

MID-ATLANTIC

fruit & vegetable convention



NEWS MEDIA ADVISORY for immediate use - for further information, contact: Maureen Irvin (fruit) 717-677-4184 shap@embargmail.com or William Troxell, (vegetable) 717-694-3596 pvga@pvga.org

Tentative Schedule for Virtual Mid-Atlantic Fruit and Vegetable Convention Announced

The 2021 Mid-Atlantic Fruit and Vegetable Convention will be held virtually on February 8 to 11, 2021. Normally over 2,400 fruit, vegetable, and berry growers and other industry personnel from throughout the mid-Atlantic region and beyond gather at the Hershey Lodge each year for what has become one of the premier grower meetings on the East Coast. Since a normal in-person meeting will not be feasible this year due to the coronavirus pandemic restrictions, the Convention Joint Committee has voted to move to a virtual format for the first time.

Plans are being made to offer exceptional educational sessions on a full-range of topics in tree fruit, vegetable, small fruit, and potato production plus retail and wholesale marketing. A special session will also be presented in Spanish for Spanish-speaking industry members. A tentative schedule of sessions is shown below. A more detailed schedule with topics and speakers will be announced in the coming weeks.

The virtual event will also feature a trade show component allowing participants to “visit” with exhibitors. Registration will be \$40 per person and will allow one to visit the trade show exhibitors and to participate in any of the educational sessions both during the week of the Convention and for several weeks after the Convention, since all the educational sessions will be recorded. It is expected that pesticide credits will be available for growers in Pennsylvania, Maryland, New Jersey and Virginia.

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 43 years making this year's Convention the 44th meeting. In 2014, the Virginia State Horticultural Society also began meeting at the Convention. Penn State Extension, University of Maryland Extension, Rutgers Cooperative Extension, and Virginia Cooperative Extension all assist in organizing the educational sessions.

For further information and updates, go to www.mafvc.org or call 717-677-4184 or 717-694-3596.

2021 Mid-Atlantic Fruit and Vegetable Convention		
Tentative Educational Program Outline		
9:00-11:00/11:15	12:00-2:00/2:15	2:30-4:30/4:45
Monday, February 8, 2021		
Wholesale Marketing	Hydroponics/Greenhouse Vegetables	Creative Marketing
3rd Party Liability	Honeybees for Pollination	Ag Workplace/Legal Compliance COVID-19
General Vegetables	Post-Harvest Food Safety	Specialty Vegetables
Tuesday, February 9, 2021		
Sweet Corn	Soil Health/Cover Crops	Organic Vegetable Production
Economies of Online Sales	Lunch/Learn - Vegetables	General Vegetables
Tree Fruit	E-Commerce	Tree Fruit
Wednesday, February 10, 2021		
Pepper/Eggplant/Cole Crops	Agritourism	Farm Markets Post-Covid
Small Fruit	Vegetable Biocontrols	Small Fruit
Tree Fruit	Lunch/Learn - Tree Fruit	Tree Fruit
Vine Crops	Tomatoes	General Vegetables
		Spanish
Thursday, February 11, 2021		
High Tunnels	Pumpkins/Winter Squash	General Vegetables
Potatoes	Potatoes	Potatoes
Tree Fruit	Digital/Social Marketing	Tree Fruit
Small Fruit	Lunch/Learn - Berries	Small Fruit
CSAs		