



New Jersey Agricultural Convention & Trade Show
and the
2025 Annual State Agricultural Convention
coordinated by
the Vegetable Growers Association of New Jersey, and the
New Jersey Agriculture Experiment Station, Rutgers University
February 3-6, 2025
Harrah's Resort & Waterfront Conference Center



December 16, 2024

Dear Friend of Agriculture:

Planning for the 2025 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 4, 2025, at the Harrah's Resort & Waterfront Conference Center in Atlantic City, New Jersey. 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. **If you would like to attend the VGA educational sessions, please go to the VGA's website - [VGANJ.COM/CONVENTION-TICKETS](https://vganj.com/convention-tickets) - to see the educational sessions being offered. You will have to purchase tickets to attend these sessions.**

On Tuesday, February 4, 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. Also speaking will be Secretary of Agriculture Edward D. Wengryn with a Q&A session.

In addition, on Tuesday, February 4, at 5:00 pm a cocktail hour and charity auction will be held in the exhibitor area. The cocktail hour will be offering complimentary hors d'oeuvres and carving stations.

The 2025 State Agricultural Convention will open with its regular business session on Wednesday, February 5 in the afternoon at 2 pm and continue on Thursday, February 6, 2025. 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.

On Wednesday evening, February 5, 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.

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 20.** No money will be refunded for any reason after January 24, 2025.

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 SHVEG5**. Rooms for convention attendees are \$75 per night/per room for a Waterfront Tower standard room or \$65 per night/per room for a Laguna 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/SHVEG5>. To ensure that you get the group rate, room reservations must be made by **January 10, 2025**.

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 or www.vganj.com.

Sincerely,

Nancy B. Wood
NJDA Convention Coordinator

Jimmy Abma Jr.
VGANJ President