

# Network CONNECTION



..... Weekly updates and market insights from CTFA's PPN Network

January 2, 2007

## Chill Hours Update

As of 1/1	2006-7 to date	YAGO to date
Arvin	463	286
Parlier	517	386

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## News from the Network Plum Referendum Passes

On December 28, CDFA reported the results of the California plum referendum to CTFA. In total, 51.4% of eligible participants cast ballots, well exceeding the required 40%. Of those casting valid ballots, 88.9% by number voted in favor the amendments; 91.8% by volume did so. As these voting results exceed the approval requirements specified in the California Food and Agricultural Code, CDFA will implement the changes proposed in the referendum effective January 2, 2007. Thank you to all growers who cast ballots and to all who worked to get out the vote. For questions regarding the industry votes, contact Lynn Morgan or Kathy Diaz-Cretu at CDFA at 916-341-6005.

## Watch the Mailbox: Federal Program Ballots to Come

**Committee selection ballots for the federal California peach and nectarine orders** will be mailed January 2, 2007. These ballots should be returned to the **California Tree Fruit Agreement**. The tentative return deadline is **January 17, 2007**.

## Sales Desk Visits Begin This Week

CTFA marketing staff will be in the field beginning Thursday, January 4, paying visits to industry marketing and sales groups to review program plans for 2007. The meetings provide an opportunity for industry front-line personnel and leadership to connect with CTFA staff and programs on a one-on-one basis. New ideas from both sides of the table, as well as opportunities for collaboration and feedback, make these meetings worthwhile. If your organization does not yet have a meeting time scheduled, contact National Accounts Manager Jo Frith at [jfrith@caltreefruit.com](mailto:jfrith@caltreefruit.com) or 559-638-8260.

## The PPN Network Presents

### 2007 Marketing Materials Now Available

New marketing materials for 2007, including marketing brochures and POS samples, will be part of upcoming sales desk visits. For a preview of the new materials, check out the PPN Network Download Center.

The five new brochures, which include research, consumer and retailer education, website and promotion topics, can be found on the [Marketing Material](#) page, while new in-store material can be previewed in the [Point-of-Sale](#) section. There you'll find a new look for the popular "Cruncher, Leaner or In-Betweeners" POS, as well as new POS inspired by the Summer Passionates consumer positioning.

If your organization would prefer to pick up materials from the CTFA office right away, contact Marketing Coordinator Carly Rodgers via email at [crodgers@caltreefruit.com](mailto:crodgers@caltreefruit.com) or 559-638-8260.

### **Meetings of Note**

#### **Save the Date Reminder: CTFA Research Symposium February 28, 2007**

Topics of interest from across the research spectrum will be on the agenda at the first CTFA Research Symposium, scheduled to take place February 28, 2007 at the Fresno Convention Center, with additional sponsorship from the California Grape and Tree Fruit League and Sinclair Systems. The event will include a morning panel discussion with leading retailers, a lunchtime speaker, and two afternoon sessions with a choice of topics including new nutrition, marketing and agricultural research. Registration will begin in late January; all interested parties are welcome at this inaugural event.