



## PRESS RELEASE

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# 2022 Minnesota Fruit & Vegetable Expo Reveals New Schedule, Reimagined Education Program

(Waverly, MN) ... The 2022 Minnesota Fruit and Vegetable (MFV) Expo will be held February 2-4, 2022 and will offer up a new location, streamlined schedule and reimagined education opportunities for attendees and vendors.

MFV Expo – a partnership between the Minnesota Fruit and Vegetable Growers Association (MFVGA) and Minnesota Apple Growers Association – will be held in-person at the Delta Marriott Hotel in the Roseville area of the Twin Cities. The event features a trade show, comprehensive education program, and plenty of networking opportunities to welcome back the fruit and vegetable industry.

“We can’t wait to reconnect with friends and colleagues at the 2022 MVF Expo, said MFVGA President Terry Nennich, Ter-Lee Gardens. “We’re also thrilled to welcome our partners from the Minnesota Apple Growers Association. The MVF Expo truly is a one-stop shop for fruit and vegetable growers throughout the upper Midwest.”

### **New Schedule and New Location**

The overall [MFV Expo schedule](#) features more networking and social opportunities as well as additional time for attendees to visit the trade show, which is nearly sold out. Organizers also believe the new location in the Roseville, MN area will be more centrally located for its members – easy to get to with plenty of free parking.

### **Redesigned Education Program**

The MFV Expo has redesigned its [education program](#) to provide attendees with multiple ways to learn, gather critical information for their businesses, and network with other attendees and vendors. The program includes dedicated sessions for fruits, vegetables, and apples as well as topics pertaining to all attendees:

- **Roundtable Sessions** - Conversations that explore a topic with a moderator/presenter with plenty of interaction from audience members.

- **Solutions Stage** - A more informal way of learning - think of it as a show-and-tell where a presenter talks about a “solution” to an issue or shares information on a product that might be beneficial for your business.
- **Education Sessions** - More traditional in nature with speakers presenting to an audience with Q & A at the end of the presentation.
- **General Sessions** – Attendees and vendors will kick off each morning with a keynote speaker designed to provide information and networking for all.
- **Lunch & Hot Topics**- Catch up with friends and colleagues at lunch and then sit back and learn from a speaker each day on a hot topic. Thursday will focus on *climate change* and on Friday attendees will hear from *a labor specialist*.

“All sessions are designed with shorter time frames to hold attention spans, yet allowing enough time for questions and answers,” said Nennich.

### **Registration and Hotel Reservations**

Registration is open to both members and non-members of the two organizations. Attendees may register and book their hotel reservations online to attend the MFV Expo by visiting [www.mfvga.org/conference/](http://www.mfvga.org/conference/). The deadline for booking hotel rooms at the MFV Expo group rate is January 6, 2022.

### **Booth Sales and Sponsorships**

Booths and a number of sponsorships are still available. Interested companies may visit [www.mfvga.org/exhibits/](http://www.mfvga.org/exhibits/) or contact [mfvga@mfvga.org](mailto:mfvga@mfvga.org) to request more information.

Watch [www.mfvga.org](http://www.mfvga.org) for additional details on speakers, topic descriptions and more coming in early January!

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### **About MFVGA**

[MFVGA](http://www.mfvga.org), formed in 1952, is a nonprofit organization committed to supporting Minnesota’s fruit and vegetable growers and related agri-businesses through a variety of education opportunities, communications, research, and cooperative efforts with state and federal institutions.

### **About MAGA**

The [Minnesota Apple Growers Association](http://www.mnapple.org) (MAGA) is an organization dedicated to the continuing education of its members.