



**The 2009 Iowa Fruit & Vegetable Growers  
and Marketers Conference  
and Trade Show**



Dr. Trevor Suslow

**Better Production, Safer Handling, Smarter Marketing**

**Dr. Trevor Suslow, nationally recognized expert in postharvest quality and safety of horticultural crops, will deliver cutting edge information in his keynote presentations to growers seeking to produce, pack and deliver safe, high-quality farm fresh products.** Dr. Suslow has been at U.C. Davis, California since November 1995 where he has developed an internationally recognized research and extension outreach program in microbial food addressing key issues that span preharvest and postharvest phases. His research program has included research and extension education dealing with hazard analysis and risk assessment of diverse horticultural crops and cropping systems, including transportation and distribution. Dr. Suslow has published over 120 articles in research journals, as peer-reviewed extension publications, and in industry trade publications on diverse topics of relevance for agricultural sciences and practical agricultural production and pest management.



Thursday, Jan 29, 2009

The conference starts with stellar presentations from Steve Upson from Noble Foundation in Ardmore, Oklahoma presenting on "High Tunnels: Proven Season Extension Technology for Market Growers" followed by "Farm Marketing and the Customer....I'm Busy, Can You Take a Number?" by Ralph Couey, from Cinder C Farms in Chippewa Falls, Wisconsin. Another session you won't want to miss will be Dr. Elwynn Taylor's presentation entitled "Floods, Climate Change, and Production." The day will be topped off with break out sessions in both fruit and vegetable production led by industry experts from Iowa State University and the Iowa Department of Agriculture and Land Stewardship followed by round table discussions with fellow growers and professionals in the field.



Friday, Jan 30, 2009

Improve your operation and enlighten yourself with the latest information on Good Agricultural Practices (GAP) and Good Handling Practices (GHP) in the field. Dr. Trevor Suslow will present the latest research and information to provide growers with the expertise needed to produce high-quality safe food. In addition, hear firsthand from a USDA GAP auditor, Kathleen Staley, as she provides information about the voluntary, audit-based program established to verify adherence to safe food production practices. The day will end with a growers' panel sharing how their operations are addressing the growing consumer concerns of food safety.



Saturday, Jan 31, 2009

Marketing, Customer Service and Food Safety are the focus of the Farmers Market Workshop. The morning features nationally renowned keynote speaker Dr. Trevor Suslow of U.C. Davis on Food Safety at Market along with Iowa experts on weights and measures and what can and cannot be sold at a market. The afternoon features ideas on marketing, customer service and includes a special demonstration. The day wraps up with news you need to know about the 2009 market season!

- **Attend the combined and expanded 3-day conference of the Iowa Fruit & Vegetable Growers Association, Iowa Farmers Market Association and the Iowa Department of Agriculture and Land Stewardship at the Sheraton West Des Moines Hotel.**
- **Don't miss the trade show! It's your opportunity to learn the best and latest technologies available to fruit and vegetable growers and marketers. Meet contacts that can enhance your business and last a lifetime. Trade show opens each day at 7:30 a.m.**

Detach and return with check

**Registration Form**

\_\_\_\_\_  
First Name (as it will appear on badge) Last Name

\_\_\_\_\_  
Business Name or Organization

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City State Zip Phone

\_\_\_\_\_  
First Name (as it will appear on badge) Last Name

\_\_\_\_\_  
Business Name or Organization

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City State Zip Phone

Attach a separate sheet for additional registrations if necessary.

Iowa Department of Agriculture and Land Stewardship  
 Wallace State Office Building  
 502 E 9<sup>th</sup> Street  
 Des Moines, IA 50319

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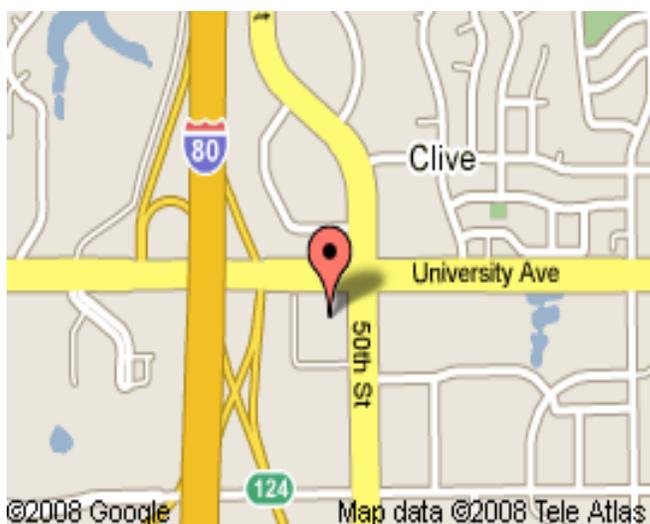


**Conference Sponsors**

For more information or questions, contact :  
 Barbara Lovitt at (515)281-8232



*This conference is sponsored, in part, by the USDA Risk Management Agency through a Risk Management Education Partnership Program. RMA is an equal opportunity provider and employer.*



**Conference Site!!**

Combining suburban sophistication with contemporary comfort, the Sheraton West Des Moines Hotel offers relaxing accommodations and is just minutes from Downtown Des Moines or Jordan Creek Mall. A group rate of \$94/night (+ taxes) can be obtained by calling the Sheraton at 888-627-8043 before 1/8/09.

[www.sheraton.com/westdesmoines](http://www.sheraton.com/westdesmoines)

Sheraton West Des Moines  
 1800 50th Street  
 West Des Moines, IA 50266

2007 Hotel of the Year - Iowa Lodging Association

**Registration**

**Make checks payable to IDALS**  
**Mail registration form and check to:**  
 IDALS  
 502 E 9<sup>th</sup> Street  
 Des Moines, IA 50319  
 Attn: Barbara Lovitt  
 Registration will not be processed without check

**Plan to attend all 3 days**

**Fees are for early registration  
 postmarked by 1/12/09.  
 After 1/12/09 add \$20 per person per day.**

Thursday \$55 x \_\_\_\_\_ = \$ \_\_\_\_\_  
 Friday \$55 x \_\_\_\_\_ = \$ \_\_\_\_\_  
 Saturday \$40 x \_\_\_\_\_ = \$ \_\_\_\_\_  
 Conference Total \$ \_\_\_\_\_

IDALS use only

Check # \_\_\_\_\_

Date Recv'd \_\_\_\_\_

Each registration includes continental breakfast, lunch, and two breaks.

Please check if vegetarian meal is needed \_\_\_\_\_ Yes

Please check if you have been a grower for less than 2 years \_\_\_\_\_