



VEGETABLE NEWS *and* VIEWS
FROM THE MICHIGAN VEGETABLE COUNCIL

SERVING THE
VEGETABLE
INDUSTRY



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THE MICHIGAN VEGETABLE COUNCIL, INC.

2020 ANNUAL MEETING

The Annual Meeting of MVC has traditionally been held on the Wednesday of GL Expo in Grand Rapids. This year the annual meeting will still be held during the GL Expo, but it will be at 7pm on Tuesday December 8. The meeting will be held virtually online in one of the Expo's Zoom rooms. The details on how to connect to the meeting will be available at michiganvegetablecouncil.org. The board meeting is open to anyone to attend. It usually lasts under 1 hour in length.

2020 GREAT LAKES FRUIT, VEGETABLE, AND FARM MARKET EXPO

IS GOING VIRTUAL DEC 8-10
REGISTRATION OPENS NOV 2 (GLEXPO.COM)

You receive this newsletter twice a year because you are a member of the Michigan Vegetable Council for this year. When you attend the Great Lakes Fruit, Vegetable and Farm Market Expo (GL Expo) if you identify yourself as a vegetable grower then your registration makes you a member of The Michigan Vegetable Council for the year.

MVC COMMUNICATIONS

No one likes too many emails. Therefore, please see if you can work these into your bookmarks, LIKES and FOLLOWS. The MVC keeps a webpage at <https://michiganvegetablecouncil.org>. The MVC also has a small presence on Facebook and Twitter. I might post something on Twitter that I think needs broadcast to MVC members. I try to post a photo or two when I am out and

about for the council. @michvegouncil gets you to the right location on both Facebook and Twitter. Not having our own marketing division, we help out with the Michigan Agriculture Council <https://michiangrown.org/> (Michigan Grown Michigan Great) Matt DeBlouw is one of our board members. He works for Mike Pirrone Produce. Matt was nice enough to allow the Michigan Ag Council to

produce a short video about his farm for the Michigan Grown Michigan Great Campaign. The video hit the normal social media sites. The YouTube video has received over 11,000 views in a month. That's pretty good for free advertising. Check out: <https://www.youtube.com/user/MichiganAgCouncil/> videos and watch the Straight From the Source videos "Mike Pirrone Produce" or "Andy T's Farm Market"

FRUIT + VEGETABLE 40 UNDER FORTY
— AT EXPO FOR 2020 —

The Fruit Grower News and Vegetable Grower News proudly present awards to those under 40 who are leaders in the fruit and vegetable industries. The award ceremony will be in LIVE on Zoom, at 4:30pm, on Tuesday Dec 8. Get details at: <https://vegetablegrowersnews.com/40under40/>



MSU CENTER FOR REGIONAL FOOD SYSTEMS AND THE MICHIGAN GOOD FOOD FUND ARE PUTTING TOGETHER: LOAN PREPARATION FOR NEW AND BEGINNING FARMERS - ONLINE SERIES

Are you new to the world of lending? Is the idea of taking out a loan for your new farm business a bit intimidating? Loans are an important tool for growing any business and if approached with the right groundwork, can be a beneficial part of your business development. This series will prepare new and beginning farmers with the tools needed to approach a lender. A kickoff session on December 7th plus three-monthly sessions will spotlight representatives from each of the three popular lenders for farmers. Check out more details as they arrive at: www.MIGoodFoodFund.org

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CORONAVIRUS FOOD ASSISTANCE
PROGRAM 2 (CFAP 2)

The Great Lakes Vegetable Producer's Network put together a special episode regarding CFAP 2 Ben Werling and Florencia Colella interview Benita Meekhof, from the Farm Service Agency about CFAP 2, the renewed and modified

COVID-19 support program that specialty crop growers definitely need to check out. <https://www.glveg.net/listen> "CFAP 2, Money for You" Visit farmers.gov/cfap/specialty, call your FSA office, and apply by December 11!

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MICHIGAN VEGETABLE COUNCIL FUNDED RESEARCH GRANTS

The Michigan Vegetable Council (MVC) had two Specialty Crop Block Grants (SCBG) with MSU that wrapped up on September 30, 2020. MVC received its most recent SCBG this year. The new grant with MSU is: "Strategies are Needed to Protect Michigan's Cucurbits from Fungicide Resistant Downy Mildew", with Dr Mary Hausbeck's lab.

Other 2020 research grants funded by the Michigan Vegetable Council:

"Finding solutions to managing above threshold populations of the

root-knot nematode, *Meloidogyne hapla*, in parsnip (cv. Panorama)" proposal of Dr. Marisol Quintanilla.

"Assessment of distribution and augmentative releases of *T. japonicus*, a novel parasitoid of brown marmorated stink bug in Michigan." proposal of Dr. Marianna Szucs.

"Survey of weed resistance in weeds of vegetable crops." proposal of Dr. Sushila Chaudhari. Dr. Chaudhari has taken on the role that was previously filled by Dr. Bernie Zandstra, prior to his retirement.

MVC Research Grant Funds Provided

	Years	Future Grant Commitments	Dollars Granted
Research Grants (SCBG, GREEN, others)	2002-2019		\$1,336,941
Research Grants (SCBG, others)	2020		\$186,766
Research Grants (SCBG)	2020-2022	\$91,577	
Grant Totals	2002-2020	\$91,577	\$1,523,707

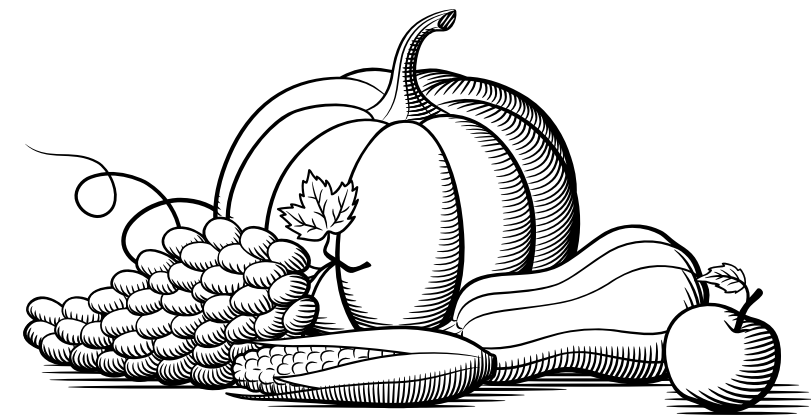
MVC Scholarships

Years	Number of Scholarships	Dollars Given
2001-2018	99	\$117,800
2019	6	\$9,000
Scholarship Totals 2001-2019	105	\$126,800

2020 GREAT LAKES FRUIT, VEGETABLE, AND FARM MARKET EXPO

INCLUDING THE MICHIGAN GREENHOUSE
GROWERS EXPO

VIRTUAL EVENT - DECEMBER 8-10, 2020



TRADE SHOW

Over 100 vendors, live interaction with vendors. Exhibit hall scavenger hunt with prizes awarded.

EDUCATION SESSIONS (**KNOWLEDGE IS POWER**)

Over 100 education sessions in one hour segments to allow for credits for one hour of viewing. Fruit, Vegetable, Farm Market, and Greenhouse topics. Ag labor sessions New in 2020, hemp. Organic sessions. Beginning Farmer evening series. A session "La Cosecha" presented in Spanish.

AND MORE

Welcome and Closing sessions, Industry 40 Under 40 Award Ceremony, Genius bars for getting experts to answer your question, Industry networking events, a morning prayer breakfast session, academic posters.



Let's make the 2020 Expo a success so that in 2021 we can show our support back at the Amway and Devos Place and enjoy the vibrant city of Grand Rapids.

2020 REGISTRATION OPENS NOVEMBER 2

Go to glexpo.com. \$40 per attendee. It would make a great early Christmas present.