



PRUNE BARGAINING ASSOCIATION

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FOR IMMEDIATE RELEASE

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YUBA CITY, February 10, 2013 – In an effort to build on the success of previous risk management education programs, Prune Bargaining Association (PBA) has partnered with the Oregon Grass Seed Bargaining Association (OGSBA) to educate specialty crop producers on risk management strategies related to financial tools, planning, and cooperative farm bargaining.

As a result, two training sessions for specialty crop growers are planned. The first presentation will take place at the OGSBA annual meeting February 22, at the Chemeketa Community College Viticulture Center.

Dave Westerholm, of Universal Solvent, who has presented at previous PBA workshops will address Oregon growers on The Seeds of Cohesion: Member Commitment and Recruitment as Risk Reduction Strategy for Seed Grass Growers. Additional speakers at the event include Jerry Wright, the CEO of the United Potato Growers Association.

A second, full day program for the grower leadership of the OGSBA is being put together for the week of March 18. Grower leaders will be trained in how to reach out to fellow growers, build trust, and increase participation of farmers in marketing and bargaining efforts.

“Cooperative farm bargaining is an important financial tool for farmers that is needed more than ever as global competition for resources results in increasing costs of production, and buyers attempt to pass their pressures down the supply chain to growers,” explains PBA General Manager Greg Thompson. “Even large growers are small in comparison to major agricultural buyers. We are reaching out to other bargaining groups to strengthen the participation of farmers in an important risk management tool—that of forming groups and working together to solve problems and achieve sustainable returns to producers.”

The presentation is made possible through a cooperative partnership with the USDA Risk Management Agency.

