

Network CONNECTION



..... Updates and market insights from CTFA's PPN Network

March 23, 2010

News from the Network:

REMINDER: BC and China Registration due

All entities interested in participating in the British Columbia (BC) and/or China export programs must register with CTFA by providing lot lists that designate the lots for the program, which county the lots are in and provide a map of the orchard. For Plums, please indicate the lots that are for the systems approach (mating distribution) protocol on trap trigger option.

- BC registrations need to have an additional compliance agreement with the County Ag Commissioner's office.
- China registration must submit all packaging or marketing entities and affiliated names that may appear on a box of plums designated for China.

Please submit all lot lists and maps to CTFA by Thursday, April 1, 2010, by fax to 559-638-8842 [Attention Gordon Smith or email to info@caltreefruit.com]. In addition, all lot lists and maps must be approved by the approved counties by April 1. For questions or additional information, contact Gordon Smith or Gary Van Sickle at 559-638-8260 or by email to gsmith@caltreefruit.com or gvanickle@caltreefruit.com.

California Specialty Crop Delegation Attend Meetings in Washington, DC

CTFA President Gary Van Sickle, and Harvest & Health Protection Subcommittee Chairman George Nikolich, were part of the California Specialty Crop Leadership Delegation who attended meetings in Washington, DC, on March 10-11, 2010. The delegation started their visit by meeting with representatives from Crop Life America to get the latest information on crop care materials. They then attended a meeting at EPA where division directors provided updates. Updates were on MRL harmonization, crop care material registration, soil fumigants, spray drift regulations, Endangered Species Act, Methyl Bromide CUEs and web labeling (crop care material labels). The delegation then went to the USDA and got updates from the following programs: IR-4, Office of Pest Management Policy, Agricultural Research Service, APHIS, Foreign Ag Service, and the Pesticide Database Program. The delegation finished their visit by meeting with the State Department to get the latest information regarding Methyl Bromide and negotiations in regards to the Montreal Protocol.

Free Webinar: "Analysis of Produce Related Foodborne Illness Outbreaks"

The Alliance for Food and Farming is hosting a free webinar on March 29, 2010, 1:00 pm to 2:00 pm. (see attached information). The webinar topic is "Analysis of Produce Related Foodborne Illness Outbreaks." Interested industry members are encouraged to participate. For registration information, please contact: info@foodandfarming.info or 831-786-1666.

For the Love of Farming!

"For the Love of Farming!" is a new radio show that will begin airing in-depth interviews on agricultural related topics. The show will be broadcasted every Saturday beginning April 3 from 9:00 am to 10:00 am on FM 105.5. CTFA President Gary Van Sickle recently recorded an interview which discusses the California Tree Fruit Agreement and the tree fruit industry. That interview is scheduled to air early to mid April. This weekly show is hosted by Evan Yoshimoto, who is also a tree fruit grower.

CTFA Subcommittee Applications Now Available; Due May 1

Applications for CTFA subcommittees are now available. Applications are due May 1. Open positions exist on all CTFA subcommittees including Compliance, Domestic Market Development, Harvest and Health Protection, International Market Development, Research, and Strategic Planning. Subcommittees plan the direction of CTFA programs and are instrumental in providing the industry what it wants from its organization. All interested industry members are encouraged to apply for subcommittee service and encourage others they feel could make a positive contribution. A 2010 Subcommittee Application is attached for your reference; or visit the CTFA Download Center at eatcaliforniafruit.com for an application. For questions or membership information, contact Corina Tamez at 559-638-8260 or ctamez@caltreefruit.com.

Upcoming Meetings:

- **New State Board Orientation and Form 700/Ethics Training** – March 24 and 25, 2010, see details below. Contact Corina Tamez at ctamez@caltreefruit.com or 559-638-8260.
 - March 24, 2010, 9:00 a.m., CTFA office, Reedley
 - March 25 2010, 9:00 a.m., CTFA office, Reedley
- **Tree Fruit Research Meeting** - April 8, 2010, 8:00 am, Kearney Agricultural Center, Parlier; 1.0 Hour PCA Credit Available. Meeting agenda will be sent mid March. For more information contact Gary Van Sickle at gvanickle@caltreefruit.com or 559-638-8260.
- **Executive Committee Meeting** – April 21, 2010, 12:00 pm, CTFA office, Reedley. Contact Corina Tamez at ctamez@caltreefruit.com or 559-638-8260 for information.
- **Estimating Meetings** – April 23 and April 27, 2010, see details below. Contact Gary Van Sickle at gvanickle@caltreefruit.com or 559-638-8260 for additional information.
 - Kern Estimating Meeting – April 23, 2010, 12:00 p.m., Las Fuentes Restaurant, Arvin.
 - Tulare-Fresno Estimating Meetings – April 27, 2010, 12:00 p.m., CTFA office, Reedley.
- **Joint Committee/Board Meeting** - April 29, 2010, 1:00 pm, Kearney Agricultural Center, Parlier. For more information contact Corina Tamez at ctamez@caltreefruit.com or 559-638-8260.

To stop receiving the PPN Network Connection please contact CTFA at info@caltreefruit.com or (559) 638-8260.