



Atlantic Coast Agricultural Convention & Trade Show
and the
2012 Annual State Agricultural Convention
sponsored by
The Vegetable Growers Association of New Jersey,
the New Jersey Blueberry Association and the
New Jersey Department of Agriculture
January 16-19, 2012
Trump Taj Mahal



November 1, 2011

Dear Friend of Agriculture:

Planning for the 2012 Annual State Agricultural Convention is well underway. We are happy to inform you that this year, the State Agricultural Convention is partnering with the Atlantic Coast Agricultural Convention and Trade Show, the former Vegetable Growers Convention. We expect that this partnership will offer more opportunities for delegates and guests to learn about issues and the latest technologies, agricultural practices and opportunities throughout the industry.

If you are attending the 2012 State Agricultural Convention, please feel free to come on Tuesday and attend both the trade show and the educational sessions. If you are attending the Atlantic Coast Convention, please feel free to attend the State Convention sessions as well.

The trade show and VGA educational sessions will open on Tuesday, January 17th at the Taj Mahal in Atlantic City, New Jersey. The show will feature exhibits and displays from many of the industry's suppliers and business associates. The Vegetable Growers will also be offering a wide variety of educational sessions on topics ranging from growing crops to food safety, from the latest ideas in agricultural practices to pest problems, from wildlife management to clean water and endangered species.

The 2012 State Agricultural Convention will open with its regular business session on Wednesday, January 18th and continue on Thursday January 19th, 2012. As in the past, the meeting will focus on developing and setting a policy agenda for the industry over the coming year through the resolutions process. The listening sessions, during which members of the agricultural industry can provide on-the-ground experiences and ideas for policy which then will have positive impacts on the industry, will also be an important part of the convention. This year's listening sessions will address succession planning for your farm, risk management and crop insurance, marketing via social media and farmland preservation.

Please read the following information carefully and complete the forms as indicated. Reservations are required for all convention meals. Because the convention will be happening only two weeks after the holiday season, we are asking you to **please return the meal reservation form no later than December 30th**. No money will be refunded for any reason after January 6, 2012.

If you are not a member of the VGA-NJ but wish to become one, use the enclosed form to enroll and receive two admissions to the Convention. This form can also be used to purchase one-day passes for the event.

If you want to reserve a room at the Taj Mahal, call **1-800-825-8888**. To be guaranteed the discount rate of \$67 for a single or double room, you should use the **Group Code AVEG12**. Room reservations must be made directly with the hotel by **December 30, 2011**.

We hope that you will come and participate at the convention, particularly at the sessions that impact your operation. For additional convention information including registration, a farm photo contest and event schedule, please visit www.njveggies.org/convention.htm.

Sincerely,

Joan M. Elliott
Convention Coordinator

Rocco D. DiGerolamo
Convention Coordinator

Enclosures