



Tennessee Fruit and Vegetable Grower's Newsletter

March 2010

"The TFVA meeting in conjunction with "THE" (Tennessee Horticultural Expo) held at the Airport Marriott in Jan. was a huge success for all organizations involved. We had more people as well as more vendors than ever. Seminars and break out sessions offered more variability than ever before due to the diversity of the groups assembled in one location." -- James Beale TFVA President

Have you visited www.TFVA.org?

Reminder: 2010 membership dues are past due if not already paid. Email Betty at coningfarm@att.net

Your email addresses are needed!!

Technology has offered an inexpensive way for people to communicate through email. Soon this newsletter will be sent through **EMAIL ONLY** to save on costs of postage and printing. If you would like to continue to receive this email, please send your email addresses to: Tiffany Howard at toward@tbf.com

WEBSITE: The Tennessee Fruit and Vegetable Growers Association has an attractive website for all to see. Have you visited it lately? TFVA is looking to expand this site and would like your input. We will be using the website to archive old newsletters, post news information and other activities. TFVA would like to hear about what you would like to see in place on this site. Please check it out and feel free to offer your feedback. Remember, it is in place for its members so your opinion definitely matters.

The next addition to the TFVA website: It has been recommended that a link be added to the TFVA website to list items intended to be sold. These would be items that other fruit and vegetable producers would be interested in viewing. This would be similar to "classifieds type section". To post your item(s) for sale (equipment, materials etc.) please email your listing to toward@tbf.com.

Join us for our next webcast event March 24th at 2 pm EST. It's Free! With PTI Milestones 4 and 5 only a few months away, our industry is readying for case level barcode tagging. Or is it? Learn about the challenges facing fresh produce suppliers and their retail customers. Attend the roundtable webcast and learn about:

- How buyers plan to implement their side of the PTI effort
- How far buyers and sellers have progressed, and if they think they'll be ready for Q3, 2010
- What buyers and sellers wish would happen next
- How buyers and sellers think the PTI's authors can further help the industry
- How buyers and sellers can help each other meet the next deadlines
- Whether shippers understand the PTI requirements and if they've assigned appropriate GTINs
- Whether retailers understand their role in the Initiative and if they are getting GTIN lists from suppliers in formats they can use

To sign up visit <http://thepacker.com> and click on the WEBCASTS link.

We Asked; We Listened; We Learned! Next year's convention will have **more** of what you requested: Farmer mentoring options for the young as well as the young in the field; more electronic media education (email, website, spreadsheets, web searching, Facebook, Blogs, Skype, Twitter, etc.); farmer to farmer sharing of what works, and what doesn't; New innovative technology advances; Food Safety; as well as marketing innovations. We will again share our meeting with multiple groups! Plan now to be with us Jan 2011 at the Airport Marriott.