



For Immediate Release

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SE Regional Returns to Savannah for 2019 Educational Conference & Trade Show

The SE Regional Fruit and Vegetable Conference returns to Savannah, Ga. this January 9-12, 2020. In 2019, the educational event and trade show hosted more than 3,300 attendees and 290 vendor companies.

“This conference has become the ‘premier fruit and vegetable event’ in the southeast for growers to come and learn, network with other growers and find the latest in production practices, equipment, seed varieties, and pest management to make their operations more profitable,” said Georgia Fruit and Vegetable Growers Association (GFVGA) Executive Director Charles Hall. “We invite those in the business and those wanting to know more about the business of producing fruits and vegetables to come to SE Regional.”

Sponsored by GFVGA and the Georgia Peach Council (GPC) the conference will be held at the Savannah International Trade and Convention Center. The event features three days of educational workshops and seminars, a two-day trade show and several other evening networking opportunities.

During the three-day educational program, 70+ hours of concurrent, commodity specific seminars will be held, with topics spanning from pest management to marketing and business operations. Commodity conferences include peach, vegetable, Vidalia onion, watermelon, muscadine, blueberry, strawberry, blackberry, and raspberry. There are also sessions on business operations, food safety, roadside markets, organic production and new this year—precision ag technology.

“There are a number of new topics and speakers for the 2020 Conference,” said Beth Oleson, Director of Education and Food Safety for GFVGA. “We are hosting a blueberry mechanical harvester in-service training, co-locating with the NARBA Annual Conference, facilitating a mini labor forum, and adding the Precision Ag Technology Conference to cover all the new technology, robotics and mechanization going on in the industry.” Oleson said she believes these will be valuable additions to the current educational offerings and expects high participation.

The 2020 trade show will offer a varied assembly of produce industry vendors and suppliers. Hailed as one of the most valuable networking events of the year, the SE Regional trade show provides attendees with the opportunity to compare products, talk with industry

representatives, observe demonstrations, network with other growers and learn about the latest in fresh produce technology.

Other special events during the conference help facilitate networking and personal connections. These include a Friday night reception and live auction on the trade show floor, an awards program on Saturday morning and an Industry Round Table on Sunday to close the conference. The round table session serves as a forum for discussion for growers and suppliers to talk about issues affecting the industry. This discussion helps align both the SCPC and the GFVGA leadership boards with priorities that shape their program of work for the upcoming year.

For more information on hotels, educational sessions or to register for the 2019 SE Regional Fruit and Vegetable Conference, visit www.seregionalconference.org or call 877-994-3842. Take advantage of early bird discounts by registering before December 9, 2019.

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About GFVGA

The Georgia Fruit and Vegetable Growers Association is a trade association representing farmers producing fruits and vegetables in the southeastern United States. The organization provides a viable and united voice to represent the industry. Through support for educational programs, agricultural research, member services and marketing activities GFVGA encourages efficient, cost effective production for growers and increased consumption by consumers.

GFVGA is managed by Association Services Group, a professional management firm with offices in LaGrange, GA, and is accredited by the Association Management Company Institute.

The Georgia Peach Council is an association of growers, packers, researchers, allied industry, and produce buyers who seek to protect and advance the production and marketing of peaches in Georgia.