

JANUARY/FEBRUARY 2025



2025
MID-ATLANTIC
fruit & vegetable convention
JANUARY 28–30, 2025
HERSHEY LODGE
Hershey, Pennsylvania
www.mafvc.org

CHECK THIS OUT!



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I hope everyone had a very happy holiday season and is now able to find rest. January and February are vacation season for a lot of farmers so I hope you are able to build in time to attend the Mid-Atlantic Fruit and Vegetable convention January 28th—30th, in Hershey, PA. The Annual Membership Breakfast Meeting will be held Thursday, January 30th @ 7:30am in Cocoa-Suites. Advanced registration forms have already been emailed and are included in this issue of VA Fruit. If you need forms mailed, please let me know. Member dues payment is required to receive the discounted member rates. **Advanced Registration rates expire 1/17/2025.** You have the option to use **PayPal** for payments, the link is posted on our webpage www.virginiaapples.net/vshs or click paypal.me/VSHSociety* if you do not have a paypal account ask me to send an invoice that can be paid with a credit card.



Blessings,
Laura Wiley

vshsociety@gmail.com

PO Box 2445, Winchester, VA 22604, 540.667.9101



[@applesva](https://www.facebook.com/applesva)



Instagram

[@vshsociety](https://www.instagram.com/vshsociety)



www.virginiaapples.net/vshs

[CLICK HERE FOR A LINK TO A PDF FILLABLE REGISTRATION FORM](#)



**Virginia State Horticultural Society
MID-ATLANTIC FRUIT AND VEGETABLE CONVENTION**



January 28th- 30th, 2025

Hershey Lodge, 325 University Dr, Hershey, PA 17033

(NOTE: VSHS Annual Meeting is Thursday, January 30th, 2025 @ 7:30am in Cocoa Suites)

Name: _____

Business Name: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

REGISTRATION FEES

Advance registration must be received by **January 17, 2025**. Registration is required for each person, including spouses. Fees allow one to attend both fruit and vegetable sessions as well as enter the exhibit area. **No refund of pre-registration fees will be made unless canceled by January 17th** in writing, by phone (540) 667-9101, or by email vshsociety@gmail.com. Please indicate above all who will be attending, use back of form if necessary.

VSHS Member Registration

Advanced Registration

First Person from a family, farm, or business _____ @ \$80.00 = \$ _____

Additional people from a family, farm, or business _____ @ \$65.00 = \$ _____

Walk-In Registration at Hershey or postmarked after 1/17/25 _____ @ \$95.00 = \$ _____

Non-Member Registration

One Day _____ @ \$130.00 = \$ _____

Three Day _____ @ \$170.00 = \$ _____

ANNUAL FRUIT & VEGETABLE GROWERS BANQUET

Tuesday, January 28, 2025 – Nigerian Room _____ @ \$35.00 = \$ _____

Workshops/Bus Tour -Monday, January 27, 2025 – Pre-Registration is Required for these Events.

(NOTE: Convention Registration is **not** required for these events)

Microgreens (Includes Lunch) 9:00am – 4pm _____ @ \$85.00 = \$ _____

PA Pesticide Applicators License Training (Includes Lunch & Manual) 9am – 4pm _____ @ \$85.00 = \$ _____

Farm Transition - 9am – 12pm _____ @ \$25.00 = \$ _____

YGA Offsite Event (No Lunch) - 9am – 12pm _____ @ \$20.00 = \$ _____

Apple Tree Decline Summit 2025 – 8:30am – 5:00pm – No Charge _____ @ \$0.00 = \$ _____

Lancaster/Chester County Bus Tour (Includes Lunch) - 7:45am – 5:30pm _____ @ \$95.00 = \$ _____

Credit Card Payment Online: paypal.me/vshsociety

*If you do not have a PayPal account, please request an invoice.

Total Enclosed \$ _____

Make checks payable to VSHS, mail to PO Box 2445, Winchester, VA 22604

You must provide names of all attendees so that name badges may be prepared, use back of form if necessary.

ENTRY TO EXHIBIT HALLS AND SESSIONS REQUIRE AN IDENTIFICATION BADGE

Virginia State Horticultural Society

2024-2025 MEMBERSHIP DUES FORM

NAME _____

FARM or BUSINESS NAME _____

Assoc/Emp/Family Member Name(s) _____

ADDRESS _____

CITY, STATE, ZIP _____

EMAIL(s) _____ PHONE(o) _____ (c) _____

Associate Email/Phone _____

Membership Categories & Dues:

- A. Virginia Tree Fruit Grower (Owner or Operator) \$35.00 \$ _____
 Plus \$.50/acre, Number of acres _____ x \$.50 = \$ _____
 - Grower Associate Members (Employee/Spouse/Family of Growers) \$35.00 \$ _____
- B. Other Crops \$50.00 \$ _____
- C. Commercial Member (Business or Firm related to the industry) \$75.00 \$ _____
 - Commercial Associate Members (Employees of Commercial Members) \$35.00 \$ _____
- D. Out of State (ST) _____ or Student Members \$35.00 \$ _____
- E. Professional/Subscription (Extension & Associated Personnel, Consultants, etc.) \$35.00 \$ _____

If you wish to donate beyond your dues your generosity is much appreciated!

RESEARCH \$ _____

VSH SOCIETY \$ _____

Annual Subscriptions:

Good Fruit Grower Annual Subscription \$25.00 \$ _____

Fruit Grower News Annual Subscription \$15.50 \$ _____

TOTAL ENCLOSED \$ _____

Mail your check payable to Virginia State Horticultural Society to the address above.

Credit Card Payment Online: paypal.me/vshsociety

*If you do not have a PayPal account, please request an invoice.

MEMBERSHIP DUES EXPLANATIONS/INSTRUCTIONS

Class A - \$35 for Apple Growers (owner or First person) PLUS \$.50 per acre of Apples. Additionally, the spouse/employees of your farm are \$35 per person. Any staff/spouse attending the Annual Convention in Hershey must pay dues to receive the discounted registration rate. The discount covers the membership fee. Example: If you grow 100 acres of Apples, your Dues would be \$35 plus \$50.00 for a total of \$85. If your spouse and 2 sons (or employees) also join it is an additional \$105 for a total dues of \$190.00.

Class B – Other Crops – Members who do not grow Apples pay \$50 per person/farm.

Class C – Commercial Member – For businesses -- banks, chemical suppliers, labor consultants, etc. The fee is \$75 for the first employee and \$35 for each additional employee. (This membership also entitles the employees to the discounted registration rate at the convention.) Example: Company has 5 employees to register, the rate is \$75 plus \$140 for a total of \$215.00.

Class D – Out of State or Students – This is a flat rate of \$35 Per person/company or employee.

Class E – Professional/Subscription – This rate is reserved for Scientist, Extension Agents, Employees of the Employment Commission, or other government agencies affiliated with the Apple Industry and is a flat rate of \$35 per person. If VDACS has 3 employees to register for membership the fee would be \$105 and qualifies the employees for the membership advanced registration rate at the Hershey convention.

Donations/Sponsors: You can optionally send funds to support the Virginia Apple Research Program (VARP) or the VSH Society as well (if you are a sponsor of our Annual Breakfast, you can include your sponsorship on the VSH Society line).

Subscriptions: If you wish to receive your discounted subscription(s) to Good Fruit Grower and/or Fruit Grower News, simply include those funds as well.

Women's Auxiliary: Membership in the Women's Auxiliary is managed by the Women's Auxiliary. I am grateful to the women who have dual membership to both the Virginia State Horticultural Society and the Women's Auxiliary (that is perfectly acceptable and again, much appreciated, we need you!) However, if your intension is to be a member of the Women's Auxiliary only, the membership form will be sent to you separately, the dues are set by the Women's Auxiliary and paid to their Treasurer.

Additional Space for Contact information of Employee/Spouses:



[CLICK HERE FOR A PDF LINK TO PRINT FORM](#)

VIRGINIA RESOURCES

Welcome to Virginia Grown



VIRGINIA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES



Home

- Search for Virginia Grown
- What's in Season Now
- Virginia's Finest
- Virginia Farm-to-School
- Virginia Fresh Match
- Virginia Grown Media Center/ Trademarks
- Producer Services
- Social Media

A Great Resource for Virginia Products!!

[Click Here to visit the website!](#)



[Click Here to List Your Business!](#)



FIND Virginia Foods, Beverages and Agricultural Products

CONNECT with Local Growers, Buyers, Processors and More

BUILD a Stronger Business and Agriculture Community

Search...

FIND...

- FRUITS & VEGETABLES
- PICK YOUR OWN
- MEATS & EGGS
- SEAFOOD
- VIRGINIA'S FINEST
- FARMERS MARKETS
- CSA
- AGRITOURISM
- SEARCH ALL



VIRGINIA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES

VDACS



Jim Atwell
Marketing Specialist
Office of Domestic Marketing and Promotions
Virginia Apple Board
james.atwell@vdacs.virginia.gov 804.855.4287

Virginia Department of Agriculture and Consumer Services
An official website of the Commonwealth of Virginia [Here's how you know](#)

Find a Commonwealth Resource



Virginia's Specialty Foods and Beverages

Another GREAT Virginia Resource!! [Click Here for More INFO!](#)



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The best of the best.

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What's new for active Virginia's Finest participants?

[Virginia's Finest Promotion](#)



What's new with Virginia's Finest?

[I'm a Consumer](#)



Where can I buy Virginia's Finest products?

2025 MID-ATLANTIC fruit & vegetable convention

JANUARY 28-30, 2025

HERSHEY LODGE
Hershey, Pennsylvania

www.mafvc.org

[CLICK HERE FOR THE 2025 SCHEDULE](http://www.mafvc.org)

WWW.MAFVC.ORG



**SUPPORT VIRGINIA FARMERS! PARTICIPATE IN COMMUNITY
SUPPORTED AGRICULTURE (CSA) PROGRAMS NEAR YOU!**



CSA Produce Boxes

CSA (Community Supported Agriculture)

A great way to purchase a share of our harvest at a discounted price.

2025 Box Sizes



Peck

\$549.00 (plus tax)

\$21/ per week



Half Bushel

\$800.00 (plus tax)

\$30/ per week

Our CSA boxes are freshly harvested from our farm and include:
Vegetables * Fruits * Herbs

Locally sourced bonus items may be added in periodically. Crops will be available as they ripen throughout the season.

26 Weeks of Fresh Produce May 5th-October 31st

- Enjoy early registration discounts:
 - 10% off in December
 - 5% off in January
- After Feb 28, 2025, a late fee of 10% will be applied
- Final day for registration is April 30, 2025.
- Subscriptions are limited.
- Please note: no other discounts or coupons can be applied to CSA subscriptions.

For more information or to sign up, visit Messick's Farm Market or call (540) 439-8900.

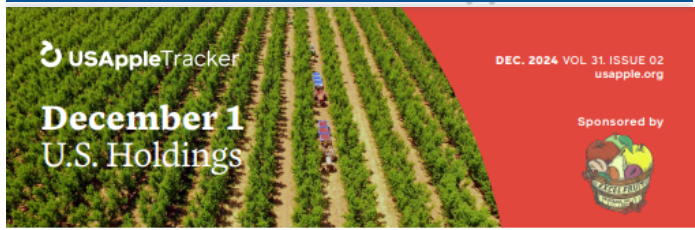
6025 Catlett Rd, Bealeton, Va 22712
Check us out on Facebook!



Registration for 2025 will open January 15th!



[CLICK HERE FOR FULL USApple REPORT](#)



121.5 Million Fresh-Market Holdings

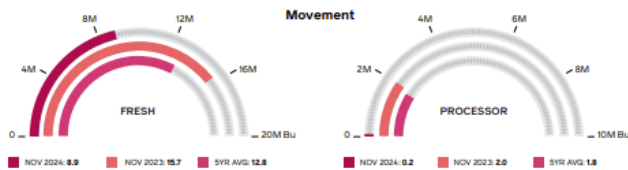
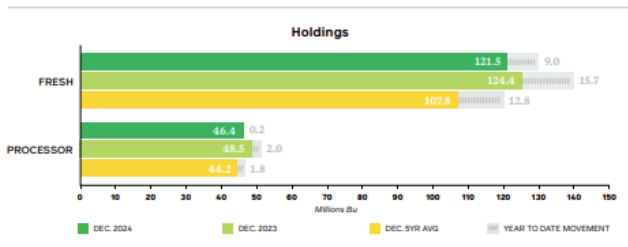
DOWN 2% YOY

U.S. fresh apple holdings on December 1, 2024 totaled 121.5 million bushels, 2 percent less than the inventories reported last December and 13 percent more than the December five-year average.

46.4 Million Processing Apple Holdings

DOWN 4% YOY

U.S. processing apple holdings on December 1, 2024 totaled 46.4 million bushels, 4 percent less than the inventories reported last December and 5 percent more than the December five-year average.



Capitol Hill Day
 March 25, 2025
 Washington, DC

Outlook
 August 13-15, 2025
 Chicago, IL

[2024 Harvest Wrap-Up—Christopher Gerlach, Vice President, Insights & Analytics U.S. Apple Association](#)

cgerlach@usapple.org





Industry Insights: Harvest Wrap-Up

December 19, 2024

Christopher Gerlach
 Vice President, Insights & Analytics

usapple.org






Premiered Dec 2, 2024

Discover how Virginia orchards transform fresh apples into delicious cider, apple butter, salsa and other products right on their farms!

[Silver Creek & Seamans' Orchard, Inc.](#), [Shawnee Springs Market & Cannery](#), and [Marker-Miller Orchards Farm Market](#) all highlighted in this [Virginia Farm Bureau Federation](#) video. [CLICK HERE TO WATCH](#)

“No race can prosper until it learns there is as much dignity in tilling a field as in writing a poem”

Booker T. Washington



Pest Management Guides

In addition to the 2024 Tree Fruit Spray Bulletin, the 2024 Pest Management Guides for Field Crops, Home Grounds and Animals, Horticultural and Forest Crops, etc., are now available. You can use the link provided below access a free PDF version or to place your order for a hard copy.

<https://spes.vt.edu/affiliated/plant-disease-clinic/pest-management-guides.html>

Agricultural Worker Protection Standard Posters, videos, and compliance information links



Current videos here: <https://pesticideresources.org/wps/training/percvids/>

Information on compliance: <https://pesticideresources.org/wps/guide/compliance.html>

EPA Website: <https://www.epa.gov/pesticide-worker-safety/agricultural-worker-protection-standard-wps>

VCE Tree Fruit Agents

Name	Location	Phone	Email
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Beth Sastre	Loudoun	703.737.8978	flores69@vt.edu
Kim Bryant	Nelson	434.263.7180	kimeb5990@vt.edu
Kenner Love	Rappahannock	540.675.3619	klove@vt.edu
Shawn Jadrnicek	Roanoke	540.283.8190	shawnj@vt.edu



Virginia Events



FREE TASTINGS—EVERY FRIDAY!

VISIT THE FACEBOOK PAGE LINK BELOW FOR A LIST EACH WEEK!!

[SHAWNEE SPRINGS](#)

BEER TASTING.
FRIDAYS
DECEMBER 27TH
4 - 7 PM
1488 SENSENY RD · WINCHESTER, VA



VISIT WEST OAKS' FACEBOOK PAGE FOR MORE EVENTS AND DETAILS!!

[WEST OAKS FARM & MARKET](#)



Parties, Live Music, Farm Fresh Food & Family Fun!

Let us help you promote your event! Post the information on our website by clicking the link below.

[Upcoming Events](#)



VIRGINIA STATE HORTICULTURAL SOCIETY

WOMEN'S AUXILIARY

Interested in becoming a member of the Women's Auxiliary of the Virginia State Horticultural Society?

Contact:

DEBRA FAUBLE

540-869-4005

540-247-6843 c

dlf021656@gmail.com

or

BARBY FRANKENBERRY

304-229-3110


304-261-1696 c

bfrankenberry@aol.com

Virginia Agriculture 2024

In partnership with the Virginia Department of Agriculture and Consumer Services.



 [Read Virginia Agriculture 2024 Magazine](#)



Bryant Orchards



Preston Bryant YouTube Video
[There's Nothing Like a Virginia Apple](#)

Click the link above to watch a VA Apple Video

Thanks Virginia Farm Bureau 2025 Annual Meeting Sponsor!



Virginia State Horticultural Society
Annual Breakfast Meeting Sponsor

Thank You for Your
Continued Support!



Thank you Adams County Nursery 2025 Annual Meeting Sponsor!



Virginia State Horticultural Society
Annual Breakfast Meeting Sponsor

Thank you for your
continued support!



Looking for an Orchard near you to visit? Our directory includes over 50 Apple Orchards all over the Commonwealth. If yours isn't listed, be sure to contact us to be included.



[Virginia Apple Orchards](#)

VIRGINIA STATE HORTICULTURAL SOCIETY

ANNUAL BREAKFAST MEETING

THURSDAY, 1/30/25, 7:30AM
HERSHEY LODGE COCOA SUITES

VSHS
OFFICERS AND DIRECTORS

Greta Liskey, President
Bill Sharp, Vice President
Laura Wiley, Executive Secretary

DISTRICT ONE
Greta Liskey
Diane Kearns

DISTRICT TWO
Jaime Williams
Bill Sharp

DISTRICT THREE
Ruth Flippin Saunders
H. Henry Chiles

Bill Mackintosh, Director-at-Large

2025 VSHS ANNUAL MEMBERSHIP BREAKFAST MEETING SPONSORS

VIRGINIA FARM BUREAU FEDERATION
HELENA AGRI-ENTERPRISES
VIRGINIA DEPARTMENT OF AGRICULTURE
& CONSUMER SERVICES (VDACS)

HORIZON FARM CREDIT
FIRST BANK & TRUST
ADAMS COUNTY NURSERY
PETERSON FARMS

