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Sept. 6, 2006
MEDIA ADVISORY

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California Secretary of Agriculture to Speak at Cal Poly Sept. 8

To: News Editors, Assignment Editors, City Editors, Photo Editors, Reporters

Who: California Secretary of Food and Agriculture, A.G. Kawamura

What: Agriculture Secretary delivers keynote speech at the 2006 Festival of Fruit, an annual gathering of the California Rare Fruit Growers. A press conference with Kawamura will follow his presentation.

Where: Cal Poly, Chumash Auditorium

When: Fri. Sept. 8, 1 p.m.

Fun Feature opportunities:

In addition to Kawamura, the "Festival of Fruit" offers -- just in time for apple season -- include local apple grower/orthodontist John DeVincenzo of Gopher Glen and the Avila Valley Barn, who will unveil several new apple varieties (including "Heaven Scent"). Also on hand: The curator of America's apple collection at the U.S. Department of Agriculture "apple museum" at Cornell University. This man has tasted the 2,500 apples in the collection. Video/Photo ops: Friday -- Cherimoyas, rare & wild bananas, apples, 400 FFA high school students, A.G. Kawamura.

Background:

The Festival of Fruit features campus tours, workshops, grafting demonstrations and speakers from around the world throughout Friday and Saturday. The festival is expected to draw more than 400 people to campus. It is sponsored by the Central Coast chapter of the California Rare Fruit Growers and co-hosted by the Cal Poly College of Agriculture.

The opening session of the conference on Friday afternoon and Kawamura's speech are free and open to the general public. Saturday's sessions are restricted to registered guests, but open to media. For details contact Joe Sabol, (805) 544-1056.

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