

**Minutes
California Tree Fruit Marketing Board
December 10, 2009
Parlier, California**

Chairman Michael Reimer called the meeting of the California Tree Fruit Marketing Board to order on December 10, 2009, at 3:30 p.m. in the Nectarine Room of the Kearney Agricultural Center in Parlier, California.

California Tree Fruit Marketing Board Members Present:

John Blalock	Marco Luna	Justin Parnagian	Russ Tavlan
Wayne Brandt	Harold McClarty	Vernon Peterson	Gordon Wiebe
Bill Chandler	Jon McClarty	Mike Reimer	
Rick Jackson	Rick Milton	Steve Strong	

California Tree Fruit Marketing Board Alternates Present:

Jeff Boldt (A)	Don D. Klassen (A) *	Denver Schutz (A) *
Mark Bybee (A)	Andy Muxlow (A) *	Jim Simonian, Sr. (A) *
David Gonzalez (A)	Doug Phillips (A) *	John Tos (A) *

**Seated to the Board for the meeting*

California Tree Fruit Marketing Board Members and Alternates Absent:

Cliff Brown (A)	Craig Ito	Duane Lamm	Rod Riffel *
Blake Carlson	Casey Jones (A)	Jose Marin (A)	Marco Rinaldi (A)
Andrew Casado, Jr.	Mike Jost	Ryan Metzler (A)	Tony Supino (A)
Melvin Enns (A)	John Kaprielian (A)	Grant Parnagian	John Warmerdam (A)
Greg Feaver (A)	Wayde Kirschenman	Brian Richardson (A)	Kerry Whitson (A)
Leroy Huerta, Jr.	Mark Laemmlen	Vincent Ricchiuti (A)	

Government Representatives:

Dennis Manderfield, CDFA

Others Present: See register at the CTFA office.

The Chairman stated a quorum was present.

Minutes

It was moved by Mr. Wayne Brandt, seconded by Mr. Rick Milton, to approve the Joint meeting minutes of June 11, 2009. The motion passed unanimously. [09-13]

It was moved by Mr. Wayne Brandt, seconded by Mr. Gordon Wiebe, to approve the California Tree Fruit Marketing Board minutes of June 11, 2009. The motion passed unanimously. [09-14]

2010 Domestic Market Development Program

The Chairman recognized that there was concern from the audience regarding the consumer research portion of the domestic activities proposed by the Subcommittee, which Mr. Smith had previously discussed in the Joint meeting. Mr. Marco Luna stated he had concern as to what the industry would get out of the research projects. Mr. Gordon Smith explained the consumer research projects presented would track current consumer trends related to the PPN category, with a focus on the impact of environmental marketing messages like "Buy Local," sustainability, etc. Ideally, these new trends once identified could be used by industry members to design their upcoming marketing campaigns. The Consumer Decision Tree study would provide industry members with merchandising insights to share with retailers in terms of how consumers buy PPN in the store. Mr. Justin Parnagian added it was up to each marketer to use the tools that CTFA provides, and each marketing office uses them differently.

It was moved by Mr. Marco Luna, seconded by Mr. Russ Tavlan, to approve the program without the consumer research portion consisting of two projects totaling \$130,000. [09-15]

The Chairman asked if there was any discussion. Mr. Wayne Brandt suggested the program be sent back to the Domestic Market Development Subcommittee as there could be carry-over effects onto the other components. Mr. Justin Parnagian agreed with Mr. Brandt. The Chairman then called for the question.

The vote was eight yeas and eight nays. The Chairman declared a tied vote and the motion did not pass.

It was moved by Mr. John Tos, seconded by Mr. Vernon Peterson, to adopt the program as presented except to reduce the consumer research portion from \$130,000 down to \$50,000. [09-16]

Mr. Rick Milton said he was not aware of discussions at the Subcommittee level, and was not sure if they thoroughly discussed the matter. Mr. Denver Schutz indicated he had concern for the project at \$50,000. Mr. Justin Parnagian stated the two studies complement each other, and if the recommendation is not acceptable, the Domestic Market Development Subcommittee should be asked for their input.

The Chairman called for the question.

There were six yeas and ten nays. The Chairman declared the motion failed.

It was moved by Mr. John Tos, seconded by Mr. Steve Strong, to accept the program as recommended. The vote was ten yeas and six nays. [09-17]

The Chairman declared the motion failed due to the lack of a majority.

Mr. Jim Simonian suggested the program recommendation be taken back to the Domestic Market Development Subcommittee for further review.

It was moved by Mr. Gordon Wiebe, seconded by Mr. Harold McClarty, to refer the recommendation back to the Domestic Market Development Subcommittee for further review. The motion passed unanimously. [09-18]

Compliance Subcommittee Recommendations

The Chairman explained this was the additions and deletions, and the recommendation to eliminate compiling the Friday daily packout on Saturdays, instead to compile it on Monday mornings.

It was moved by Mr. Jim Simonian, seconded by Mr. Steve Strong, to accept the recommended additions and deletions as shown on the program action form in the agenda folder and to eliminate the compiling of Friday's packout on Saturdays and to compile it on Monday mornings. The motion passed unanimously. (Recommendations attached.) [09-19]

CTFA Policy Manual

The Chairman explained the manual was discussed in the Joint meeting, and in particular, had revised guidelines for travel expenses.

It was moved by Mr. John Tos, seconded by Mr. Wayne Brandt, to recommend the adoption of the CTFA Policy Manual as revised. The motion passed unanimously. [09-20]

Nomination Meetings/Ballots

The Chairman explained nomination meetings were conducted in November, and ballots will be mailed to the industry on January 14, 2010. New Board members will be approved by CDFA and will be seated at the Spring meeting on April 29, 2010.

Issues to Discuss at Future Meetings

The Chairman asked if there were any issues to discuss at future meetings or any other business or a need for a closed session. Hearing none, he adjourned the meeting at 4:09 p.m.

Respectfully submitted,



Cassie Drake
Category Research Specialist

CD/ss
Attachments

Action Item

COMMITTEE/BOARD MEMORANDUM

Date:	December 10, 2009
To:	CA Tree Fruit Marketing Board (CTFMB)
Through:	Compliance Subcommittee
From:	Gordon Wiebe, Compliance Subcommittee Chairman Gary Van Sickle, Director of Research and Regulatory Compliance
Subject:	Joint Agenda Item 7.a.i. – Additions/Deletions CTFMB Agenda Item 4.a.i. –

Background

The following addition and deletion recommendations for the 2010 season were approved by the Compliance Subcommittee on November 3, 2009.

Recommendations

STATE PEACH RECOMMENDATIONS FOR 2010

1. Add the following peach varieties that exceeded 10,000 packages in 2009 to the list of varieties to be estimated and to be added to the Size-Weight Count Assignment Groups:

Variety	Volume	Starting Date	Weight Count Assignment Group
Crimson Jewel	>10,000	08/15	B
Golden Moon	>10,000	07/11	B
Ivory Duchess	11,689	05/22	A
Ivory King	>10,000	06/30	B
Pearl Princess	>10,000	06/25	B
Snow Duchess	>10,000	07/24	B
116LM397	>10,000	09/05	B
382LN469	>10,000	07/20	B

**Carnival, Fairtime, and Parade exceeded 10,000 but are not recommended as additions.

2. Delete from specific estimates the following peach varieties with less than 5,000 packages in 2009 and estimate under the "Others" category and add them to Group C for the Size-Weight Count Assignment Groups:

Variety		
April Snow	Royal Lady	Sugar Lady
Coral Princess	September Lady	Sweet Crest
David Sun	Snow Kist	Sweet Kay
Jasper Treasure	Spring Candy	

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Subject:	Joint Agenda Item 7.a.i. – Additions/Deletions CTFMB Agenda Item 4.a.i. –

Background

The following addition and deletion recommendations for the 2010 season were approved by the Compliance Subcommittee on November 3, 2009.

Recommendations

STATE NECTARINE RECOMMENDATIONS FOR 2010

1. Add the following nectarine varieties that exceeded 10,000 packages in 2009 to the list of varieties to be estimated and to be added to the Size-Weight Count Assignment Groups:

Variety	Volume	Starting Date	Weight Count Assignment Group
Crimson Sweet	>10,000	06/09	B
Honey Lite	>10,000	06/01	A
July Bright	16,752	07/14	B
June Ice	>10,000	06/18	B
June Sweet	29,251	05/16	A
Kay Diamond	>10,000	05/27	A
Raspberry Jewel	>10,000	06/09	B
Red Baron 2	>10,000	06/20	B
Snow Pearl TM	32,322	08/06	B
225LP242	>10,000	07/21	B

2. Delete from specific estimates the following nectarine varieties with less than 5,000 packages in 2009 and estimate under the “Others” category and add them to Group C for the Size-Weight Count Assignment Groups:

Variety		
Alta Red	Early Pearl TM	Neptune
Autumn Blaze	La Reina	PR Red
Autumn Fire	May Fire	Royal Giant
Big Jim	May Glo	Terra White