2013 Mid-Atlantic Convention Set for January 29-31, Hershey, PA

The 2013 Mid-Atlantic Fruit and Vegetable Convention will be held January 29 to 31, 2013, at the Hershey Lodge and Convention Center in Hershey, Pennsylvania. Over 2,100 fruit, vegetable, and berry growers and other industry persons from throughout the mid-Atlantic region and beyond are expected to attend. This year's convention will again feature an expanded trade show with over 165 exhibitors expected plus pre-convention workshops.

The day before the main Convention opens, several special workshops will be offered. Challenges and Opportunities for Obtaining Capital with Dr. Clark Seavert from Oregon State University is one of the workshops. Other pre-convention workshops include Vegetable Grafting, Soil Borne Vegetable Pathogens, Developing a Farm Food Safety Plan and Successful Gift Baskets. Special workshops on customer service presented by ZingTrain will be presented on the afternoons of January 29 and 30. On January 30, the session "Técnicas de Producción de Frutas y Hortalizas " will be presented especially for Spanish speaking workers in the fruit and vegetable industries. It will feature various relevant production presentations in Spanish. That evening workshops on Vegetable Seed Heat Treatment, Cut Flower Arranging and Cooking with Vegetables will be offered.

The Mid-Atlantic Convention has been jointly sponsored by the State Horticultural Association of Pennsylvania, the Pennsylvania Vegetable Growers Association, the Maryland State Horticultural Society and the New Jersey State Horticultural Society for the past 35 years. The Pennsylvania State University, University of Maryland and Rutgers University Cooperative Extension plus the National Peach Council all assist in organizing the three days of educational sessions. The Convention has become one of the premier grower meetings in the Northeast.

The Great American Hall at the Hershey Lodge and Convention Center will host the main part of the Trade Show. Additional exhibit space was added beginning last year in the Aztec Room. Specialized horticultural equipment, farm market merchandise, and packaging, will all be on display along with information on the latest seed varieties, fruit varieties, pesticides and other supplies and services for the commercial grower.

Many pesticide applicator update training credits are available to Pennsylvania, Maryland and New Jersey growers attending the sessions. The program covers nearly every aspect of fruit, vegetable, potato and berry production. Commercial growers should not pass up this terrific educational opportunity.

Eight concurrent educational sessions will be offered on all three days of the Convention. Besides a combined session for the keynote address, the opening day will feature breakout sessions on Tree Fruit, Sweet Corn, Direct and Wholesale Marketing, Organic Vegetables, Snap Beans, Sweet Potatoes, Soil Health, Bedding Plants, Mums, Nutrient Management, Value Added Products and Labor/Farm Management.

On the second day, sessions on Direct Marketing, Greenhouse Production, Tomatoes, Tree Fruit, Peaches, Small Fruit, Potatoes, Wine Grapes, Onions and Vegetable Crops for Winter Sales will be offered. The Convention will close on the third day with sessions on: Peaches, Tree Fruit, Small Fruit, Direct Marketing, High Tunnels, Cut Flowers, Pumpkins, Vine Crops, Invasive Species, Farm Taxes/Estate Planning, and General Vegetables.

The seventh annual Mid-Atlantic Cider Contest will be conducted during the Convention to determine the best tasting cider produced in the region. On January 29, fruit and vegetable growers will gather for the annual Fruit and Vegetable Growers Banquet which will include awards and recognitions. On January 30 there will be an Ice Cream Social in the evening.

Registration is required for all persons attending the Convention trade show or educational sessions. Registration with any of the four sponsoring organizations allows one to attend any of the sessions although there are additional charges for some workshops and meals. For further information contact Jerry Frecon, Rutgers Cooperative Extension at Phone- 856-307-6456, Fax-856-307-6476 or email <frecon@njaes.rutgers.edu>

ADVANCED REGISTRATION AND MEMBERSHIP INVOICE
For the Mid-Atlantic Fruit & Vegetable Convention
and Membership to the New Jersey State Horticultural Society
Hershey Lodge and Convention Center – Hershey, PA
January 29, 30 and 31, 2013

Membership Name(s) _____

Farm or Business Name _____

Address _____

City _____ _____ **State** _____ **Zip**_____

E-mail Address _____

Telephone _____ **Fax** _____

Registration Fees

MEMBERS' ADVANCED REGISTRATION #_____@ $60 = $_____
(Must be postmarked by 1/23/13)
One, Two, or Three Day Members' Registration Will Cost $75 at the Door

NON-MEMBERS' REGISTRATION (Same for Non Members - Advanced Registration or at the Conf.)

One Day..... #_____@ $100 = $_____

Two or Three Days ..... #_____@ $140 = $_____

GROWER RECEPTION & BANQUET (1/29/2013) # _____ @ $35 = $_____
PROGRAMA de ESPAÑOL (1/30/13) (included in general registration)
PRE CONVENTION PROGRAMS (1/28/13) Register at http://www.mafvc.org/
Note: No weather related refunds will be given
CONTRIBUTIONS LECTURE SERIES & RESEARCH
Ernie Christ Distinguished Lecture Series …… $_____

Research Dontations……..____$1000____$500____$250____$100 =_____

Membership Dues

Must be Paid to Receive Membership Rate at Convention @ $50

UNITED STATES MEMBERSHIP ..... #_____@ $50 = $_____
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TOTAL ENCLOSED For Registrations, Memberships, and Contributions $_____

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Return Registration and Dues to:
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