

A FLORIDA PEACH GROWERS ASSOCIATION

Progress to Date

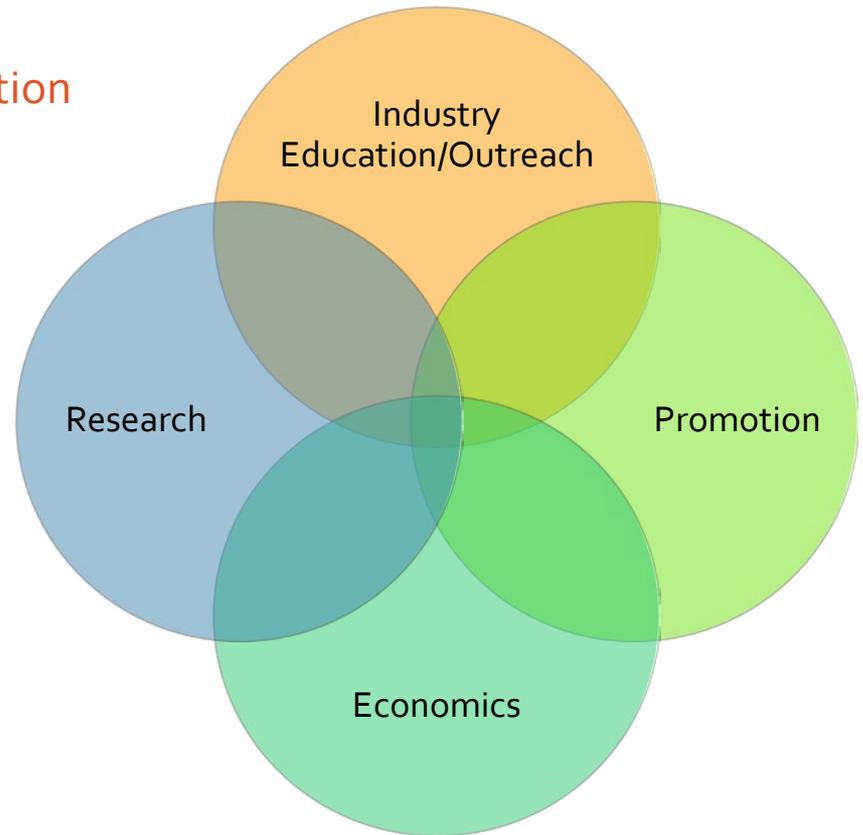


Current Situation

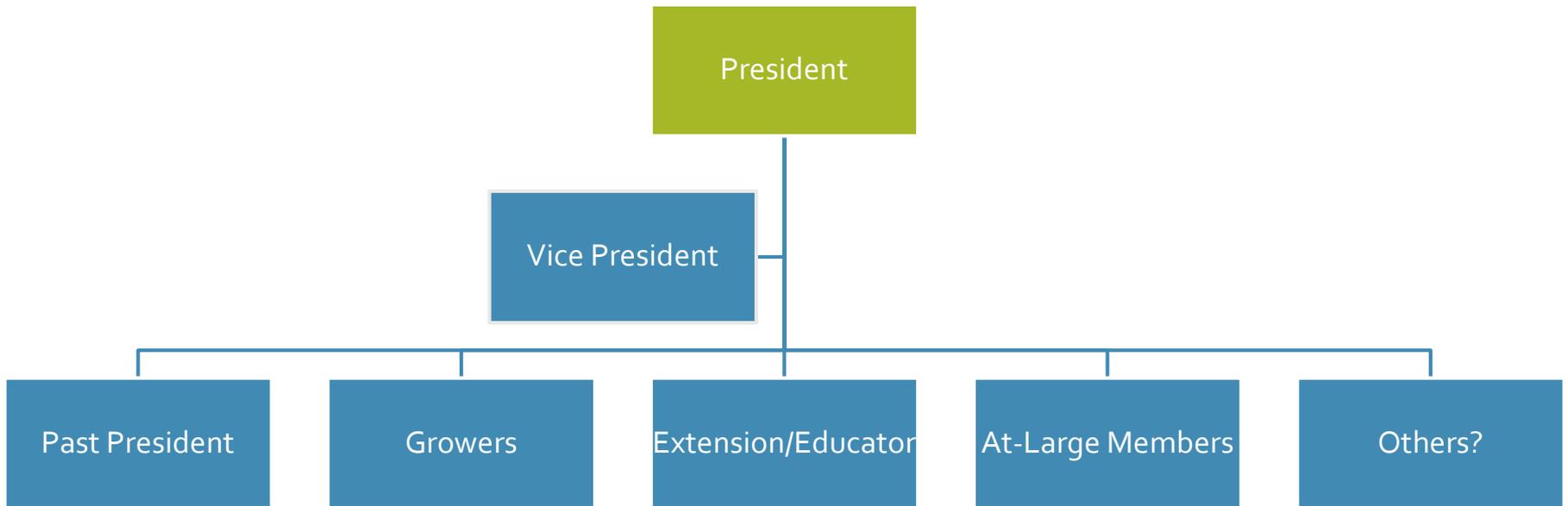
- There was a former association
- Florida Peach Growers Association filed as a **Domestic Non Profit Corporation** in the **State of Florida** and is **no longer active**. This corporate entity was filed approximately fifty-one years ago on Tuesday, October 8, 1963 , according to public records filed with **Florida Department of State**.
- File Number is 790873
- **Key People**
 - Arlen Jumper served as the **Director**
 - Thomas Nordmann was the **Director** of Florida Peach Growers Association.
 - The Director of Florida Peach Growers Association was Curtis Pickens.

Moving Forward

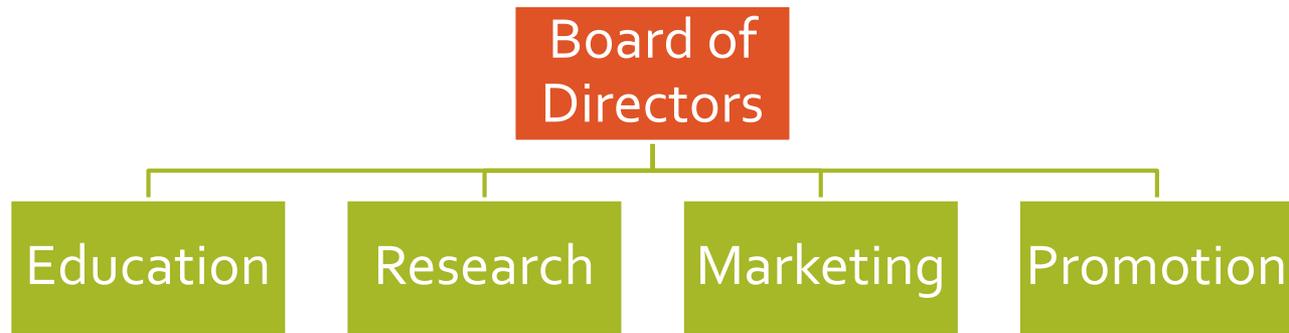
- Bylaws from other associations
 - Florida Blueberry Growers
 - Florida Strawberry Growers Association
- Objective of the organization?
- Promote fairness in industry
 - Grades/standards?
 - How does our idea of quality mesh with buyers/consumer ideas?



Potential Structure?



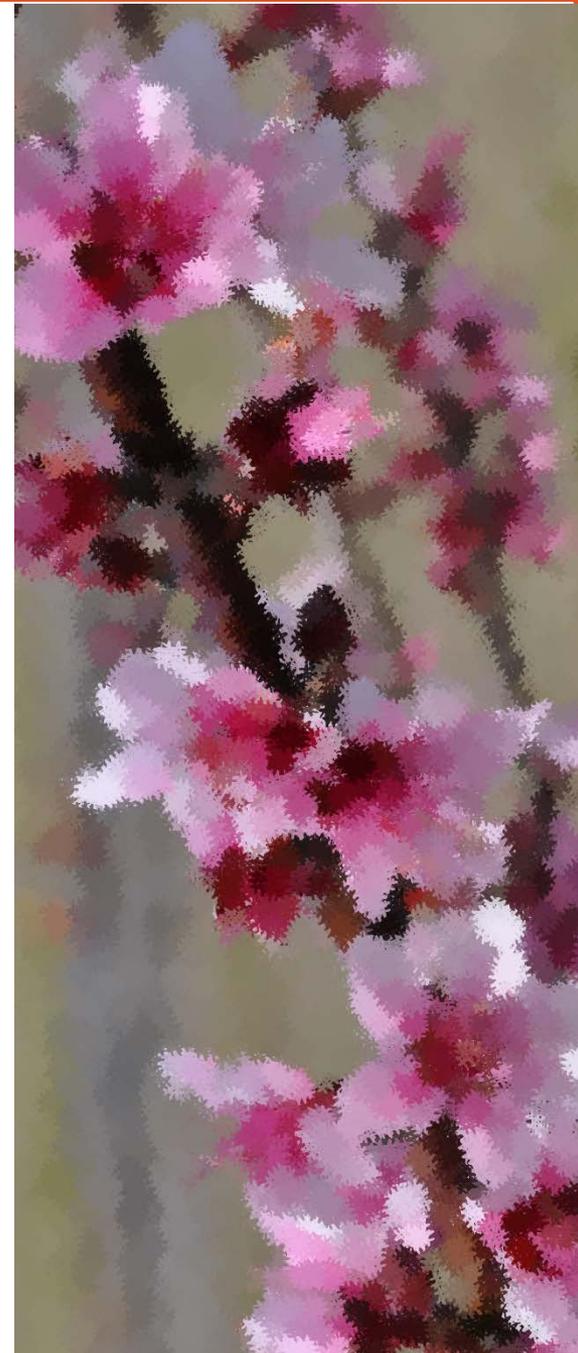
Potential Structure?



Industry Issues

- Caribbean Fruit Fly, FDACS
- Market Expansion
 - More “Fresh from Florida” promotion
- Consumer Awareness
- Fruit Quality
- Input Cost Reduction
 - Labor
 - Reduction of Harvesting Window
 - Uniform Ripening

Others?



Opportunities

- *Flavors of Florida* – UF Plant Innovation Program
 - March 23, 2015
 - Peaches present
- Fresh From Florida
 - State Chef – Justin Timineri/Recipes
- Expanded Field Day/Trade Show
- Website
 - Education/Promotion



What's Next?

1. We Need Volunteers
2. Meeting Frequency?
3. Establish Goals
4. Move industry forward
with representation

Industry Communication

Central Florida Media Group

Nelson Kirkland

Upcoming...