

**VIRGINIA BERRY GROWERS**



**Virginia Berry Growers  
Conference  
March 2014**



# Introduction



- Berry Conference 2012 participants voted to create a Virginia berry growers association.
- Berry Conference 2013 we signed up 28 members
- The VBGA was asked to send letters of support for 3 separate research proposal
- Developed a VBGA website, being demonstrated here today



# Primary Benefits



- Educate members
- Educate consumers
- Promote high quality products
- Provide programs that improve the berry industry of Virginia
- Create a forum for exchange of ideas between growers, consumers, and supporters
- Create a network of berry growers to facilitate sharing of growing materials.



# Primary Benefits



- **Recommend and encourage research to solve berry production problems**
- **Work with growers and organizations to identify best practices that are applicable to Berry Growers.**
- **Provide venue for collaboration with academic researchers, VA Cooperative Extension, and other State and Federal organizations**



# 2014 VBGA FOCUS



- Continue process of making useful information available to members/growers
- Engage members to seek ideas on those areas of most interest
- Understand what the VA market looks like today and identify potential areas for enhancement
- GOAL: Increase VA growers market, Increase Production, Ensure Quality, and Educate Consumers



# HOW YOU CAN HELP



- Review VBGA information and talk to a Director
- Handouts of By-Laws and Articles of Incorporation available
- Membership Applications

**Become an Active Member**

**Become an Officer**

**Become a Director**