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FFVA Launches Leadership Development Program

MAITLAND, Fla. (June 27, 2011) – The Florida Fruit & Vegetable Association (FFVA) is launching a new program to develop younger leaders within the organization, called the Emerging Leader Development Program.

“For Florida agriculture to continue to persevere into the future, a new generation of leaders has to be cultivated. We must recognize, nurture and empower these selected individuals through leadership development opportunities.” said Board of Directors Chairman Drew Duda.

The program has three objectives: to develop leaders who are prepared with a depth of knowledge of the many issues facing agriculture and provide them with the education and tools to deal with these issues; to better prepare younger leaders so they can improve the sustainability and economic viability of specialty crop agriculture; and to improve the grassroots engagement and involvement in FFVA and other industry organizations.

“The FFVA Emerging Leader Development Program’s mission would be to identify young people who are pursuing careers in agriculture and have the desire to broaden their understanding of our industry,” said board member Paul Orsenigo. “FFVA would benefit from the service of the graduates through their future involvement in the association and beyond.”

Both grower and trade members of FFVA may nominate individuals ages 25 to 35 within their organizations or families to participate in the program. Participants must be working in or pursuing a career in Florida’s specialty crop industry. A class of eight to 10 members will be selected for the one-year program. Travel will include trips to Tallahassee to meet with legislators, seminars provided by FFVA staff members and other experts on current issues, venues to study environmental issues and water management, and visits to specialty crop production areas.

The Emerging Leader Development Program has secured \$10,000 in seed money from a grant administered through the Farm Credit System Foundation, Inc.’s Douglas Sims Fund for Rural Leadership, as well as FFVA member donations.

Application information will be sent to FFVA members shortly.

The Florida Fruit & Vegetable Association (www.ffva.com) is an agricultural trade organization representing Florida's producers of fruits, vegetables and other crops.