



## WEST VIRGINIA GROWN E-NEWSLETTER

Date: 11/27/07  
Volume 1, Issue 4

**Janet F. Fisher**  
Deputy Commissioner

**Gus R. Douglass**  
Commissioner

**Steve Hannah**  
Deputy Commissioner

**Food Recall and Bio Defense Course**-The West Virginia Department of Agriculture will be sponsoring an important educational course for specialty food producers. Food Recall Procedures and Bio Defense requirements will address the mechanics of developing a plan, how to respond to a recall situation, tools for effectively dealing with a product recall and new legislation concerning facility registration and Bio Defense procedures. The course is hands-on in nature and participants are encouraged to formulate their individual plan in anticipation of upcoming FDA inspections.

The course will be held January 7-8, 2008 at the Gus R. Douglass Agricultural Center (Guthrie) in Charleston. A class roster of 25 is necessary to hold the class and the registration fee of \$135.00 covers the cost of instruction and participant manual. For additional information and registration materials, please contact Teresa Halloran, Marketing Specialist-Foods, at (304) 558-2210. Registration deadline is December 21, 2007.

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**National Association for the Specialty Foods Trade (NASFT)**-Now is the time to consider membership and participation in the events of the NASFT. The Association sponsors three Fancy Food Shows throughout the United States including the New York Fancy Food Show. In order to be an exhibitor at any of the NASFT events, you must apply for membership including submission of samples for jurying. Now is the time to submit for the June/July show as the application process takes as long as 2 months. In order to be included in the main directory for the summer show in New York, you must be accepted before the March printing deadline. Call or email Cindy Martel at (304) 469-9738 or [cmartel@ag.state.wv.us](mailto:cmartel@ag.state.wv.us) for an application packet.

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**Chicago Fancy Foods Combines with All Things Organic & US Food Export Showcase**-With the departure of the Food Marketing Institute from its annual show in Chicago, the three organizations have created three "mini-shows" under the umbrella of the Global Food & Style Expo. The event will be held April 27-29, 2008 at McCormick Place in Chicago. For additional information, visit [www.globalfoodandstyleexpo.com](http://www.globalfoodandstyleexpo.com).

Based on funding release from the USDA, the Southern United States Trade Association (SUSTA) is planning on a generic activity for the Fancy Food section of the show. A possible opportunity for two West Virginia companies, who have never participated in a Fancy Food event, may be available. If you are interested in being considered for one of these slots, please contact Cindy Martel at [cmartel@ag.state.wv.us](mailto:cmartel@ag.state.wv.us). You will need to apply for membership in the association and there will be a reduced booth fee charged. Participating companies are responsible for all other expenses including transportation, meals and accommodations.

**SIAL Montreal with the Southern United States Trade Association**- Did you know that the United States biggest trading partner for food is Canada? Are you looking for a low cost market entry activity? The Southern United States Trade Association (SUSTA) is participating in the annual SIAL Montreal international event for the second year with the *Taste of the Southeast* pavilion. The eleven booth block features culinary demonstrations by West Virginia's own Joe Re from Smokey's on the Gorge. Companies from the southeast can participate for as little as \$300 for a 5' x 5' space or \$600 for a 10' x 10' space. Due to cost sharing and the popular generic market access program, this represents a savings of more than \$5,000 when additional services such as interpreters and one-on-one buyer meetings are factored. Don't delay....there is one booth left in the pavilion and we would love to have another West Virginia company join the two that are registered! Contact Cindy at (304) 469-9738 or email [cmartel@ag.state.wv.us](mailto:cmartel@ag.state.wv.us).

### **Upcoming Events and Programs**

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| January 7-8, 2008    | <b><i>Food Recall and Bio Defense Course</i></b><br>Gus R. Douglass Agriculture Center<br>Charleston, WV   |
| January 9, 2008      | <b><i>West Virginia Agritourism Short Course</i></b><br>Charleston Civic Center<br>Charleston, WV  |
| January 11-12, 2008  | <b><i>West Virginia Association of Fairs &amp; Festivals Annual Conference</i></b><br>Charleston Civic Center<br>Charleston, WV                                  |
| January 29, 2008     | <b><i>Agriculture Day at the Legislature</i></b><br>Capitol, Charleston, WV  |
| February 15-20, 2008 | <b><i>North American Farmers Direct Marketing Conference</i></b><br>Kalahari in the Dells<br>Wisconsin Dells, WI   |
| February 26-28, 2008 | <b><i>West Virginia Small Farms Conference</i></b><br>Ramada Inn<br>Morgantown, WV   |
| April 23-25, 2008    | <b><i>SIAL Montreal</i></b><br>Palais des Congres de Montreal<br>Montreal, Canada  |
| April 26-29, 2008    | <b><i>Global Food &amp; Style Expo</i></b><br><b><i>(Chicago Fancy Food, All Things Organic, US Food Export Showcase)</i></b><br>McCormick Center<br>Chicago, IL |
| June 29-July 1, 2008 | <b><i>New York Fancy Food Show</i></b><br>Javits Center<br>New York, NY  |
| July 3-6, 2008       | <b><i>Mountain State Art &amp; Craft Fair Marketplace</i></b><br>Cedar Lakes<br>Ripley, WV   |

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