

**Indiana Vegetable Growers Association
Annual Report
November 30, 2010**

Membership. IVGA had 127 regular and 6 corporate members in 2010, up about 10% since last year.

Directories. A membership directory was printed and sent to all members. The Directory of Wholesale Vegetable Producers was updated, sent to all members, and posted on the web site.

Web Site. Traffic to the web site continues to increase over the previous year. ivga.org has received 15,023 'page requests' since Nov. 3, 2009. Also since then, the 2010 Wholesale Directory was requested 116 times, the 2008-9 version 1011 times, the 2007-8 version 783 times, the 2005-6 version 645 times, and the 2004-5 version 1343 times. That is a total of 3,898 requests for all versions of the wholesale directory combined. The home page was requested 4,061 times. 9,835 distinct hosts (i.e. computers) have visited the site, since December 2007, and 3,449 were new in the last year. Corporate members were listed on the Corporate Member page, and a graphic included on the front page and the corporate page if one was supplied.

Arrangements with Other Organizations. In 2010 Meister Publishing offered a one-year subscription to American Vegetable Grower magazine and Great Lakes Publishing offered a one-year subscription to Vegetable Growers News at no charge to IVGA members.

Letters of Support. In 2010 IVGA wrote letters of support for 1) Beginning Farmer Education & Support Program submitted to the USDA Beginning Farmer Program by Dr. Craig Dobbins, Purdue Ag Econ Dept. (not funded), and 2) Food Safety for Fresh Fruits and Vegetables: Education and Resources for Farmers, submitted to ISDA Specialty Crop Block Grant Program by Dr. Liz Maynard, Purdue Hort and LA Dept (funded).

Gifts and Grants. IVGA donated \$1000 to Purdue University to support vegetable research and extension in the Dept. of Horticulture and Landscape Architecture.

Indiana Horticultural Congress. IVGA co-sponsored the 2010 Indiana Horticultural Congress with Purdue University and other producer organizations. IVGA provided financial services and assisted with planning the vegetable program.

Natural Resource and Conservation Service Specialty Crop Summit. IVGA was invited to participate in this project. Tom Roney has attended two meetings. NRCS is developing a brochure about organizations that serve Indiana specialty crop producers including Federal and State agencies, educational and non-profit institutions, and producer associations.