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## **First-ever All-Florida Ag Show Launches April 25-26, 2012**

***Show is first industry event to bring all Florida agricultural sectors together***

WINTER PARK, FLORIDA (March 20, 2012) - *Florida Grower* and the Highlands County Farm Bureau have teamed up to launch the first-ever All-Florida Ag Show, April 25-26, 2012, at the Highlands County Fair Convention Center in Sebring, Florida. It is the only agricultural industry gathering in Florida that brings together members of all sectors in the industry, from citrus and fruits and vegetables to livestock and biofuels. Designed to allow members of these diverse segments to come together to discuss issues common to all of them, the All-Florida Ag Show will cover topics such as labor, water, alternative energy, anticipating consumer trends, crop opportunities, marketing and how innovation and technology are transforming the farm.

“The All Florida Ag Show is an important event to support as it provides a unique opportunity to anyone who has interest in Florida’s agriculture to meet under one roof and learn about new opportunities, as well as common challenges that our industry faces today and in the future,” says Scott Kirouac, president of Highlands County Farm Bureau.

An impressive lineup of expert speakers includes Adam Putnam, Florida Agriculture Commissioner (invited), Rich Budell, FDACS Water Policy Chief, Jack Payne, senior vice-president, UF/IFAS, John Hoblick, president, Florida Farm Bureau and many more experts in the major issues facing Florida farmers today.

“We are excited about this year’s event and the future growth potential of a show that will cross the spectrum of agricultural pursuits in the state,” says Frank Giles, editor of *Florida Grower* magazine. “This event will provide growers with a prime opportunity to network and learn what fellow Floridians are doing in agriculture.”

An expansive tradeshow exhibit area will feature industry suppliers ready to share the latest product and service innovations with farmers. The site of the event, the brand-new Highlands County Fair Convention Center in Sebring, Florida, provides an ideal facility for farmers to network and do business with other industry professionals from all segments of Florida agriculture.

**For more information and to register, visit <http://www.allfloridaag.com/>.**

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**Florida Grower Magazine:** *Florida Grower*, serving the Florida citrus, fruit, and vegetable market, publishes a monthly magazine and also produces a weekly eNewsletter specifically for Florida agriculture professionals. *Florida Grower* is part of Meister Media Worldwide, a Willoughby, OH-based business-to-business producer of magazines, conferences, and an array of eMedia products. The company was founded in 1932.

### **Highlands County Farm Bureau**

Florida Farm Bureau Federation is the Sunshine State's largest general agricultural organization with more than 144,000 member-families representing Farm Bureaus in 60 counties. Membership provides a multitude of benefits, and you don't have to be a farmer to be a member of Florida Farm Bureau.

The primary source of economic activity in Highlands County is agriculture. Within that category, most of the economic activity comes from citrus, cattle, and dairy operations.

Presently the third largest county in Florida for growing citrus, Highlands County is the fourth largest total citrus producer and the largest producer of the ever-popular Valencia orange in Florida. The recent growing season produced more than 26 million, 90-pound boxes of oranges, enough to produce nearly 40 million gallons of juice.

Within the state, Highlands County ranks first in number of beef cows and second in beef cows and calves. According to the Florida Department of Agriculture, there are more than 72,000 head of beef cows and more than 121,000 total cows and calves grazing annually on 425,000 acres in Highlands County. This recently resulted in \$31 million in annual gross sales for the 300-plus beef cattle producers in Highlands County.