



## **FOR IMMEDIATE RELEASE**

### **The Florida Blueberry Growers Association**

#### **Welcomes Distinguished Inductees in the Hall of Fame**

Gainesville, FL 1/24/2024 – The Florida Blueberry Growers Association (FBGA) is proud to announce the induction of three outstanding individuals into the FBGA Hall of Fame. These visionary leaders have demonstrated unparalleled dedication, innovation, and contributions to the Florida Blueberry industry, earning them a well-deserved place in the Hall of Fame.

The three inductees, whose combined expertise spans decades, have played pivotal roles in shaping the landscape of Florida's Blueberry cultivation. Their commitment to excellence, sustainable practices, and community involvement has left an indelible mark on the industry.

#### **Meet the Inductees:**

1. David Norden: Retired Research Coordinator, University of Florida
2. Gerald Mixon: Founder, Sunnyridge Farms and discovered high bush blueberries could be profitably grown in Central Florida utilizing a growing medium of pine bark.
3. Dr. Jeffrey G. Williamson: Professor, University of Florida. Leading researcher in small fruit horticulture and improving efficiency of small fruit production practices.

#### **FBGA Hall of Fame Committee:**

"We are honored to welcome these exceptional individuals into the Florida Blueberry Growers Association's Hall of Fame. Their passion, resilience, and leadership have significantly advanced our industry. This induction is a recognition of their lasting impact and an inspiration for future generations of blueberry growers."

#### **About the Florida Blueberry Growers Association's Hall of Fame:**

The Florida Blueberry Growers Association's Hall of Fame was established to acknowledge and celebrate individuals whose efforts have significantly contributed to the growth and success of the blueberry industry in Florida. The Hall of Fame recognizes achievements in areas such as innovation, sustainability, leadership, and community engagement.

#### **Induction Ceremony Details:**

The induction ceremony will take place on Wednesday, October 23<sup>rd</sup>, 2024, at Bonnet Springs, Lakeland, Florida. The event will bring together industry leaders, growers, and supporters to honor the inductees and celebrate their legacy.

**Sponsorship Opportunities:** Chad Gillyard - MagnaBonMarketing@outlook.com

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For more information about the Florida Blueberry Growers Association’s Hall of Fame and the induction ceremony, please visit [www.FloridaBlueberryGrowers.org](http://www.FloridaBlueberryGrowers.org).

**About Florida Blueberry Growers Association:**

The Florida Blueberry Growers Association provides the discriminating blueberry consumer with high quality fresh fruit in late March, April and early May. We grow a limited number of blueberry varieties that are specially bred to survive and produce early fruit in Florida’s climate. FBGA works closely with both Academic Researchers, Florida Department of Agriculture, Fresh from Florida and the U.S. Department of Agriculture.

