

MID-ATLANTIC

fruit & vegetable convention



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2021 Mid-Atlantic Fruit and Vegetable Convention to Go Virtual

The 2021 Mid-Atlantic Fruit and Vegetable Convention will be held virtually during the week of February 8, 2021. Normally over 2,400 fruit, vegetable, and berry growers and other industry personnel from throughout the mid-Atlantic region and beyond gather at the Hershey Lodge each year for what has become one of the premier grower meetings on the East Coast. Since a normal in-person meeting will not be feasible this year due to the coronavirus pandemic restrictions, the Convention Joint Committee has voted to move to a virtual format for the first time.

Plans are being made to offer exceptional educational sessions on a full-range of topics in tree fruit, vegetable, small fruit, and potato production plus retail and wholesale marketing. A special session will also be presented in Spanish for Spanish-speaking industry members. The virtual event will also feature a trade show component allowing participants to “visit” with exhibitors. More detailed plans will be announced in the coming weeks.

The Mid-Atlantic Convention has been jointly sponsored by the State Horticultural Association of Pennsylvania, the Pennsylvania Vegetable Growers Association, the Maryland State Horticultural Society and the New Jersey State Horticultural Society for the past 43 years making this year’s Convention the 44th meeting. In 2014, the Virginia State Horticultural Society also began meeting at the Convention. Penn State Extension, University of Maryland Extension, Rutgers Cooperative Extension, and Virginia Cooperative Extension all assist in organizing the educational sessions.

For further information and updates, go to www.njshs.org or call Greg Donaldson 908-296-1604