



2022 At a Glance



Advocated for Growers

- ✓ Worked with other groups to exempt farms from HB22-1355, a bill that would have required comprehensive recycling mandates on growers
- ✓ Testified against SB22-131, a bill that would have allowed individual jurisdictions throughout the state to regulate pesticide use and ban FDA-approved chemicals that are commonly used in farming
- ✓ Hired lobbying partner Husch Blackwell Strategies and worked actively within the Colorado agriculture coalition to advocate for Colorado produce growers
- ✓ Worked to clarify and limit regulations from SB21-087, including narrowing the scope of ag housing requirements to only apply to statewide covid-19 declarations
- ✓ Advocated with Colorado's U.S. legislators and their staff on federal issues impacting Colorado growers, including water, immigration reform and crop protection.
- ✓ Supported the [Colorado Ag Water Alliance's](#) advocacy of agricultural water



Promoted Colorado Produce

- ✓ Hosted Influencer Farm-to-Table Tour in July resulting in increased visits to CFVGA's social media channels. The 30 influencers drew attention to the positives of buying local produce, including taste and support of local farmers.
- ✓ Encouraged increased purchases of Colorado produce on CFVGA social media channels throughout the growing and harvest seasons through social media reporter posts that included farm features, nutrition information and produce-focused recipes. Daily posting during harvest season increased followers on [Instagram](#) by 30% and [Facebook](#) by 13%.
- ✓ Organized public bus tours to produce farms in Southeast Colorado and the Western Slope
- ✓ Worked with the Colorado Foundation for Agriculture to print & distribute 60,000 copies of a produce "reader" to elementary students
- ✓ Promoted [Colorado Produce Directory](#) to enable all buyers, from consumers to commercial buyers, to search farms by location, marketing channel and produce grown. FREE listing for grower members.



Provided Education & Resources

- ✓ Used grant funding to research ergonomics of farm workers and to establish best practices as well as to produce heat illness prevention videos in English and Spanish. These resources help improve ag employee health.
- ✓ Provided education & networking opportunities at CFVGA's annual conference, including the very popular grower-buyer networking session
- ✓ Gave beginning farmers scholarships to annual conference, featuring content tailored for them
- ✓ Compiled [multiple resources to help growers](#) comply with SB21-087 (ALRRA)
- ✓ Offered four Produce Safety Alliance grower training opportunities throughout the state and online as well as videos, webinars and hands-on food safety training materials
- ✓ Provided dynamic, searchable [Products & Services Directory](#) for Colorado produce industry



CFVGA has always been a great way for farmers throughout the state to get together and share issues. Uniting as an industry is so much more effective than trying to make change as an individual. During meetings CFVGA is always ready to show us new ways to innovate and keep on track with all the new regulations. Most importantly, I trust CFVGA to always put growers' needs first and to advocate for us at the local, state, and federal levels.

--Joseph Petrocco, Petrocco Farms, Brighton

Colorado Fruit & Vegetable Growers Association

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