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## **FFVA'S 65<sup>TH</sup> ANNUAL CONVENTION TACKLES TOUGH, TIMELY ISSUES**

MAITLAND, Fla. (November 13, 2008) – Food safety, sustainability and immigration reform took center stage at the Florida Fruit & Vegetable Association 65<sup>th</sup> annual convention at the Ritz-Carlton in Naples on Sept. 21-23.

Howard Fineman, senior Washington correspondent and columnist for *Newsweek*, served as the keynote speaker during the convention's traditional Cracker Breakfast on Sept. 23. Fineman, one of the nation's leading political reporters and commentators, also is a news analyst on NBC's Today Show, and MSNBC's Hardball with Chris Matthews and Countdown with Keith Olbermann. Random House has published his first book, *The Thirteen American Arguments*.

"Participants come to FFVA's convention knowing that they'll get the timeliest information on the issues that affect them," said Lisa Lochridge, FFVA director of public affairs. "We tried to make sure there was plenty of good discussion especially on food safety, coming on the heels of the salmonella outbreak investigation."

Issues forums included "Sustainability: Implications for Florida Agriculture," "Food Safety: Is Regulation in Our Future?" and "Immigration: What's Ahead?"

Golf tournament participants also had the chance to experience Tiburon, the championship course designed by Greg Norman. Attendees also tested their skills fishing in the scenic backwaters of the 10,000 Islands and Everglades National Park. The convention wrapped up with an election-inspired theme party and an auction to benefit the Redlands Christian Migrant Association.

Florida Fruit & Vegetable Association is an agricultural trade organization representing Florida's producers of fruits, vegetables and other crops.