



Please plan to attend the Iowa Fruit and Vegetable Growers Association annual conference, January 26-27 in Ankeny, IA. The conference will be held at the FFA Enrichment Center on the DMACC Campus, 1055 SW Prairie Trail Parkway, Ankeny, IA 50023. A map has been included with detailed directions for your convenience.

Why should you attend the conference? Here are just a few of the reasons: presentations by industry experts and expert growers, large tradeshow featuring exhibitors with the latest seeds, supplies, equipment, and grower information; farm listing on our website and farm search function; and the recognition of being associated with a highly regarded state wide organization.

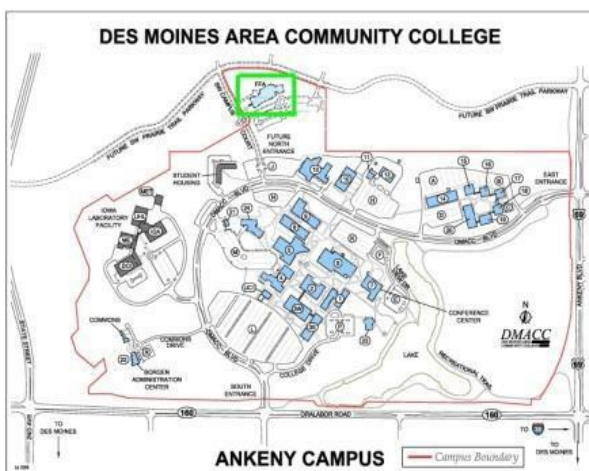
We are pleased to welcome Andrew B. Clark aka “The Brand Chef” as our keynote speaker on Thursday. With over 20 years of experience with marketing communications, specifically in the fields of interactive and print graphic services, social media strategy design and development, Andrew’s career has shown to be results-driven successes for his partners and clients. Friday we welcome Maggie Hanson with Davis Brown Law. She will be presenting a presentation titled” From Hire to Fire: Employment Issues for New Employers. This is a must for anyone that routinely hires help for their business. We will once again be featuring successful farming operations across Iowa in our popular farm features tract. We will also be featuring sessions on apple frost protection, food safety, advertising/social media, successful alternative crops to grow in Iowa and many more.

New this year, the Iowa Department of Agriculture and Land Stewardship – Pesticide Bureau has granted approval for recertification credits for fruit and vegetable commercial and private pesticide applicators at the Iowa Fruit and Vegetable Growers Association Conference. Cost to attend the CIC course is an additional \$35. For more information, contact Joe Hannan at jmhannan@iastate.edu.

There are 30+ exhibitors in the trade show with the latest seeds, supplies, high tunnel, irrigation, equipment, and grower information. There will be ample opportunities to visit with other growers, exhibitors and speakers during the conference. It will be an excellent educational opportunity!

To join us at this year’s conference, simply fill out the attached form and mail it, visit our website at www.ifvga.org to download and fill out a pdf version of the conference registration and email it to info@ifvga.org , or you may register online at <https://ifvga2017.eventbrite.com> .

If you are planning on attending both days and need overnight accommodations, reservations can be made at the Fairfield Inn and Suites, 215 NE Delaware Ave., Ankeny, by phoning 515-965-8400. Mention that you are with the “Iowa Fruit & Vegetable Growers Association Conference” to get the conference rate of \$85 per night. The hotel deadline for the conference rate is January 5, 2017.



From Interstate 35 (I-35)

Take I-35 either North or South to Ankeny.
Take the Oralabor Road exit (same as airport) & Go West. If you are coming from the north, this is a right turn If you are coming from the south, this is a left turn.
After driving about 2 miles, you will run into South Ankeny Blvd.
Turn right onto South Ankeny Blvd.
Turn left on DMACC Blvd.
Turn right on SW Campus Court

From Interstate 80 (I-80) in Des Moines

Take the 2nd Avenue exit north (Highway 415).
Drive to Oralabor Road in Ankeny.
Turn right on Oralabor Road.
Turn left at the first stoplight—DMACC Blvd.
Turn left on SW Campus Court



Iowa Fruit and Vegetable Growers Association Conference

January 26-27 2017 FFA Enrichment Center, DMACC Ankeny, IA

Must be received by January 18th, 2017 for pre-registration. Registrations received after January 18th will have an additional \$15 per day charge. On-site registration will be available with the additional \$15 fee.

Registration Information: Please print clearly or type the following registration information for each participant.

Name(s) _____ Name(s) _____

Name(s) _____ Name(s) _____

Farm Name or Organization _____

Address _____ City _____ State _____ Zip _____

County _____ Phone _____ Email _____ Website _____

Description of Operation: _____ Vegetable _____ Fruit _____ Organic _____ Roadside Market

_____ Farmers Market _____ Wholesale _____ U Pick _____ Industry Supporter

Included in registration is your choice of annual subscription to either: _____ Vegetable Growers _____ Fruit Growers **(please check one)**

Iowa Fruit and Vegetable Conference

Registration Fee (includes trade show, lunch, and educational sessions. **Late Registration after January 18th is an additional \$15 more per person/per day**)

Thursday

Person(s) Attending _____ \$75/day..... \$

Student/Faculty Attending _____ at \$25 day; \$

Friday

Person(s) Attending _____ \$75/day/..... \$

Student/Faculty Attending _____ at \$25 day; \$

Pesticide Recertification (Must also attend Thursday sessions)

Person(s) Attending _____ \$35..... \$

Total Due \$ _____

Please return your completed form with payment (a check made payable to the IFVGA or complete the credit card information below to: IFVGA – P.O Box 146 – Donnellson, IA 52625)

Cardholder Name _____

Signature _____

Mailing Address _____

City _____ State _____ Zip _____

Total Amount of Transaction: _____

Type of Card Mastercard Visa Discover Amex

Account # _____

Expiration Date _____ CVV (3 digit code) _____ Billing Zip _____

Thursday, January 26

- 7:30 am Registration – Trade Show Opens
9:00 am Welcome to the Conference
9:15 am Keynote Speaker
Andrew B Clark – TRUE Branding
10:30 am Coffee break in exhibit area
11:00 am Meet the Vendors
11:30 am Annual Board Meeting
12:00 pm Lunch and Trade Show
1:00 pm Concurrent Sessions
- Spotted Wing Drosophila / Broad Mites
 - Horticulture Farm Trapping/Monitoring Program
 - Pumpkins: Squash Vine Borer, Disease & Strip Tillage
 - Importance of Social Media for your Business
- 2:00 pm Concurrent Sessions
- Introduction to Fruit Tree Grafting
 - Apple Frost Protection Panel
 - Protek Insect Netting
 - Advertising Mediums
- 3:00 pm Break in the Exhibit Area
3:30 pm Concurrent Sessions
- Required Pesticide Licensing Session
 - Brown Marmorated Stink Bug in Orchards
 - Corn Earworm in Sweet Corn
 - Grafting Tomatoes for Profitability & Disease Suppression
 - Digital Marketing and Search Engine Optimization
- 4:30 pm Reception with Vendors
4:30 pm Silent Auction - End of Conference Day 1

Friday, January 27

- 8:00 am Registration - Trade Show Opens
9:00 am Keynote Speaker
Maggie Hanson – From Hire to Fire: Employment Issues for New Employers
10:00 am Break in exhibit area
10:30 am Concurrent Sessions
- Cottage Food Laws – What license do I need?
 - Growing Quality Potatoes in Iowa
 - Do I Fall Under the Food Safety Modernization Act Produce Safety Rule?
 - Farm Features: TBA
- 11:30 pm Lunch and Trade Show
12:30 pm Roundtable Discussion
- Sweet Corn
 - Agritourism
 - Apples
 - Dealing with Employees
- 1:30 pm Concurrent Sessions
- Creating a Successful Farm to Table Experience
 - Nut Production in Iowa
 - FSMA - Requirements for Exempt, Qualified Exempt, and Non-Exempt Producers
 - Farm Feature: Hope Ave Hops
- 2:30 pm Break in the Exhibit Area
3:00 pm Concurrent Sessions
- Running a Successful U-pick Berry Operation
 - Growing Peaches in Iowa
 - Building a Post-Harvest Facility
 - Farm Feature:WillsFamI
- 4:00 pm Adjournment of Conference

For more details on each session, please visit our website at www.ifvga.org