and received Special Crop Block Grants and a Food Safety Outreach Program grant to promote Colorado produce and to provide food safety education and other programs
- ✓ Organized nearly a dozen webinars to assist growers in dealing with Covid-19
- ✓ Provided vetted lists of suppliers of personal protective equipment and sanitizing supplies necessary to protect workers and produce amid the pandemic



- ✓ Provided educational opportunities to assist Colorado growers to meet Produce Safety Rule Food Safety Modernization Act requirements

- ✓ Curated and posted myriad resources for growers and allied industries on website

- ✓ Informed membership of grants, loans and other resources available to growers affected by Covid-19

*"CFVGA is a very valuable organization to produce farmers in the state of Colorado. CFVGA advocates*



*for small and large growers alike and unites its members to provide a voice in policy decisions on both the state and federal level. For our operation personally, CFVGA has provided us with numerous educational opportunities including labor, food safety, and new marketing channels that we have used to continuously improve our operation."*

Alisha Knapp, Knapp Family Farms, Rocky Ford, Colorado



*"CFVGA works hand in hand with producers to advocate for a locally grown, safely grown*

*product to go directly to consumers. Their advocacy efforts regarding farm labor and food safety are invaluable. They have provided a platform to reach our legislators as a group to discuss issues surrounding Colorado agriculture."*

Colby Cantwell, Fagerberg Produce, Eaton, Colorado

**Colorado Fruit & Vegetable Growers Association**  
303.594.3827 [coloradoproduce.org](http://coloradoproduce.org)