

FOR IMMEDIATE RELEASE

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YUBA CITY, CA, July 27, 2012 – Demand for agricultural land, inputs and certain specialty crops is heating up. Farmers are facing unprecedented opportunities and risks. What impact is the emerging middle class in Asia having on the price of inputs such as fertilizer, spray materials, and equipment costs, and the record prices for certain nut crops? Are you wondering what the future holds for specialty crops in foreign markets? What food safety standards can you employ to maintain strong market value?

Join the Prune Bargaining Association August 8, 2012 as it hosts an educational workshop for local prune, walnut, almond, and other specialty crop producers, in coordination with the USDA Risk Management Agency and the Butte County Farm Bureau.

Increasing global demand for California specialty crops is already impacting area growers, improving market demand, but also driving up costs and increasing risks. The ability to understand these markets to better negotiate contracts and pricing will be key to profitability of farming operations over the next several years.

This risk management workshop, which will be held at the Butte County Farm Bureau Office, 2580 Feather River Boulevard in Oroville, and will include presentations on the current market opportunities in Asia for specialty crops, along with workshops on how to negotiate better commodity contracts, fair commodity prices, and encourage strong food safety standards.

Event presenters will include Dave Westerholm of Universal Solvent, Terry Barton with Martec Consulting, John Field, of Walnut Bargaining Association, and Greg Thompson of Prune Bargaining Association.

The workshop is open to all specialty crop producers, board members of specialty crop groups and university students. Registration will begin at 8:30 a.m. and the program will run from 9 a.m.- 11:30 a.m. Refreshments and door prizes will be offered. There is no cost to attend.

To register for the conference or for more information, contact Greg Thompson at (530) 674-5636 or by email at greg@prunebargaining.com. This workshop is made possible in part through a cooperative partnership with the USDA Risk Management Agency.

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