



AMS Fruit & Vegetable Program Webinars

2012 Schedule

"AMS' Fruit and Vegetable Program Webinars" is a series of free and interactive webinars designed to help our customers in the produce industry conduct their daily business by providing practical information about the services and programs we offer. Each webinar features an expert speaker from AMS Fruit and Vegetable Programs or a designated guest, and an interactive question and answer session. Attendees of previous sessions have included growers, processors, packers and distributors of all sized operations and others along the produce supply chain, as well as representatives from academia and government.

USDA's AMS Fruit and Vegetables Program is comprised of more than 1,100 employees, as well as state partners, located nationwide who service the U.S. fresh and processed produce industry. We grade and inspect product to enhance communication between buyers and sellers, collect and disseminate information to increase market transparency, enforce the Perishable Agricultural Commodities Act (PACA) to foster fair-trade, administer the Specialty Crop Block Grant Program, help buy product for school feeding programs, and partner with state and industry boards and committees to facilitate marketing.

February

Title	<i>The PACA Complaint Process – Promoting Better Business Practices in Produce</i>	
Date & Time	Wednesday, February 22, 2012, 2-3pm Eastern Time	
Speaker	John Koller John is the Chief of the Dispute Resolution Branch under the PACA Division of the United States Department of Agriculture's (USDA) Agricultural Marketing Service (AMS). He has worked for PACA since 1985. John's years of experience as an investigator, mediator, and assistant regional director for a PACA field office has given him a wealth of knowledge on various aspects of the PACA.	Register here: http://bit.ly/Apwmmi
Session Description	The Perishable Agricultural Commodities Act (PACA) is a federal law that facilitates fair trading practices in the marketing of fresh and frozen fruits and vegetables in interstate and foreign commerce. John Koller introduces PACA, reviews how to interpret inspection certificates, the proper acceptance and rejection of produce, and multiple avenues to resolve a business conflict. Subject areas include Filing an Informal Complaint, Mediation, Working through a Formal Complaint, and the PACA Trust.	

March

Title	<i>Getting the Most From the Fruit and Vegetable Market News Retail Report</i>	
Date & Time	Wednesday, March 28, 2012, 2-3pm Eastern Time	
Speaker	Audrina Lange Audrina is the Assistant to the Director of the Agricultural Marketing Service's (AMS) Fruit and Vegetable Market News Division. Audrina came to the USDA from ConAgra Poultry in 1998 and has served in a number of capacities since then. She began her USDA career in AMS Poultry Market News as a Market Reporter. Audrina served as the Assistant to the Chief and later as the National Egg Supervisor for Poultry Market News before moving on to the USDA's Food and Nutrition Service as a Food Safety Specialist. She returned to AMS to serve as the Assistant to the Director for AMS Fruit and Vegetable Market News in 2007 and works on a number of projects. Audrina was instrumental in developing the National Fruit and Vegetable Retail Report.	Register here: http://bit.ly/y6w4jS
Session Description	This session will provide an overview of the National Fruit and Vegetable Retail Report and demonstrate how to create a custom report of retail data on the Market News Portal. It also will highlight how the retail data along with other Market News information can be used in market analysis.	

April

Title	<i>Introduction to the Perishable Agricultural Commodities Act (PACA)</i>	
Date & Time	Wednesday, April 25, 2012, 2-3pm Eastern Time	
Speaker	Karla Whalen Karla is the Director of the PACA Division of the United States Department of Agriculture's (USDA) Agricultural Marketing Service (AMS). She has worked for PACA since 2001. Karla has professional experience in USDA with marketing orders and also anti-dumping investigation and laws through her prior work with the International Trade Administration of the U.S. Department of Commerce. She earned a Bachelor's Degree in international affairs from The American University, a Master Degree of Public and International Affairs from the Graduate School of Public and International Affairs, as well as a Juris Doctor from the University of Pittsburgh School of Law. Karla has also completed a Legislative Studies Certificate Program with Georgetown University. Ms. Whalen is a licensed attorney.	Register here: http://bit.ly/wWgF3j
Session Description	The Perishable Agricultural Commodities Act (PACA) is a Federal law that facilitates fair trading practices in the marketing of fresh and frozen fruits and vegetables in interstate and foreign commerce. You will be introduced to the PACA Division, detailing how your "Partners in Produce" protect the fruit and vegetable industry and your business.	

July	Title		An Introduction to USDA's Fruit and Vegetable Marketing Orders and Agreements
	Date & Time Speaker	Wednesday, July 18, 2012, 2-3pm Eastern Time Michael Durando Michael has been the Director of USDA's Agricultural Marketing Services, Fruit and Vegetable Program, Marketing Order and Agreement Division, since 2004. He is responsible for overseeing the administration of 28 federal marketing orders, and managing approximately 45 employees in the headquarters and three regional marketing field offices in the United States. Mr. Durando grew up on a diversified family farm and has a B.S. in Agricultural Science and Management. He comes to USDA with a leadership background in the fresh produce industry, and experience in both state and federal farm bureaus and associations, and in dealing with national affairs.	
	Session Description	You will learn what marketing orders and agreements are, how they come to be and what function they play for the industry, and USDA's role in it all. You'll also learn about the roles of field offices and headquarter staff; specifically in regards to creating and amending marketing order regulations, audits, compliance, imports, and responding to the concerns of industry members and consumers. Finally, we'll summarize how the Division is addressing the fresh produce industry's evolving needs, and our vision for the future.	
		Register here: http://bit.ly/ztfnAN 	
August	Title		USDA's Fresh Produce Market Inspection Basics
	Date & Time Speaker	Thursday, August 16, 2-3pm Eastern Time Harry Fisher Harry is a supervisory agricultural commodity grader with the AMS Specialty Crop Inspection Division. He began his career with the Fresh Products Branch of AMS Fruit and Vegetable Programs as an agricultural commodity grader in the Philadelphia Terminal Market in 2001. He brought to AMS Fruit and Vegetable Programs 10 years of retail produce experience from several large supermarket chains located in the Mid-Atlantic. During his time in Philadelphia, he was involved with multiple types of programs, including: import compliance certification, Good Agricultural and Good Handling Practices (GAP & GHP) audits, Identity Preservation (IP) Program audits, as well as terminal market quality inspections. His involvement in these programs led to his appointment as Import Inspection Team Leader and certification as a Lead GAP & GHP and IP auditor. In 2007, Harry was appointed to the Fresh Products Division's Field Operations Branch in Washington, DC. His current duties include providing supervisory oversight to 110 field employees in 31 Federal Market locations.	
	Session Description	This session will provide you with a practical description of the fresh inspection process, including such topics as how to request an inspection, interpreting an inspection certificate, and how to appeal an inspection result. You'll also learn about the value of an inspection and some of the ways the inspection service is keeping up with changing industry needs.	
		Register here: http://bit.ly/yz6PTG 	
September	Title		Market News Trucking Report
	Date & Time Speaker Bio	September Barbara Maxwell	
October	Title		An Introduction to the PACA - Your Partners in Produce - In Spanish
	Date & Time Speaker	October Patrick Romero	
	Session Description		

October	Title	<i>The PACA Complaint Process – Promoting Better Business Practices in Produce -- In Spanish</i>
	Date & Time	October
	Speaker	Patrick Romero
	Session Description	
October	Title	<i>An Introduction to USDA's Fruit and Vegetable Market News -- In Spanish</i>
	Date & Time	October
	Speaker	Fernando Palmer
	Session Description	
November	Title	<i>Quality Monitoring Programs and other Customized Services</i>
	Date & Time	November
	Speaker	John Lund
	Session Description	
December	Title	<i>Market News Portal Training w/New Tools, ie. Custom Averaging Tools</i>
	Date & Time	December
	Speaker	Fred Teensma
	Session Description	