

Wendy Fink-Weber

From: United Fresh Produce Association [unitedfresh@unitedfresh.org]
Sent: Thursday, August 13, 2009 8:54 AM
To: Wendy Fink-Weber
Subject: Inside United Fresh This Week: Growing Sales with FFVP and the Grower Achievement Award



Connecting the Business of Produce

August 13, 2009

In Today's Issue

•

Opportunities for Produce Sales as Snack Program Expands in Every State

Find out which schools in your area are participating. **More.**

•

Grower Achievement Award Finalists Announced

Winner to be announced at WPPC next month. **More.**

•

NLGMA Webinar Set for August 19

Save the date! **More.**

•

United Fresh Discusses Agriculture Supply Chain with Indian Delegation

State Department program visits United. **More.**

Wendy Fink-Weber

From: United Fresh Produce Association [unitedfresh@unitedfresh.org]
Sent: Thursday, July 30, 2009 11:04 AM
To: Wendy Fink-Weber
Subject: Inside United Fresh This Week: the Food Safety Bill, Member Testimony, United Defends Leafy Greens



Connecting the Business of Produce

July 30, 2009

In Today's Issue

•

Food Safety Bill Fails to Pass House; Second Attempt Today

Food safety bill falls short of supermajority, but likely to pass today. **More.**

•

United Fresh Member Testifies for Small Business at House Subcommittee

Flavor 1st Growers and Packers CFO testifies on needs of small businesses. **More.**

•

House Subcommittee Hearing Disparages Industry; United Fresh Pushes Back

Ohio congressmen hold hearing to challenge potential national leafy greens marketing agreement. **More.**

•

UFPA Staff Discusses Agricultural Policies with Canada and Chile

Discussions include Washington Public Policy Conference. **More.**

NLGMA Proponent Group Solicits Comments, Support from Industry Stakeholders



In a June 8 proposal to USDA, United, Western Growers Association, Produce Marketing Association and nine other state and regional entities aimed to foster a more transparent and engaging process as the industry begins to develop a national marketing agreement for the leafy greens sector.

It is expected that USDA will publish a notice of public hearings on the new National Leafy Greens Marketing Agreement (NLGMA) in the Federal Register sometime in August with public hearings taking place nationwide the following month.

To build awareness and solicit feedback, the group has established www.nlgma.org where industry members can find copies of and submit comments on the draft agreement, find a copy of the request letter to USDA and some frequently asked questions on the NLGMA and previous agreements, as well as sign on as supporters of the agreement.

Wendy Fink-Weber

From: United Fresh Produce Association [unitedfresh@unitedfresh.org]
Sent: Thursday, July 23, 2009 8:13 AM
To: Wendy Fink-Weber
Subject: Inside United Fresh This Week: Secretary Vilsack at WPPC, Harkin co-hosts Fresh Festival and more



Connecting the Business of Produce

July 23, 2009

In Today's Issue

•

Vilsack to Headline Washington Public Policy Conference

Top ag official to give keynote address. **Go!**

•

Chairs, Ranking Members of House and Senate Ag Committees Top List of Honorary Hosts for 2009 Fresh Festival on Capitol Hill

Produce to be on display for lawmakers. **Go!**

•

NLGMA Proponent Group Solicits Comments, Support from Industry Stakeholders

Website enables stakeholders to review draft, submit comments. **Go!**

•

21 Companies Sign On for Inaugural Management Resource Center

Center allows attendees to interact with solutions providers. **Go!**

NLGMA Proponent Group Solicits Comments, Support from Industry Stakeholders



In a June 8 proposal to USDA, United, Western Growers Association, Produce Marketing Association and nine other state and regional entities aimed to foster a more transparent and engaging process as the industry begins to develop a national marketing agreement for the leafy greens sector.

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Wendy Fink-Weber

From: United Fresh Produce Association [unitedfresh@unitedfresh.org]
Sent: Thursday, June 11, 2009 12:22 PM
To: Wendy Fink-Weber
Subject: Inside United Fresh - June 11, 2009



Connecting the Business of Produce

June 11, 2009

Welcome to *Inside United Fresh - Connecting the Business of Produce*. We invite members of the United Fresh Produce Association and friends throughout the industry to stay in touch with produce industry affairs, legislative and regulatory developments, education and training programs and more through our free weekly online newsletter. Just click on any of the stories below for valuable information that can help grow your business. If you prefer not to receive the newsletter, you can simply unsubscribe at the bottom of this email.

In Today's Issue

•

FOOD SAFETY: House Subcommittee Marks Up Food Safety Enforcement Act of 2009

Lawmakers address some United concerns [more](#).

•

CHILD NUTRITION: Child Nutrition, Food Safety Spearhead United Discussion with USDA Deputy Secretary Merrigan

Merrigan pledges commitment to increase in consumption [more](#).

•

INTERNATIONAL: 24 EU Countries to Start School Fruit and Vegetable Snack Programs

Program creates revenue opportunity for European produce industry [more](#).

•

Agreement

NLGMA seeks to bolster consumer confidence in leafy greens [more](#).

•

USDA: APHIS Stakeholders Meeting Draws Industry Comments

Meeting combats proposed cut in program budget [more](#).

•

FAMILY BUSINESS: Scholarship Program Fosters Growth, Development of Family Businesses

Scholarship includes attendance at Washington Public Policy Conference [more](#).

•

TRACEABILITY: U Connect Provides Understanding of Objectives, Processes Involved in PTI

Attendees at Orlando meeting engaged, eager to learn more [more](#).

•

PUBLIC POLICY: New Resource Center to Showcase Innovations in Food Safety, Traceability, Logistics and Nutrition

Center aims to provide tangible results [more](#).

•

FOOD SAFETY: United Weighs in on Foodborne Outbreak Responses at Annual AFDO Meeting

New processes must include industry input [more](#).

•

MEMBER OUTREACH: United Fresh Town Hall Meeting Comes to Santa Maria June 22

United President to address key issues at open gathering [more](#).

United Helps Lead Industry Support for National Leafy Greens Marketing Agreement

A proponent group of produce associations representing the leafy greens industry across the U.S. sent a letter to USDA on Monday (June 8) requesting the creation of a national marketing agreement for leafy greens (NLGMA). A NLGMA would implement best practices and a corresponding verification program that could reduce the potential for microbial contamination in these crops.



The proponent group, comprised of the Georgia Fresh Vegetable Association, Georgia Farm Bureau, Texas Vegetable Association, Arizona Farm Bureau, Leafy Greens Council, California Farm Bureau, California Leafy Greens Marketing Agreement, Grower-Shipper Association of Central California, Produce Marketing Association, Western Growers and United Fresh, has consulted with stakeholders across the country about developing a draft leafy greens marketing agreement.

The goals of the NLGMA are to improve consumer confidence in leafy greens; enhance the quality of fresh leafy green vegetable products through the application of good agricultural practices; implement a uniform, auditable, science-based food quality enhancement program; provide for USDA validation and verification of program compliance and foster greater collaboration with local, state and federal regulators.

The USDA will review the request, publish a Notice of Hearing in the Federal Register announcing the request, solicit input from stakeholders and schedule public hearing dates.

A draft agreement is ready for comment and review from all stakeholders at www.nlgma.org. This web site will provide additional information to all interested parties including the proponent letter to the USDA. For more information, contact Robert Guenther at 202-303-3409 or rguenther@unitedfresh.org.

produce water in
PMA

Wendy Fink-Weber

From: pma-no-reply@pma.com
Sent: Tuesday, September 08, 2009 7:02 AM
To: Wendy Fink-Weber
Subject: PMA Headline News for September 08, 2009



US Government Relations

Import Regulations; Partial Exemption to the Minimum Grade Requirements for Tomatoes- Final Rule

Posted at: 9:40AM, 09/08/2009

"This rule provides a partial exemption to the minimum grade requirements under the tomato import regulation. The Florida Tomato Committee (Committee), which locally administers the marketing order for tomatoes grown in Florida (order), recommended the change for Florida tomatoes. The order's administrative rules and regulations were recently revised to exempt Vintage Ripes™ tomatoes (Vintage Ripes™) from the shape requirements associated with the U.S. No. 2 grade. A corresponding change to th...

[Read More: The Federal Register](#)

NASS-USDA Vegetable Report

Posted at: 9:38AM, 09/08/2009

This full-text report, issued 5 times a year, provides data on fresh market vegetables, strawberries and melons, including area harvested, prospective area, yield, and production, by season and crop for major States. Includes bell peppers; broccoli; cabbage; cantaloupe; carrots; cauliflower; celery; cucumbers; eggplant; escarole/endive; head lettuce; honeydews; snap beans; spinach; spring and summer onions; strawberries; spring season acres for harvest for asparagus; strawberries; summer non-sto...

[Read More: U.S. Department of Agriculture](#)

Labor Department wants to raise H-2A wages

Posted at: 7:38AM, 09/08/2009

"The Department of Labor wants to erase some reforms to the H-2A agricultural guest worker program that the Bush administration approved in January, leading to higher employer expenses if left unchanged."

[Read More: The Packer](#)

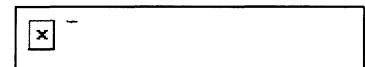
National leafy greens meetings start this month

Posted at: 7:36AM, 09/08/2009

"The U.S. Department of Agriculture is scheduling a series of public hearings on a proposed national leafy greens marketing agreement, starting in Monterey, Calif., on Sept. 22. If established, only handlers who join the marketing agreement would be subject to the food safety requirements of the plan. Companies that join must handle leafy green vegetables, domestic or imported, that meet the requirements of the program, according to USDA."

Welcome NEW MEMBERS

- [Afilias](#)
- [Agricola San Luis...](#)
- [Amistad Freight S...](#)
- [Bergin Fruit & Nu...](#)
- [Bionatur Invernad...](#)



The agency issued draft guidance on the RFR in June and sought comment; PMA offered comments to improve the registry for industry use and worked with a member to test the system at FDA. Should you need to use the registry and find there are problems, please notify us at PMA so we can work with FDA to further improve the system.

Filed under: Food Safety, Legislative and Regulatory News | No Comments »

Tuesday, September 08, 2009 by Lee Mannerling

Financial stresses cut purchases of healthy foods

Some 70 percent of consumers report that healthier foods are increasingly difficult to afford, 53 percent claim they often purchase less healthy foods because they cost less, and 44 percent state their budgets prevent them from eating healthier foods, according to a Technomic consumer survey. The survey also revealed that more than half of consumers are more concerned about their eating habits today compared to a year ago and generally regard popular lower-priced restaurant options to be less healthy.

While the Technomic study didn't directly address fresh produce, a PMA survey conducted this year revealed similar findings. Due to economic conditions, almost a quarter of all consumers are lowering their food costs by purchasing less expensive fresh produce. In addition, 10 percent are buying fewer fresh-cut fruits and 9 percent are buying less fresh-cut vegetables to lower costs. Plus, some consumers are looking at frozen and canned fruits and vegetables as alternatives to fresh produce (as we noted here on the blog a couple weeks ago).

With the checkout bill totals top-of-mind, produce marketers may want to communicate the value of their products (e.g. less waste) or offer coupons/discounts to keep shoppers coming back for more. For more consumer insights, visit Consumer Research Online on the PMA Web site.

Filed under: Consumption and Nutrition | No Comments »

Friday, September 04, 2009 by Lee Mannerling

Effective Advocacy 101: The power of coalitions

One of the most important ways to be heard on Capitol Hill is to find others to help deliver the message. PMA is a member of a number of coalitions and alliances (for a snapshot of some of these groups, visit the PMA Web site) and we continue to seek out new groups to ally ourselves with when we have a common direction on shared issues.

You can harness the power of coalitions in your community as well by teaming up with other groups at the district level. For example, if you are concerned about the nutritional quality of foods sold in schools, perhaps partnering with a Parent Teacher Association and visiting your Representative or Senators in the district office would be a way to raise awareness of the issue.

Or if you're concerned about labor and immigration reform, you might find allies in other areas of agriculture (dairies, nurseries) to discuss the farm labor situation.

Coalitions are even more powerful when the groups engaged have strong connections to the policy interests of legislators. Do a little research on your own legislators to learn about their policy interests – and see if you can connect with a local group that works on those issues.

Filed under: Advocacy | No Comments »

Thursday, September 03, 2009 by Lee Mannerling

Public hearings slated for leafy greens marketing agreement

In today's Federal Register, the USDA announced a series of public hearings to consider a proposed national leafy greens marketing agreement. The proposal was submitted by a cross-section of producer and handler representatives from the fresh produce industry, collectively referred to as the "proponent group" (of which PMA is a member). The proposed agreement would authorize the development and implementation of production and handling regulations (metrics). Such metrics would reflect Good Agricultural Practices, Good Handling Practices, and Good Manufacturing Practices.

USDA is holding the hearings to gather public opinion about the leafy greens industry and how the proposed agreement would affect the industry and consumers. The agency wants to know whether the proposed agreement is necessary and how it might be improved as well. Hearing dates are:

September 22 through 24 in Monterey, California

September 30 through October 1 in Jacksonville, Florida

October 6, 2009 in Columbus, Ohio

October 8, 2009 in Denver, Colorado

October 14 and 15 in Yuma, Arizona

October 20 in Syracuse, New York

October 22 in Charlotte, North Carolina

These hearings are our industry's opportunity to bring real-world expertise and science to USDA as it considers the proposal. Complete details on the proposal and the hearing times and locations are included in the [Federal Register notice](#). If you're interested in more on these hearings, please contact Kathy Means at PMA.

Filed under: Food Safety, Legislative and Regulatory News | No Comments »

Wednesday, September 02, 2009 by Lee Mannering

Be part of the national fruit & vegetable promotion discussion at Fresh Summit

Building on the discussions from PMA's foodservice conference last month, PMA has scheduled a town hall forum on the topic of a National Fruit & Vegetable Research & Promotion Board for the 2009 Fresh Summit International Convention & Exposition. This is your opportunity to find out how the proposed board would impact America's eating habits and affect your business. After an overview by the Produce for Better Health Foundation, a town hall format will ensure that all your questions will be answered. If you have thoughts on this topic, we invite you to join the discussion in Anaheim. To learn more about this and other educational sessions, check out the Fresh Summit schedule, where you can select the sessions you want and add them to your Outlook calendar. If you've not yet registered, visit the Fresh Summit registration page soon; the deadline to save by registering online is **September 4, 2009**.

Filed under: Consumption and Nutrition | No Comments »

[« Older Entries](#)

Wendy Fink-Weber

From: pma-no-reply@pma.com
Sent: Thursday, September 03, 2009 7:02 AM
To: Wendy Fink-Weber
Subject: PMA Headline News for September 03, 2009



US Government Relations

Field to Fork: Public hearings slated for leafy greens marketing agreement

Posted at: 9:11AM, 09/03/2009

In today's Federal Register, the USDA announced a series of public hearings to consider a proposed national leafy greens marketing agreement. The proposal was submitted by a cross-section of producer and handler representatives from the fresh produce industry, collectively referred to as the "proponent group" (of which PMA is a member). The proposed agreement would authorize the development and implementation of production and handling regulations (metrics).

[Read More: PMA Field to Fork blog.](#)

Industry News

Field to Fork: Public hearings slated for leafy greens marketing agreement

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[Read More: PMA Field to Fork blog.](#)

Wal-Mart Talks Sustainability With Kroger

Posted at: 9:00AM, 09/03/2009

"Wal-Mart Stores is reaching out to many industry sectors and people to develop its newly announced "Sustainability Index" — and it even held a meeting with competitor Kroger Co. on this topic. "I hope that in working with a very large group of individuals we can as an industry come together and form a standard," Matt Kistler, senior vice president for sustainability at Wal-Mart Stores, said during a conference presentation here Tuesday."

[Read More: Supermarket News](#)

Cracker Barrel adds salads, fruit to menu for anniversary promotion

Posted at: 8:52AM, 09/03/2009

"Fresh produce is helping Cracker Barrel celebrate its 40th anniversary.

Welcome NEW MEMBERS

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- [Amistad Freight S...](#)
- [Bionatur Invernad...](#)
- [CompuNet](#)



Wendy Fink-Weber

From: pma-no-reply@pma.com
Sent: Tuesday, August 11, 2009 7:02 AM
To: Wendy Fink-Weber
Subject: PMA Headline News for August 11, 2009



US Government Relations

Field to Fork: NLGMA Webinar Scheduled for August 19

Posted at: 8:46AM, 08/11/2009

PMA and industry members interested in learning more about a proposed National Leafy Greens Marketing Agreement (NLGMA) should mark their calendars now for a free, one-hour Webinar that will discuss the purpose and components of the NLGMA, how a NLGMA would be established, and how the NLGMA applies to food safety legislation. A question-and-answer session will also be part of the Webinar.

[Read More: PMA Field to Fork](#)

California ag department gets tougher on Asian citrus psyllid

Posted at: 8:12AM, 08/11/2009

"The California Department of Food and Agriculture is pulling out all the stops after the discovery of a disease-carrying Asian citrus psyllid nymph in a package destined for a Fresno, Calif., home. At least 100 traps will be set up in a one square mile area around the home beginning Aug. 11, said Steve Lyle, director of public affairs for the state agency."

[Read More: The Packer](#)

USDA makes water quality funds available to California growers

Posted at: 3:38PM, 08/10/2009

"Salinas-area growers can receive funding from \$1.8 million in the farm bill to help conserve water supplies. The money is available through the U.S. Department of Agriculture's Natural Resources Conservation Service offices in California's Central Coast, according to a news release."

[Read More: The Packer](#)

USDA to audit National Organic Program

Posted at: 3:27PM, 08/10/2009

"The U.S. Department of Agriculture has ordered an audit of its National Organic Program. In a July 29 letter to the National Organic Coalition, USDA Deputy Secretary Kathleen Merrigan announced that The National Institute of Standards and Technology, an agency of the Department of Commerce, will review the program's accreditation."

[Read More: The Packer](#)

Dole and Chiquita in Angolan talks

Posted at: 10:23AM, 08/10/2009

"US fresh produce multinationals Dole and Chiquita Brands International have held talks with local authorities in Angola to explore the possibility of establishing new partnerships designed to increase the southern African

Welcome
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- [Locus Traxx](#)
- [Maxim Integrated ...](#)



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program."
[Read More: The Packer](#)

PMA News

Field to Fork: NLGMA Webinar Scheduled for August 19

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[Read More: PMA Field to Fork](#)

Fresh Summit delivers ROI with business marketing, professional development

Posted at: 7:39AM, 08/11/2009

Conferences and trade shows become even more important as business marketing tools when market cycles turn down. PMA's Fresh Summit, Oct. 2-5 in Anaheim, Calif., USA, offers it all: Exhibiting, sponsorships and face-to-face networking to support your marketing effort – plus educational events to hone your personal skill set. In this economy, you can't afford to miss it! Register by Sept. 4 and save. Not already PMA member? Join and get year-round value too.

[Read More: PMA.com.](#)

Headline News now offers two new HR topics

Posted at: 7:23AM, 08/11/2009

Headline News brings you the latest produce-specific news and information – and now it offers two new human resources categories! Attracting, retaining and developing human talent is one of the most critical long-term issues facing the produce industry. Now, PMA has just added Leadership Development and Recruiting and Retention to our Headline News line-up. To subscribe to these new categories,

[Read More: Headline News Settings.](#)

Produce Marketing Association

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US Government Relations

Horsfall to speak during House hearing on leafy greens agreement

Posted at: 7:33AM, 07/28/2009

"The California Leafy Greens Marketing Agreement and its possible expansion is the focus of a House of Representatives hearing this week. The House Domestic Policy Subcommittee of the House Committee on Oversight and Government Reform has scheduled the hearing at 2 p.m. July 29."

[Read More: The Packer](#)

Blueberry Promotion, Research, and Information Order; Assessment increase

Posted at: 10:15AM, 07/27/2009

"This rule proposes to amend the Blueberry Promotion, Research, and Information Order (Order) to increase the assessment rate on producers and importers who produce or import more than 2,000 pounds of highbush blueberries annually from \$12 per ton to \$24 per ton."

[Read More: Federal Register](#)

Potato Research and Promotion Plan; Assessment increase

Posted at: 10:13AM, 07/27/2009

"This rule proposes to amend the Potato Research and Promotion Plan (Plan) to increase the assessment rate on handlers and importers of potatoes from 2.5 cents to 3 cents per hundredweight."

[Read More: Federal Register](#)

Grapes grown in a designated area of southeastern California;

Decreased assessment rate

Posted at: 10:11AM, 07/27/2009

"USDA) is adopting, as a final rule that decreased the assessment rate established for the California Desert Grape Administrative Committee (Committee), for the 2009 and subsequent fiscal periods from \$0.02 to \$0.01 per 18-pound lug of grapes handled."

[Read More: Federal Register](#)

Industry News

Marketing to Today's 65-Plus Consumers

Posted at: 9:54AM, 07/28/2009

"Stick around for seven or more decades, and you're apt to become the focal point of some stereotypes before you're done. In the case of today's


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- [ASB Greenworld, I...](#)
- [Chooljian Brother...](#)
- [ClimateMinder, In...](#)



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Wendy Fink-Weber

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Sent: Thursday, July 23, 2009 7:02 AM
To: Wendy Fink-Weber
Subject: PMA Headline News for July 23, 2009



US Government Relations

Oriental Fruit Fly Infestation Detected in La Verne area of Los Angeles County

Posted at: 9:21AM, 07/23/2009

"The California Department of Food and Agriculture has begun an eradication program for the Oriental fruit fly in La Verne in Los Angeles County. Four Oriental fruit flies have been detected recently in traps in the area. The Oriental fruit fly is known to target over 230 different fruit, vegetable and plant commodities. Damage occurs when the female lays eggs inside the fruit. The eggs hatch into maggots that tunnel through the flesh of the fruit, making it unfit for consumption."

[Read More: CDFA.ca.gov](http://CDFA.ca.gov)

Light Brown Apple Moth Declared Eradicated from Santa Barbara County

Posted at: 9:20AM, 07/23/2009

"State and federal officials have eradicated a light brown apple moth (LBAM) infestation in the area of Carpinteria, Santa Barbara County. The federal domestic quarantine for the entire county and a 10-square mile state interior quarantine, both established in early 2008, have been lifted by the USDA and CDFA."

[Read More: CDFA.ca.gov](http://CDFA.ca.gov)

FAS/USDA GAIN Report: Canada Organics Annual

Posted at: 7:57AM, 07/23/2009

"With the growing availability of industry data, and given the significant growth in imports between 2007 and 2008, it is estimated that the retail value of organic food in the Canadian market reached C\$2.1 – 2.6 billion in 2008. The main categories of organic food sales in supermarkets are: fresh fruits and vegetables at 41%, beverages at 17% and prepared foods at 14% with much of the remainder made up of packaged organic foods. The market is reportedly growing at 15-20% per year with domestic ...

[Read More: U.S. Department of Agriculture](http://www.usda.gov)

USDA seeks input on national leafy greens plan

Posted at: 3:51PM, 07/22/2009

"The U.S. Department of Agriculture is scheduling five public hearings on a possible national marketing agreement for leafy greens. "We expect the hearings will take place in late September and October," said Charles Parrot, associate deputy administrator of the Agricultural Marketing Service Fruit & Vegetable Programs, on July 22."

Welcome NEW MEMBERS

- [ASB Greenworld, I...](#)
- [Chooljian Brother...](#)
- [ClimateMinder, In...](#)
- [CMN Grupo Industr...](#)
- [Community Food Ba...](#)



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Wendy Fink-Weber

From: pma-no-reply@pma.com
Sent: Tuesday, June 16, 2009 7:02 AM
To: Wendy Fink-Weber
Subject: PMA Headline News for June 16, 2009



Economy

Brighter Economic News Offers No Real Respite in Job Market

Picture

Posted at: 9:19AM, 06/16/2009

"This week's job figures will still paint a picture of a public sector protected from the worst of the recession to date, but also gearing up for 350,000 job cuts in the next five years, according to projections from the Chartered Institute of Personnel and Development (CIPD)."

[Read More: Talent Management](#)

Fuel cost offers only some relief to shippers

Posted at: 9:12AM, 06/16/2009

"Diesel costs may not be as high as they have been the past year or two, but transportation costs remain a burden for Michigan shippers."

[Read More: The Packer](#)

US Government Relations

CDC report names leafy vegetables as guilty parties

Posted at: 9:08AM, 06/16/2009

"Leafy vegetables were a major culprit in one of the Centers for Disease Control and Prevention's latest reports. The CDC identified leafy vegetables as the second leading food commodity associated with foodborne illnesses, with fruits and nuts coming in third. The leading commodity is poultry."

[Read More: The Packer](#)

NASS/USDA Report: Potato Stocks Down 11 Percent From June 2008 (PDF)

Posted at: 8:31AM, 06/16/2009

"The 13 major potato States held 44.8 million cwt of potatoes in storage June 1, 2009, down 11 percent from a year ago but 1 percent above June 1, 2007. Potatoes in storage accounted for 12 percent of the 2008 fall storage States' production, slightly below June 1, 2008."

[Read More: U.S. Department of Agriculture](#)

New news about an old outbreak offers perspective on food safety

Posted at: 7:33AM, 06/16/2009

Some new news from CDC about an old foodborne illness outbreak offers perspective on the topic of produce food safety, at a time when the industry is engaged in conversation about a variety of new measures,

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- [Avery Dennison Pr...](#)
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FOR INDUSTRY TALENT**

some driven by industry (e.g., the recently-proposed National Leafy Greens Marketing Agreement), others by government (in the various food safety bills in Congress).

[Read More: Fieldtofork.pma.com.](#)

USDA Report: U.S. Broccoli Statistics

Posted at: 7:20AM, 06/16/2009

Contains data covering the economics of the U.S. fresh and processing broccoli industry. Time series data covers U.S. and State area, yield, production, prices, value as well as U.S. trade by country, per capita use (disappearance), and usual harvesting dates and varieties by State. Also included are data series for world area and production and world trade by country.

[Read More: U.S. Department of Agriculture](#)

Industry News

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[Read More: The Packer](#)

North Florida watermelon production going strong

Posted at: 9:11AM, 06/16/2009

"As northern Florida remains the only major U.S. watermelon growing region producing volume, grower-shippers are enjoying higher prices. Grower-shippers from north Florida's production region, which stretches from Wildwood on the south end to Live Oak on the north, were packing watermelon in volume June 11."

[Read More: The Packer](#)

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[Read More: The Packer](#)

Despite California water woes, West Side melon deal could hold steady

Posted at: 9:06AM, 06/16/2009

"Last year's West Side melon deal in California came in at 20.5 million 40-pound cartons. Jerry Munson, manager of the California Cantaloupe Advisory Board, said that the board anticipates a comparable year in 2009."

[Read More: The Produce News](#)

LGMA looks to increase profile with produce-buying trade

Posted at: 9:04AM, 06/16/2009

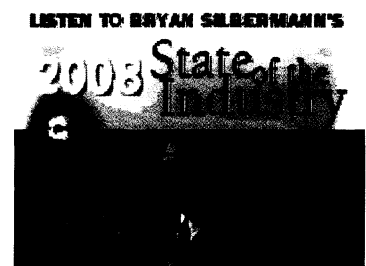
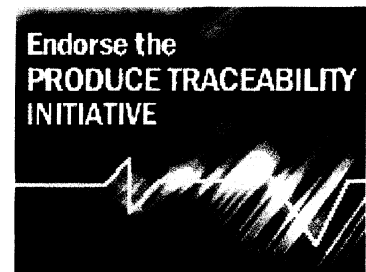
"As the California Leafy Greens Marketing Agreement begins its third year of operation, it is making a major push to help the produce-buying trade better understand its programs."

[Read More: The Produce News](#)

NASS/USDA Report: Potato Stocks Down 11 Percent From June 2008 (PDF)

Posted at: 8:31AM, 06/16/2009

"The 13 major potato States held 44.8 million cwt of potatoes in storage June 1, 2009, down 11 percent from a year ago but 1 percent above June 1, 2007. Potatoes in storage accounted for 12 percent of the 2008 fall



Wendy Fink-Weber

From: pma-no-reply@pma.com
Sent: Tuesday, June 09, 2009 7:02 AM
To: Wendy Fink-Weber
Subject: PMA Headline News for June 09, 2009



Economy

Liquidity, Crime Woes Shake Up Chief Risk Officers

Posted at: 9:47AM, 06/09/2009

"Without a doubt, companies have had to change how they view risk over the course of the financial meltdown. Risks that were either ignored or considered a low priority have now risen to the top of their lists of must-to-avoid."

[Read More: .cfo.com](#)

Florida Tomato Growers, Whole Foods Market Sign Agreement For 'Penny-per-Pound' Program

Posted at: 9:16AM, 06/09/2009

"Whole Foods Market, a natural and organic foods supermarket, said that Lady Moon Farms and Alderman Farms are the first Florida tomato growers to sign agreements with Whole Foods Market in support of the Coalition of Immokalee Workers' (CIW) 'penny-per-pound' program, designed to improve wages for tomato harvesters."

[Read More: ood-business-review.com](#)

US Government Relations

Food safety regulations, local food spark debate

Posted at: 10:36AM, 06/08/2009

"Local food is the hot trend for 2009, but advocates of the movement are cool to possible new food safety regulations soon coming from Congress and the Food and Drug Administration. Rated as the No. 4 food trend for 2009 by the Food Channel, the local-food movement has been embraced by consumers, retailers and foodservice operators."

[Read More: The Packer](#)

Industry News

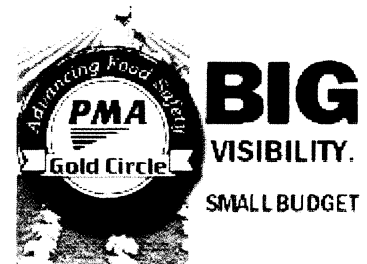
Majority in U.S. feel food industry doesn't do enough

Posted at: 9:40AM, 06/09/2009

"On the heels of the largest product recall in U.S. history, an American Society for Quality survey reveals that although the majority of the food industry may be following safe production procedures, the majority of the public doesn't feel it does enough. Food safety is still igniting widespread concern according to the survey of U.S. adults conducted by Harris Interactive on behalf of ASQ."

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- [Direct Source Mar...](#)
- [Fruition Sales](#)
- [JDM Produce LTD](#)
- [MasterTag](#)



**THANK YOU
CONTRIBUTORS!**



**PMA FOUNDATION
FOR INDUSTRY TALENT**

PMA Foodservice Conference

Posted at: 9:06AM, 06/09/2009

Growth opportunities will be in the spotlight when CEOs of PMA, National Restaurant Association and International Foodservice Distributors Association take the stage at PMA's Foodservice Conference & Exposition in July. They will be joined by industry leaders to unveil new joint consumer research, and recap the first dialogue with an industry leadership roundtable on resulting business opportunities. Register now hear the first outcomes firsthand. Read more at: PMA.com.

[Read More: pma.com/foodservice/2009](http://pma.com/foodservice/2009)

PMA supports national leafy greens quality effort

Posted at: 9:01AM, 06/09/2009

PMA is supporting a leafy greens industry effort to form a national marketing agreement, unveiled June 8. Based on existing agreements in California and Arizona aimed at enhancing safety, the national effort would provide consistency throughout the leafy greens industry and would enhance consumer confidence. The months-long process now moves to USDA, which will gather feedback from industry on whether to move forward with such an agreement.

[Read More: National Leafy Greens Marketing Agreement.](#)

Produce Marketing Association

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be food safe.



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cook. chill.

... be food safe ...

Wendy Fink-Weber

From: PMA Government Relations & Public Affairs [pma@pma.mmsend.com] on behalf of PMA Government Relations & Public Affairs [pma@pma.com]
Sent: Monday, August 10, 2009 9:55 AM
To: Wendy Fink-Weber
Subject: National Leafy Greens Marketing Agreement Webinar Coming August 19

PMA and industry members interested in learning more about a proposed National Leafy Greens Marketing Agreement (NLGMA) should mark their calendars now for a free, one-hour Webinar that will discuss the purpose and components of the NLGMA, how a NLGMA would be established, and how the NLGMA applies to food safety legislation. A question-and-answer session will also be part of the Webinar.

Hosted by the National Leafy Greens Marketing Agreement (NLGMA) Proponent Group, which consists of the Arizona Farm Bureau, California Farm Bureau, California Leafy Greens Marketing Agreement, Georgia Farm Bureau, Georgia Fruit & Vegetable Growers Association, Grower-Shipper Association of Central California, Leafy Greens Council, Produce Marketing Association, Texas Vegetable Association, United Fresh Produce Association, and Western Growers, the Webinar will be held Wednesday, August 19, 2009 at 4:00 p.m. EDT, 1:00 p.m. PDT.

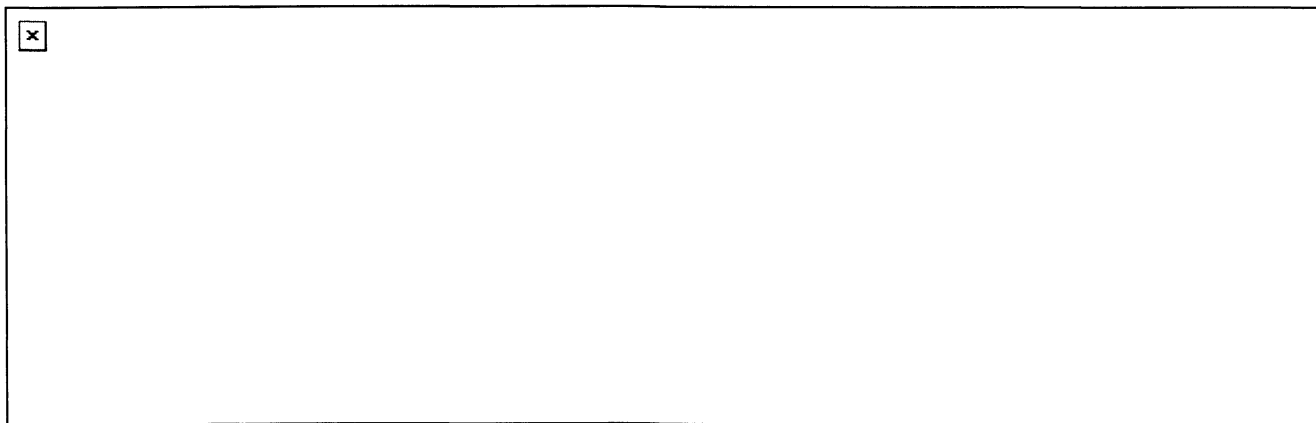
Register for the webinar at <https://nlgma.webex.com>.

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www.pma.com



Wendy Fink-Weber

From: PMA Government Relations & Public Affairs [PMA@pma.mmsend.com] on behalf of PMA Government Relations & Public Affairs [PMA@pma.com]
Sent: Friday, July 31, 2009 7:47 AM
To: Wendy Fink-Weber
Subject: PMA Issue Alert: FDA commodity-specific produce safety guidance; House food safety bill



To: All PMA members

From: Kathy Means, Vice President of Government Relations and Public Affairs

Re: FDA commodity-specific produce safety guidance; House food safety bill

Date: July 31, 2009

FDA issues food safety guidance for melons, leafy greens and tomatoes

Today the U.S. Food and Drug Administration proposed new commodity-specific food safety guidance for melons, leafy greens and tomatoes; the guidance covers the entire supply chain. In a call with industry leaders including PMA, FDA officials said the guidance is a step on the path to regulation in the next two years. PMA is pleased to see that the guidance documents reflect the substantial work already done by commodity groups over the past several years, as well as the numerous discussions the association has had with the agency.

The agency addressed the issue of how this new FDA guidance will work with other food safety programs, such as the proposed National Leafy Greens Marketing Agreement, reminding call participants that it has standard-setting authority for fresh produce. Agency representatives also pledged to work to ensure that standards it sets will be incorporated into national marketing agreements and other food safety program.

Michael R. Taylor, senior advisor to the FDA commissioner, also acknowledged Congress' ongoing deliberation of food safety legislation, noting the agency is proceeding with this guidance and rulemaking with an awareness of and anticipation that Congress will direct rulemaking and enforceable standards, specifically produce standards. (In other words, while this new guidance is not directly related to the pending congressional action, this effort will nonetheless be help fulfill any new federal food safety law that includes produce-specific standards.)

FDA is now accepting public comment on the proposed guidance for 90 days, after which the agency will issue final guidance. PMA will review the proposed guidance in detail and will prepare written comments to respond to FDA's call for feedback.

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GFVGA and OTHER PRODUCE ASSOCIATIONS PETITION USDA FOR A NATIONAL LEAFY GREENS MARKETING AGREEMENT

The Georgia Fruit and Vegetable Growers Association and a group of associations representing the leafy greens industry across the U.S. sent a letter to the U.S. Department of Agriculture (USDA) formally requesting the agency begin the process necessary to establish a national marketing agreement for leafy greens (NLGMA). A NLGMA would implement best practices and a corresponding verification program that could reduce the potential for microbial contamination in these crops.

"This marketing agreement is an excellent example of our fresh produce associations working together for the good of the industry," said Charles Hall, executive director of the Georgia Fruit and Vegetable Growers Association. Hall stated Georgia and southeastern growers were at first concerned this was a west coast driven initiative, however, he said, "The 'proposed agreement' guarantees all parties - growers, packers, handlers, manufactures and end-users - are at the table as we move forward to ensure the food safety of leafy greens for the consumer."

The proponent group comprised of the Produce Marketing Association, United Fresh Produce Association, Western Growers, Texas Fruit and Vegetable Association, Georgia Farm Bureau, Georgia Fruit and Vegetable Growers Association, Leafy Greens Council, Arizona Farm Bureau, California Farm Bureau and Grower-Shipper Association of Central California, has been in discussions with leafy greens growers, handlers, other trade associations and stakeholders throughout the country developing a draft leafy greens marketing agreement. The purpose of the NLGMA is to improve consumer confidence in leafy greens; enhance the quality of fresh leafy green vegetable products through the application of good agricultural practices; implement a uniform, auditable, science-based food quality enhancement program; provide for USDA validation and verification of program compliance and foster greater collaboration with local, state and federal regulators.

"A national marketing agreement would bring some much needed clarity and consistency to the myriad, often conflicting and occasionally confounding food safety requirements now being imposed on leafy greens producers," said Robert J. Whitaker, Ph.D., Chief Science Officer, Produce Marketing Association. "As a former producer myself, I know how much this focus would be appreciated by the producer community."

The leafy greens industry took immediate action following the E. coli outbreak associated with spinach in 2006 developing and implementing the California Leafy Greens Producers Marketing Agreement within six months of the outbreak. Ninety-nine percent of all handlers participate in the program. They are assessed a per carton fee which is paid to the state department of agriculture which employs USDA-certified inspectors/auditors. The program is administered by a nonprofit organization under state government oversight. A similar program is also now in place in Arizona. The two agreements account for about 90 percent of the nation's leafy greens production.

"We are pleased this process is now at a stage that allows stakeholders from across the country to provide comments and recommendations on how best to develop a national leafy greens marketing agreement that can provide a strong science based framework to improve

the quality of U.S. and imported leafy green products," said Robert Guenther, Senior V.P. of Public Policy for United Fresh Produce.

The USDA will review the request and publish a Notice of Hearing in the Federal Register announcing the request, solicit input from stakeholders and schedule public hearing dates.

"This is really the first step in the process for USDA to commence the formal development of a national leafy greens marketing agreement that will enhance the preventative steps on the farm aimed at increasing the safety of leafy green vegetables," said Western Growers Vice President of Strategic Planning, Science and Technology Hank Giclas. "A national leafy greens marketing agreement marries the talent and expertise of industry, academic and regulatory stakeholders in a union committed to the common goal of high quality safe leafy greens for the consumer."

A draft agreement is ready for comment and review from all stakeholders at www.nlgma.org. This web site will provide additional information to all interested parties including the proponent letter to the USDA.

For more information, you may contact the GFVGA office at 1-877-99GFVGA or email Charles Hall at chall@asginfo.net.

#

Paul Simonds

Subject: FW: NLGMA Webinar Registration Update
Attachments: Registration Report August 14 1130.xlt

Webinar on the

National Leafy Green Marketing Agreement

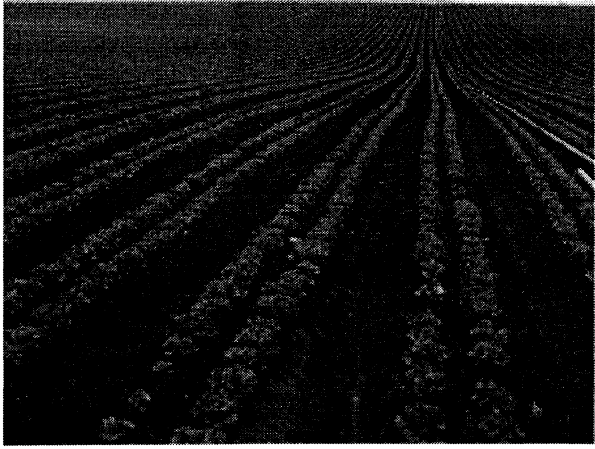
Please join this free, 1-hour webinar
Today, August 19, at 4 p.m.
Registration information is below

moderated by
Charles Hall, Exec. Director
Georgia Fruit and Vegetable Growers Association

Beth Bland
bbland@asginfo.net
Program Coordinator
Georgia Fruit and Vegetable Growers Association
(Ofc) 1-877-994-3842
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=====
Individuals can sign-up at <https://nlgma.webex.com>.

NLGMA Webinar • Wednesday, August 19, 2009 • 4 p.m. EDT, 1 p.m. PDT



The National Leafy Greens Marketing Agreement (NLGMA) Proponent Group is hosting a free, one-hour, informational Webinar Wednesday, August 19, at 1 p.m. PDT. Members of the proponent group will discuss the purpose and components of the NLGMA, how a NLGMA would be established and how the NLGMA applies to food safety legislation. Time will be set aside to address questions from the attendees.

The NLGMA Proponent Group is comprised of the **Arizona Farm Bureau, California Farm Bureau, California Leafy Greens Marketing Agreement, Georgia Farm Bureau, Georgia Fruit & Vegetable Growers Association, Grower-Shipper Association of Central California, Leafy Greens Council, Produce Marketing Association, Texas Vegetable Association, United Fresh Produce Association and Western Growers.**

Register for the webinar at

Charles

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Wendy Fink-Weber

From: Matt McInerney
Sent: Friday, August 14, 2009 2:35 PM
To: Hank Giclas
Cc: Wendy Fink-Weber; Paul Simonds
Subject: FW: The FFVA Voice - 8-14-09

FFVA announces the webinar for the 19th.

Matthew M. McInerney
Executive Vice President
Western Growers
949-863-1000
949-863-9028 fax
949-885-2263 direct line
949-809-6263 direct fax

From: FFVA Communications [mailto:information@ffva.com]
Sent: Friday, August 14, 2009 12:02 PM
To: Matt McInerney
Subject: The FFVA Voice - 8-14-09

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August 14, 2009

USDA ANNOUNCES SIGNUP PERIOD FOR NEW FARM BILL PROGRAM

USDA's Natural Resources Conservation Service recently announced nearly \$58 million for water conservation and water quality improvements on agricultural working lands. The funding was made available for 63 projects in 21 states through the Agricultural Water Enhancement Program.

Florida has two projects approved for \$1.75 million. One project, with the Southwest Florida Water Management District, is approved at \$1 million; the second was funded at \$750,000 with the Suwannee River

FFVA

- > [USDA ANNOUNCES SIGNUP PERIOD FOR NEW FARM BILL PROGRAM](#)
- > [INCREASE IN FARM EXPENDITURES SLOWS](#)
- > [NATIONAL SIGNUP BEGINS FOR CONSERVATION STEWARDSHIP PROGRAM](#)
- > [VOLIUM FLEX RECEIVES LABEL EXPANSION FOR VEGETABLES](#)
- > [WEBINAR TO EXPLAIN LEAFY GREENS MARKETING AGREEMENT](#)

Partnership.

› [NORTH FLORIDA FIELD DAY SET FOR SEPT. 19](#)

If you are a producer in portions of Charlotte, Desoto, Manatee, Hardee, Polk, Hillsborough, Sarasota or Highlands counties, you may be eligible for the SWFWMD project. You may apply for the Suwannee River Partnership project if you are in portions of Jefferson, Taylor, Lafayette, Suwannee, Columbia, Union, Bradford, Alachua, Gilchrist, Levy, Dixie, Madison or Hamilton counties.

Interested agriculture producers may sign up at their local NRCS field office. The signup deadline is Aug. 17.

Florida Fruit & Vegetable Association

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 19th Florida Annual Convention

INCREASE IN FARM EXPENDITURES SLOWS

U.S. farm production expenditures totaled \$307 billion in 2008, according to a report released by USDA's National Agricultural Statistics Service. Total farm expenditures for 2008 rose 8.3 percent from 2007's total of \$284 billion – a slower increase than the previous year.

The NASS expenditures report shows that the largest increases per farm were feed, up \$2,325; fertilizer, lime and soil conditioners, up \$2,208; tractors and self-propelled machinery, up \$1,286; and rent, up \$1,252. All other average increases were less than \$1,200 per farm. For more information, visit the [NASS web site](#).

NATIONAL SIGNUP BEGINS FOR CONSERVATION STEWARDSHIP PROGRAM

USDA has begun continuous signup for the new Conservation Stewardship Program, with the first signup period cutoff scheduled for Sept. 30. CSP is a voluntary program that encourages agricultural and forestry producers to maintain existing conservation activities and adopt additional ones on their operations. For information about CSP, including eligibility requirements, producers should visit the [Natural Resources Conservation Service's web site](#) or visit their local NRCS field office.

VOLIUM FLEX RECEIVES LABEL EXPANSION FOR VEGETABLES

Syngenta Crop Protection announced that the U.S. Environmental Protection Agency approved a label expansion for Voliam Flexi™ insecticide. Voliam Flexi is now approved for use on vegetables including brassica, cucurbit, fruiting and leafy vegetables. It is already registered for use on potatoes, pome fruit, stone fruit and grapes. State registrations or specific crop and/or pest uses may still be pending in certain states. Syngenta urges producers to check with their state regulatory agency to determine registration status.

WEBINAR TO EXPLAIN LEAFY GREENS MARKETING AGREEMENT

Industry members interested in learning more about a proposed National Leafy Greens Marketing Agreement may attend a free one-hour webinar that will discuss the purpose and components of the NLGMA, how it would be established, and how it would apply to food safety legislation.

It is being hosted by the National Leafy Greens Marketing Agreement

Proponent Group, which consists of the Arizona Farm Bureau, California Farm Bureau, California Leafy Greens Marketing Agreement, Georgia Farm Bureau, Georgia Fruit & Vegetable Growers Association, Grower-Shipper Association of Central California, Leafy Greens Council, Produce Marketing Association, Texas Vegetable Association, United Fresh Produce Association, and Western Growers. The webinar will be held at 4 p.m. Aug. 19. Those interested may [register online here](#).

NORTH FLORIDA FIELD DAY SET FOR SEPT. 19

The University of Florida/IFAS/North Florida Research and Education Center will host its 2009 Fall Field Day Sept. 19. The event is for professionals and non-professionals alike who are interested in gardening, landscape, farming and the quality of life in North Florida. NFREC field days provide the most current research information on agricultural practices and highlight the importance of agriculture to North Floridians and surrounding areas. For more information, contact Vicky Morris at (850) 875-7115 or e-mail vpmorris@ufl.edu.



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