

GEORGIA AGRICULTURAL COMMODITY COMMISSION FOR VEGETABLES



EDUCATION

Bringing the latest developments to Georgia vegetable growers – working with government and industry to provide products and services.



RESEARCH

Developing new technology in production, harvesting and packaging for Georgia vegetable growers.



PROMOTION AND MARKETING

Georgia vegetables to consumers, retailers and chefs.

Vegetables are one of the few major commodities in Georgia without a Commission and Marketing Order. In 2006, the farm gate value of Georgia's vegetables was estimated to be over \$717 million dollars (excluding watermelons and Vidalia onions). As the industry continues to grow with traditional vegetables and other specialty crops, the need for new research, producer education and consumer marketing is critical.

A Marketing Order is a farmer funded, self help program. It allows growers, producers, and shippers to place an assessment on themselves to generate funds for:

- **Research** to enhance Georgia's vegetable production and packaging practices
- **Education** to inform growers on the latest techniques for Georgia vegetables and to assist growers with industry and government issues
- **Promotion and Marketing** Georgia vegetables to consumers, retailers and food service

The assessment is only for producers with 50 acres or more of total annual production of the affected vegetables. Producers with less than 50 acres of total annual production of the affected vegetables will not pay the assessment.

The vegetables to be included in this Marketing Order include:

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|----------------------|---------------------|---|
| ▪ Beans | ▪ Cucumber | ▪ Greens including collards, turnip greens, mustard and kale |
| ▪ Bell Pepper | ▪ Sweet Corn | ▪ Squash including yellow, zucchini and winter squash |
| ▪ Cabbage | ▪ Tomato | |

The assessment will be 1¢ per marketing unit. The marketing units are defined as one (1) bushel unit for Beans, Bell Pepper, Cabbage, Cucumber, and Squash *including yellow, zucchini and winter squash*. Greens will be assessed on a 24-count unit, Sweet Corn will be assessed on a 46-52 ear unit, and Tomato will be assessed on a 25 pound unit.

Commissioners for the Georgia Agricultural Commodity Commission for Vegetables are:

Bo Herndon, Chairman
Lyons, GA

Felton Coggins, Vice Chairman
Lake Park, GA

Jim Gillespie
Rabun Gap, GA

Richard (Dick) Minor
Andersonville, GA

Greg Murray
Bainbridge, GA

A Public Hearing for the Vegetable Commission will be Thursday, January 10, 2008 at 3 p.m. It will be held at the Savannah International Trade and Convention Center in Savannah, GA in conjunction with the Southeast Regional Fruit and Vegetable Conference. After the Public Hearing, every affected producer will vote on the Marketing Order. The Marketing Order must be approved by two-thirds of those voting.

Educational meetings will be held throughout the state in the following cities. For specific location information in your area, call or email Beth Bland at toll free 1-877-994-3842 or bbland@asginfo.net.

November 26, 6 PM, Americus
November 27, Noon, Camilla
November 27, 6 PM, Bainbridge
November 28, Noon, Quitman
November 29, 6 PM, Tifton

**December 3, GA Farm Bureau
Convention, Jekyll Island**
December 4, 6 PM, Douglas
December 5, Noon, Vidalia

These meetings are co-hosted by the Georgia Department of Agriculture, Georgia Farm Bureau and the Georgia Fruit and Vegetable Growers Association. For more information, please contact:

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