



New Jersey Agricultural Convention & Trade Show
and the
2020 Annual State Agricultural Convention
coordinated by
the Vegetable Growers Association of New Jersey,
New Jersey Department of Agriculture,
New Jersey Blueberry Growers Association,
Garden State Wine Growers Association and the
New Jersey Agriculture Experiment Station, Rutgers University
February 4-6, 2020
Harrah's Resort & Waterfront Conference Center



December 2, 2019

Dear Friend of Agriculture:

Planning for the 2020 Annual State Agricultural Convention and the New Jersey Agricultural Convention and Trade Show is well underway. This partnership offers 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 2020 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 New Jersey Agricultural Convention & Trade Show, please feel free to attend the State Convention sessions as well.

The trade show and VGA educational sessions will open on Tuesday, February 4, at the Harrah's Resort & Waterfront Conference Center in Atlantic City, New Jersey. The show will feature exhibits and displays from many of the industry's suppliers and business associates. In addition, a wide variety of educational sessions on topics ranging from growing crops to food safety, from the latest ideas in agricultural practices to direct marketing/agritourism and much more will be offered. Please make it a point to visit each of the trade show exhibitors.

The 2020 State Agricultural Convention will open with its regular business session on Wednesday, February 5 and continue on Thursday, February 6, 2020. 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, as well as presentations, are also an important part of the convention. This year's sessions will highlight updates on the Hemp program, fire inspections and wastewater; Carbon Trading and a Beer, Wine, Spirits & Farmers - Chef/Restaurant Panel discussion. In addition, we will hold a joint session with the Vegetable Growers Association featuring an Aggregator Panel for sourcing New Jersey Produce.

Please read the following information carefully and complete the forms as indicated. Reservations are required for all convention meals. **Please return the meal reservation form no later than January 20.** No money will be refunded for any reason after January 24, 2020.

If you want to reserve a room at Harrah's Resort, please call the Reservation Center at 1-888-516-2215. To be guaranteed the discount rate, indicate that you are with the **NJ Vegetable Growers Association** and use the **Group Code SH02VG0**. The room rates for convention attendees are \$70 per night/per room for the Marina Tower and \$79 per night/per room for the Waterfront Tower. These rates cover single and double occupancy and do not include applicable taxes, resort fees and parking fees. Reservations can also be made online at <https://book.passkey.com/go/SH02VG0>. To ensure that you get the group rate, room reservations must be made by **January 10, 2020**.

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 and event schedule, please visit www.nj.gov/agriculture or www.njveggies.org.

Sincerely,

Nancy B. Wood
NJDA Convention Coordinator

Rocco D. DiGerolamo
VGANJ Convention Coordinator