WHO: Controlled Environment Agriculture Center, The University of Arizona College of Agriculture and Life Sciences, and Distance Learning LLC
WHAT: GROWERS MARKETING FORUM (GMF³)
WHERE: DoubleTree Hotel Tucson at Reid Park, Tucson Arizona
WHEN: January 17-19, 2007
WHY: The Growers Marketing Forum (GMF³) gives greenhouse and field growers important insights and knowledge on how to succeed in the vegetable and specialty crop marketplace. Attendees will learn from the experts about entry into wholesale and retail markets, optimal market sizes and types, distribution, branding, and packaging. Includes a tour to a state-of-the-art greenhouse tomato production and packing facility.

For more information, contact Glenn McCreedy, coordinator, at 520-626-9566, gmcc@ag.arizona.edu and visit the Web site, http://ag.arizona.edu/ceac/

BACKGROUND: Established in 2000, The University of Arizona Controlled Environment Agriculture Center (CEAC) develops Controlled Environment Agriculture as an economically, environmentally and socially sustainable agricultural option. CEAC envisions, designs, and develops cost-effective and sustainable means of using water, energy, and labor in agricultural crop production; extends the knowledge of students and growers; promotes economic development; and fosters interest and understanding of commercial agricultural production practices, particularly within greenhouse and other advanced technology crop production systems. The Controlled Environment Agriculture Program is a collaboration of departments in The University of Arizona College of Agriculture and Life Sciences: Agricultural and Biosystems Engineering, Plant Sciences, and Agriculture Education.

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