

Public Policy

- ✓ Contributed to positive changes in the H-2A Program through roundtable discussions with USDA Secretary Sonny Purdue, politicians, and Colorado produce growers
- ✓ Advocated for Colorado growers with Colorado legislators
- ✓ Represented Colorado produce before U.S. Congress and federal agencies in Washington, D.C.
- ✓ Supported farm labor advocacy by sponsoring and promoting the Colorado Agriculture and Farm Labor Summit
- ✓ Participated as a member of Colorado Ag Water Alliance



CFVGA brings the produce industry together for fraternal, educational and commercial opportunities. Additionally, it creates an advocacy forum to more effectively have a voice in local state and federal discussions. Working together we are more likely to develop good policy and effectively communicate the value of the Colorado produce industry to both voters and consumers."

Bruce Talbott, Talbott's Mountain Gold, Palisade, Colorado



- ✓ Supported produce growers at events across the state, including Colorado Potato Festival, Potato Day, Southern Rocky Mountain Ag Conference, Western Colorado Horticulture Society's Annual Conference and other events

Events & Education

- ✓ Provided education & networking opportunities at CFVGA annual conference attended by nearly 300 growers, buyers, and industry professionals
- ✓ Hosted grower/buyer networking session to help secure grower markets
- ✓ Enabled Colorado growers to meet Produce Safety Rule Food Safety Modernization Act through training, webinars and on-farm readiness reviews

- ✓ Provided learning opportunities for Colorado growers, including risk management, soil health, maximizing irrigation, and Food Safety Modernization Act compliance at the Colorado Farm Show.

Colorado Produce Promotion

- ✓ Promoted Colorado produce at Produce Marketing Association's Fresh Summit, attended by more than 20,000 buyers and produce industry personnel from throughout the world



"As a young operation, learning everything that is involved in vegetable growing is daunting. Previous experience in commodity growing did not prepare us for the complexity of growing

fresh direct-to-consumer produce. Being a member of CFVGA has provided a wealth of information, from labor resources, to business connections we would not have been able to make on our own. Our customer base has grown from interaction with the CFVGA and their conferences. They also provide representation for all sizes of operations at a local and state level, protecting farming and giving a voice that would not otherwise be heard."

Derrick Hoffman, Hoffman Family Farms, Greeley, Colorado

- ✓ Promoted Colorado produce by distributing the Colorado produce harvest calendar, as well as in traditional media channels social media. Instagram followers and "impressions" more than doubled in 2019.

- ✓ Promoted Colorado produce to more than 1800 consumers during Slow Food Nation's Taste Marketplace

- ✓ Reached approximately 110,000 Colorado consumers with promotional advertisement in the Farm Fresh Directory



- ✓ Promoted consumption of Colorado produce to 1,794 elementary classrooms by cosponsoring the Colorado Foundation for Agriculture's Colorado Reader-Produce Edition

Resources to Assist Growers

- ✓ Provided over 140 web-based resources to help grower members be more efficient and informed business operators
- ✓ Communicated buyer produce requests to member growers
- ✓ Produced and promoted directories showcasing grower production for buyers and allied member goods and services for growers
- ✓ Hosted tech pitch to introduce Colorado produce industry to new production technologies

