

Bakersfield speakers announced

Bakersfield is hot!

But not for the reason you think.

It'll be especially hot this summer because the National Onion Association has pulled together a program its members shouldn't miss — think innovation and hot topics such as farm labor, transportation, and insurance — all topics that will change the way our industry does business.

The annual summer convention is just a month away, and we at the NOA believe this year will sear through the California desert with top-notch speakers and discussions:

PODCAST: Ag Labor Availability

You'll not want to miss this podcast from NPR, featuring **Tom Deardorff** of Deardorff Family Farms in Oxnard, Calif. In it, he addresses not only who will work our farms, but from where our food will come.



FSMA: New Insurance Realities for Producers/Shippers/Handlers

Speaker **Matt Bigham** of Western Growers Association will discuss the agency's proprietary Shield Program that helps industry producers understand the true cost of a recall, manage their economic risk, and plan for financial recovery.



Check your Device — Social Media Wants your Attention!

Despite the hopes of many, social media is not going away. In fact, it's becoming more important than ever as today's and tomorrow's adults are increasingly thrust into cyberspace for their information. Speaker **Lori Rice** will discuss the growing importance of social media and how to make it work for your organization. Check your devices — they want your attention!



Supply Chain Technology: The Future is Here

Are you ready for a future that demands higher efficiencies? **Lauren Singh** with C.H. Robinson's Western

Growers Transportation Program Account Management Team will discuss the coming digital freightmatching, autonomous vehicles and block chain technology on the horizon. Be informed and be ready!



The Role of Food Safety Specialists

Food Safety Professional **Gabriela Sandoval** will discuss buyer-driven third party audits and the regulations generated by FDA's FSMA rules, as they ratchet up realities for the produce industry.



Kern County: 'Water 101'

Beth Brookhart Pandol, director of the Water Association of Kern County, offers a short course about the different interests in water in the San Joaquin Valley. The nation watches — and follows — California.

