

California Tree Fruit Agreement Business Meeting Notice and Agenda

CA PLUM MARKETING BOARD CA TREE FRUIT MARKETING BOARD NECTARINE ADMINISTRATIVE COMMITTEE PEACH COMMODITY COMMITTEE

April 29, 2010, 1:00 p.m.
Kearney Research and Extension Center
9240 S. Riverbend, Nectarine Room, Parlier, CA

AGENDA

JOINT SESSION

1. **Call to Order - Roll Call: 1:00 p.m., Mr. Michael Reimer, Chairman, Executive Committee**
 - a. Recognition of a Quorum
 - i. CA Plum Marketing Board (CPMB)
 - ii. CA Tree Fruit Marketing Board (CTFMB)
 - iii. Nectarine Administrative Committee (NAC)
 - iv. Peach Commodity Committee (PCC)
2. **President's Report: Mr. Gary Van Sickle, President**
 - a. Industry Activity Report
 - i. Crop Progress Report
 - ii. Industry Issues/Update
 - iii. Public Relations/Communications
 - iv. Market Development Programs
 - v. Research and Regulatory
 - vi. Government Update
 - vii. Legal Update
 - viii. Other Issues
3. **Crop Estimates/Starting Dates: Mr. Dale Janzen, Director of Industry Relations (*Action Item*)**
4. **Executive Committee Report: Mr. Gary Van Sickle, President**
 - a. Financial Report
 - i. Review 2010 Crop Assumption, Budget, and Assessment Rate Adopted:
 - (1) December 10, 2009, Federal NAC and PCC
 - (2) February 18, 2010, State CPMB and CTFMB
5. **Marketing Policy Statement: Mr. Gary Van Sickle, President (*Action Item-PCC and NAC*)**
6. **Bylaw Update – Subcommittee Chairperson and Vice Chairperson Requirement (*Action Item*)**
7. **Issues to Discuss at Future Meetings**
8. **Other Business**
9. **Meeting Adjourned**

CALIFORNIA PLUM MARKETING BOARD

- 1. Call to Order – Roll Call: 1:00 p.m., Mr. Gary Van Sickle, President**
 - a. Recognition of a Quorum
 - b. Motion to Seat Alternates in Place of an Absent Member *(Action Item)*
- 2. Approval of Meeting Minutes**
 - a. Joint Minutes – February 18, 2010 *(Action Item)*
 - b. CA Plum Marketing Board – February 18, 2010 *(Action Item)*
- 3. Election of Officers**
 - a. Chairperson *(Action Item)*
 - b. Vice Chairperson *(Action Item)*
- 4. Approval of Crop Estimates/Starting Dates *(Action Item)***
 - a. IS Plum Voluntary Estimate
- 5. Financial Report**
 - a. Amend 2010 Budget *(Action Item)*
 - b. 2010 Assessment Rate Recommendation *(Action Item)*
- 6. Bylaw Update – Subcommittee Chairperson and Vice Chairperson Requirement *(Action Item)***
- 7. Issues to Discuss at Future Meetings**
- 8. Closed Session (as necessary)**

Closed session pursuant to California Government Code 11126(e) to confer with or receive advice from legal counsel regarding pending litigation.

Closed session pursuant to California Government Code 11126(a) regarding the appointment, employment, evaluation of performance, or dismissal of an employee.
- 9. Return to Open Session**
 - a. Announcement in Open Session Regarding Action Taken in Closed Session
- 10. Meeting Adjourned**

CA Plum Marketing Board: All items are subject to discussion and possible action

CALIFORNIA TREE FRUIT MARKETING BOARD

- 1. Call to Order – Roll Call: 1:30 p.m., Mr. Gary Van Sickle, President**
 - a. Recognition of a Quorum
 - b. Motion to Seat Alternates in Place of an Absent Member (*Action Item*)
- 2. Approval of Meeting Minutes**
 - a. Joint Minutes – February 18, 2010 (*Action Item*)
 - b. CA Tree Fruit Marketing Board – February 18, 2010 (*Action Item*)
- 3. Election of Officers**
 - a. Chairperson (*Action Item*)
 - b. Vice Chairperson (*Action Item*)
- 4. Approval of Crop Estimates/Starting Dates (*Action Item*)**
- 5. Financial Report**
 - a. Amend 2010 Budget (*Action Item*)
 - b. 2010 Assessment Rate Recommendation (*Action Item*)
- 6. Bylaw Update – Subcommittee Chairperson and Vice Chairperson Requirement (*Action Item*)**
- 7. Issues to Discuss at Future Meetings**
- 8. Closed Session (as necessary)**

Closed session pursuant to California Government Code 11126(e) to confer with or receive advice from legal counsel regarding pending litigation.

Closed session pursuant to California Government Code 11126(a) regarding the appointment, employment, evaluation of performance, or dismissal of an employee.
- 9. Return to Open Session**
 - a. Announcement in Open Session Regarding Action Taken in Closed Session
- 10. Meeting Adjourned**

CA Tree Fruit Marketing Board: All items are subject to discussion and possible action

NECTARINE ADMINISTRATIVE COMMITTEE

1. **Call to Order: Mr. Rod Milton, Chairman**
 - a. Recognition of a Quorum
 - b. Motion to Seat Alternates in Place of an Absent Member *(Action Item)*
2. **Approval of Meeting Minutes**
 - a. Joint Minutes – February 18, 2010 *(Action Item)*
 - b. Nectarine Administrative Committee – February 18, 2010 *(Action Item)*
3. **Approval of Crop Estimates/Starting Dates *(Action Item)***
4. **Approval of Marketing Policy Statement *(Action Item)***
5. **Bylaw Update – Subcommittee Chairperson and Vice Chairperson Requirement *(Action Item)***
6. **Issues to Discuss at Future Meetings**
7. **Closed Session (as necessary)**
8. **Return to Open Session and Announcement of Closed Session Discussion**
9. **Meeting Adjourned**

PEACH COMMODITY COMMITTEE

1. **Call to Order – Roll Call: Mr. Rick Jackson, Chairman**
 - a. Recognition of a Quorum
 - b. Motion to Seat Alternates in place of an absent Member *(Action Item)*
2. **Approval of Meeting Minutes**
 - a. Joint Minutes – February 18, 2010 *(Action Item)*
 - b. Peach Commodity Committee Minutes – February 18, 2010 *(Action Item)*
3. **Approval of Crop Estimates/Starting Dates *(Action Item)***
4. **Approval of Marketing Policy Statement *(Action Item)***
5. **Bylaw Update – Subcommittee Chairperson and Vice Chairperson Requirement *(Action Item)***
6. **Issues to Discuss at Future Meetings**
7. **Closed Session (as necessary)**
8. **Return to Open Session and Announcement of Closed Session Discussion**
9. **Meeting Adjourned**

The meeting location listed above is accessible to the public for purposes of participating in the meeting. Special accommodations will be made for the physically handicapped, vision or hearing-impaired persons upon request. If accommodation is required, please contact Corina Tamez at 559-638-8260. If you have any questions regarding this meeting please contact the California Tree Fruit Agreement (CTFA) at 559-638-8260 or 975 I Street, Reedley, California 93654.

This agenda is also available on the Internet at www.eatcaliforniafruit.com