

much they might be willing to pay for the different varieties (and the best thing was that we didn't have to pay them to do this!). The varieties were only identified by made up numbers, and given to people in random order. We haven't analyzed all the data yet, but informal polling suggested that although some varieties were clearly favored, it was evident that people really varied in their responses. If people wanted to know, we told them what the different varieties were **after** they finished the evaluation. One couple told me that they didn't like variety B compared to variety A, and they could totally tell the difference between the two varieties, which were actually the same variety sourced from different growing regions. After they left, a man told me that he really liked variety B over variety A. Maybe the couple got a piece from an inferior variety B fruit and the man got a piece from a superior variety B. Because we know there is fruit-to-fruit variation, in addition to person-to-person variation, we had to get over 100 different people to participate in the evaluation, and use fancy statistical methods to analyze the data. Another participant told me that she tasted all the apples and then ranked them, then tasted them again, and that they all tasted better to her the second time than the first time, although her favorites after the first tasting were still favorites the second time around (lesson from her story – eat more apples, and eat them more often!).

To satisfy all those different shoppers, growers need to raise a diversity of varieties. To hedge against potential disasters like what I'll call "Honeycrisp browning disorders", growers also ought to grow a diversity of crops or have a diversity of marketing options. Having a diversity of varieties, crops, or marketing options, also helps in the fight against pest organisms. This way, although you might make less money, you'll still make *some* money.

## MFVGA MEMBERSHIP APPLICATION

### October 1, 2009 - September 30, 2010

Farm/Company Name \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Crops \_\_\_\_\_

Primary Crop \_\_\_\_\_

**Names of Direct Members:**

(grower, spouse, employees, partners)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**MEMBERS**

Gross Sales	Dues	
Up to \$25,000	\$ 75.00	
\$25,000 - \$75,000	125.00	
\$75,000 - \$225,000	225.00	
Over \$225,000	325.00	\$ _____

Direct membership includes a subscription to one of the following periodicals. Please indicate which publication you would like to receive. Choose one.

- American Fruit Grower
- The Fruit Growers News
- American Vegetable Grower
- The Vegetable Growers News

**ASSOCIATE MEMBERS:**

(Dues are \$25.00 per year.)

Associate members are related agri-business firms, educators, and suppliers. \$ \_\_\_\_\_

Contributions or gifts to MFVGA are not tax deductible as charitable contributions; however, they may be tax deductible as ordinary and necessary business expenses.

**MAKE CHECKS PAYABLE TO MFVGA**

Mail to: MFVGA  
 c/o Marilyn Nysetvold Johnson, Exec. Coordinator  
 15125 W. Vermillion Cir. NE  
 Ham Lake, MN 55304  
 Questions? Call 763-434-0400

**ATTENTION TRADE SHOW EXHIBITORS**

**The 2010 Upper Midwest Regional Fruit and Vegetable Growers Conference and Trade Show**

**will be held January 21 & 22, 2010 at the St. Cloud Civic Center in St. Cloud, MN.**

**Have we received your application? Return it as soon as possible to reserve your booth(s).**

**If you need an application or more information, contact the MFVGA office at 763-434-0400.**