



New Jersey Agricultural Convention & Trade Show  
and the  
2024 Annual State Agricultural Convention  
coordinated by  
the Vegetable Growers Association of New Jersey, and the  
New Jersey Agriculture Experiment Station, Rutgers University  
February 6-8, 2024  
Harrah's Resort & Waterfront Conference Center



December 8, 2023

Dear Friend of Agriculture:

Planning for the 2024 Annual State Agricultural Convention and the New Jersey Agricultural Convention and Trade Show is well underway. This partnership offers more opportunities for delegates and guests to learn about issues and the latest technologies, agricultural practices and opportunities throughout the industry.

The trade show and VGA educational sessions will open on Tuesday, February 6, at the Harrah's Resort & Waterfront Conference Center in Atlantic City, New Jersey and is open to VGA members. The show will feature exhibits and displays from many of the industry's suppliers and business associates. In addition, a wide variety of educational sessions on topics ranging from growing crops to food safety, the latest ideas in agricultural practices and much more will be offered. Please make it a point to visit each of the trade show exhibitors. A schedule of the educational sessions can be found at [www.vganj.com](http://www.vganj.com).

On Tuesday, February 6, for those VGA members attending, there will be "Lunch and Learn Industry Presentations" from Noon to 1:30 pm in the trade show area. A free lunch ticket is required, and space is limited. Visit the VGA Registration Desk for tickets. Exhibitors and Industry Representatives are sponsoring the lunch and will talk about products and services.

In addition, on Tuesday, February 6, at 5:00 pm a cocktail hour and charity auction will be held in the exhibitor area. The proceeds from the auction will be given to Shriners Children's. Shriners Children's is a network of non-profit medical facilities across North America. Children with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate are eligible for care and receive all services in a family-centered environment, regardless of the patients' ability to pay. The last auction raised \$14,585 for St. Jude and it's our hope to exceed the amount raised at the 2024 New Jersey Agricultural Convention and Trade Show for Shriners Children's.

The 2024 State Agricultural Convention will open with its regular business session on Wednesday, February 7 and continue on Thursday, February 8, 2024. The meeting will focus on developing and setting a policy agenda for the industry over the coming year through the resolutions process. The informational sessions, as well as presentations, are also an important part of the convention. In addition, we will hold a joint session with the Vegetable Growers Association.

On Wednesday evening, February 7, there will be a dinner for both groups. The dinner will follow immediately after the cocktail reception in the Avalon Ballroom Prefunction Area at 6:00 pm. The dinner's Keynote Speaker will be Paul Mobley, an American photographer, whose career as a commercial photographer is grounded in his Midwestern roots. Paul tells the stories behind the pictures of America's unsung heroes - American Farmers and Ranchers.

Please read the following information carefully and complete the form as indicated. Reservations are required for all convention meals. **Please return the meal reservation form no later than January 22.** No money will be refunded for any reason after January 26, 2024.

If you want to reserve a room at Harrah's Resort, please call the Reservation Center at 1-888-516-2215. To be guaranteed the discount rate, indicate that you are with the **NJ Vegetable Growers Association** and use the **Group Code SH02VG4**. Rooms for convention attendees are \$75 per night/per room for a Waterfront Tower standard room. These rates cover single and double occupancy and do not include applicable taxes, resort fees and parking fees. Reservations can also be made online at <https://book.passkey.com/go/SH02VG4>. To ensure that you get the group rate, room reservations must be made by **January 12, 2024**.

We hope that you will come and participate at the convention, particularly at the sessions that impact your operation. For additional convention information including registration and event schedule, please visit [www.nj.gov/agriculture](http://www.nj.gov/agriculture) or [www.vganj.com](http://www.vganj.com).

Sincerely,

Nancy B. Wood  
NJDA Convention Coordinator

Joel Viereck  
VGANJ President