

National Leafy Greens Marketing Agreement

Communication, Education & Outreach



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SUMMARY OF INDUSTRY OUTREACH

The National Leafy Greens Marketing Agreement (NLGMA) Proponent Group, which includes: Arizona Farm Bureau, California Farm Bureau, California Leafy Greens Marketing Agreement, Georgia Farm Bureau, Georgia Fruit and Vegetable Growers Association, Grower-Shipper Association of Central California, Imperial Valley Vegetable Growers Association, Leafy Greens Council, Produce Marketing Association, Texas Vegetable Association, United Fresh Produce Association and Western Growers, has been educating industry stakeholders about the proposed NLGMA throughout 2009. Herein is a compilation of that effort.

- The proponent group issued a press release June 8, 2009 announcing it had petitioned USDA to implement the NLGMA. (see section one of Communication-Education Outreach)
- Press coverage of the NLGMA included articles in the *Farm Press*, *Bakersfield Californian*, *The Packer*, *N.Y. Times* and others (see section one of Communication-Education Outreach)
- The NLGMA Proponent Group developed a Web site, which has hosted more than 1,000 visitors, nationwide, since July 21, 2009. (see section two of Communication-Education Outreach)
- The NLGMA Proponent Group hosted a Webinar on June 17, explaining the purpose of the proposed NLGMA and answering questions from the attendees. More than 230 people logged on and participated in the Webinar. (see section three of Communication-Education Outreach)
- Members of the proponent group have been communicating with their constituents about the particulars and process of the proposed NLGMA – copies of articles that ran in *Western Growers'* *Western Grower and Shipper Magazine*, *Western Growers' Spotlight*, *United Fresh Produce Association's Inside United Fresh*, *Produce Marketing Association's Headline News* and articles from the *Florida Fruit and Vegetable Association* and *The Georgia Fruit and Vegetable Association's* member communiqués are included in section four of Communication-Education Outreach.

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