

**Minutes  
California Plum Marketing Board  
February 18, 2010  
Parlier, California**

Chairman Mike Jackson called the meeting of the California Plum Marketing Board to order on February 18, 2010, at 2:17 p.m. in the Nectarine Room of the Kearney Agriculture Center in Parlier, CA.

**California Plum Marketing Board Members Present:**

Steve Boos	Mike Jackson	Doug Phillips
Mark Bybee	Rick Milton	David Stone
Jack Brandt	Ken Peters	

**California Plum Marketing Board Alternates Present:**

Waine Aalto (A) *	Dave Botkin (A) *	Steve Strong (A) *
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(\*Seated on the Board for meeting)

**California Plum Marketing Board Members and Alternates Absent:**

Carl Buxman (A)	Ron Frauenheim (A)	Bruce Myers (A)
Blake Carlson	Kerry Gerds	Jon Parnagian (A)
Andrew Casado Jr. (A)	Daniel Huerta (A)	Richard Sawatzky (A)
Keith Cosart	Jim Jones (A)	Kristina Unruh (A)
Gene Coughlin (A)	Jose Marin	Doug Wilson

**Government Representatives:**

Dennis Manderfield, CDFCA

**Others Present:** See register at the CTFA office.

The Chairman indicated it was necessary to have a motion to seat Messrs. Dave Botkin, Waine Aalto and Steve Strong in place of absent members.

*It was moved by Mr. Doug Phillips, seconded by Mark Bybee, to seat alternates Messrs. Dave Botkin, Waine Aalto and Steve Strong in place of absent members. The motion passed unanimously. [09-20]*

**Minutes**

*It was moved by Mr. Rick Milton, seconded by Mr. Ken Peters, to approve the Joint Minutes of December 10, 2009 and the California Plum Marketing Board Minutes of December 10, 2009. The motion passed unanimously. [09-21]*

**2010 International Market Development Program Recommendations**

*It was moved by Mr. Steve Strong, seconded by Mr. Doug Phillips, to recommend approval of the 2010 International Market Development Subcommittee budget, with a MAP contribution of \$2,484,271 and a contribution from CTFA of \$882,000, to provide authority to the International Market Development Subcommittee to spend target funds with CDFCA approval, to add new markets in the Middle East and Brazil, to discontinue programs in Venezuela and to recommend approval to conduct a search for a UES consultant and to approve other international resources. The motion passed unanimously. [09-22]*

**2010 Domestic Market Development Subcommittee Recommendation**

*It was moved by Mr. Rick Milton, seconded by Mr. Steve Strong, to recommend approval of the 2010 Domestic Market Development revised program for a budget amount of \$1,069,000. The motion passed unanimously. [09-23]*

**2010 Research Subcommittee Project Recommendations (Attached)**

*It was moved by Mr. Steve Strong, seconded by Mr. David Stone, to recommend approval and funding of the 2010 research budget in the combined amount of \$496,166 and to provide authority to the Research Subcommittee to expend contingency funds for emergency projects approved by CDFR. The motion passed unanimously. [09-24]*

**2010 Crop Assumption/Budget/Assessment Rate Recommendations (Budget attached)**

*It was moved by Mr. Mark Bybee, seconded by Mr. Doug Phillips, to recommend the crop assumption of 9.2 million, the budget of \$1,405,365, the approval of the 2010 base assessment rate at \$.0725 and the approval of a line of credit. The motion passed unanimously. [09-25]*

**Authorities**

*It was moved by Mr. Rick Milton, seconded by Mr. Steve Strong, to provide the Chairperson authority to appoint subcommittees and pay for group lunches, to provide the President/Designee with authority to make inter-item transfers, the authority to sign contracts, the authority to hire outside counsel on personnel issues up to \$10,000 with CDFR approval and the authority to accept grant funds. The motion passed unanimously. [09-26]*

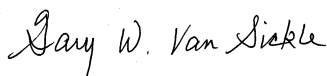
**Update Bylaws (Attached)**

*It was moved by Mr. Doug Phillips, seconded by Mr. David Stone, to update the bylaws for the check signing authorities, which provides for the Executive Committee Chairperson and Vice-Chairperson to sign checks for any amounts and revises several staff titles as shown on the attached. The motion passed unanimously. [09-27]*

**Issues to Discuss at Future Meetings**

The Chairman asked if there were any issues to discuss at future meetings or a need for a closed session. Hearing none, he adjourned the meeting at 2:22 p.m.

Respectfully submitted,



Gary W. Van Sickle  
President

GWV/ss

Attachments

## 2010 California Tree Fruit Agreement Research Proposals for Funding

Researcher	Project Title	Dollar Amount to Be Funded		Subcommittee Member Liaison
Adaskaveg	Epidemiology and Management of Pre- and Postharvest Diseases of Peach, Plum, & Nectarine	\$44,000	(cont.)	Mike Reimer Alan Butterfield
Cisneros (Byrne)	Promoting stone fruits for Protection against the Metabolic Syndrome	\$49,708	(cont.)	Eric Gaarde Joe Bezerra Mike Reimer
Byrne	RosBreed Supplement: Development of Cultivars with Higher Soluble Solids	\$9,528	(new)	Mike Reimer Christeen Abbott
Crisosto	Updating Peach, Nectarine and Plum Inking and/or Skin Discoloration Development Information	\$88,820	(cont.)	Rod Riffel, Rod Milton, Bill Tos, Wayne Stogbauer, Steve Frauenheim
Crisosto	Development of Predictive Tools for Brown and Sour Rot Resistance in Peaches and Nectarines	\$27,703	(cont.)	Rod Riffel Bill Tos
Crisosto	Testing a Fall Ethrel Application for Flower Removal: A New Thinning Approach	\$7,646	(cont.)	Rod Riffel Bill Tos
Crisosto	Establishing a Tree Fruit trained panel evaluation sensory tool to evaluate pre and postharvest technology on consumer acceptance.	\$27,013	(cont.)	Ty Parkinson Ryan Metzler Eric Gaarde Mike Reimer
Day	Development and Testing of Pedestrian Orchard Concepts	\$16,975	(cont.)	Bill Tos Rod Milton Bill Chandler
DeJong	Using a 3-D Computer Simulation Model of Peach Tree Architectural Growth and Dry Matter Partitioning to Evaluate the Production Potential of Peach Trees on Size-controlling Rootstocks	\$16,873	(cont.)	Mike Reimer Ryan Metzler
DeJong	Improved Rootstock of Peach and Nectarine	\$37,692	(cont.)	Bill Chandler Mike Reimer
Johnson, M.	Better Understanding and Management of Tentined June Beetle	\$0	(cont.)	Wayne Stogbauer Rod Milton Alan Butterfield
Johnson, S.	Mechanical Blossom Thinning Using a Darwin String Thinner	\$28,355	(cont.)	Christeen Abbott Joe Bezerra Rod Riffel
Johnson, S.	Improving the Efficiency of Foliar Zinc Sprays in Peach Orchards	\$12,103	(new)	Mike Reimer Rod Riffel Rod Milton
McKenry	Field Confirmation of the Value of a New Approach to Replanting Stone Fruits	\$25,000	(cont.)	Bill Chandler Mike Reimer Alan Butterfield
Michailides	Sources of Inoculum, Biology, Epidemiology and Management of Sour Rot in Stone Fruit Orchards	\$14,750	(cont.)	Christeen Abbott Wayne Stogbauer
Suslow	Microbial Food Safety and Postharvest Fruit Disinfection	\$58,000	(cont.)	Ty Parkinson Blake Carlson Mike Reimer
Waise	The Treatment of Stone Fruit to Australia with Methyl Bromide or Phosphine to Eliminate the Possible Introduction of Peach Twig Borer	\$2,000	(cont.)	Mike Reimer Gordon Smith
Primus	Primus Residue Study	\$20,000	(cont.)	Mike Reimer
	Emergency Research Project (s), original budget was \$10,000	\$10,000		
<b>Total</b>		<b>\$496,166</b>		

**California Plum Marketing Board**  
**Budget Report**  
*Projected Budget through February 28, 2011*

	2010 Plums	Prior Year		Variance to PY Budget
		Projected to 2/28/2010	Budget 2009	
PACKAGES SHIPPED	9,200,000	9,130,275	9,000,000	102.2%
Assessment Rate:	7.25	6.50	6.50	111.5%
Prior Year Carry-In	\$ 345,913	\$ 625,814	\$ 402,825	85.9%
<b><u>INCOME</u></b>				
Assessments	\$ 667,000	\$ 593,468	\$ 585,000	114.0%
<b><u>OTHER INCOME</u></b>				
Delinquency Charges	\$ 1,000	\$ -	\$ 1,000	100.0%
Interest	\$ 6,000	\$ 5,534	\$ 3,727	161.0%
USDA Map Grant *	\$ 520,000	\$ 519,930	\$ 468,000	111.1%
Inspection Billings	\$ -	\$ -	\$ -	0.0%
Miscellaneous	\$ 1,500	\$ 5,897	\$ -	
<b>TOTAL INCOME</b>	<b>\$ 1,195,500</b>	<b>\$ 1,124,829</b>	<b>\$ 1,057,727</b>	<b>113.0%</b>
<b>TOTAL INCOME &amp; CARRY-IN</b>	<b>\$ 1,541,413</b>	<b>\$ 1,750,643</b>	<b>\$ 1,460,552</b>	<b>105.5%</b>
<b><u>EXPENSES</u></b>				
ADMIN. SALARIES/BENEFITS	\$ 160,071	\$ 141,784	\$ 150,301	106.5%
OVERHEAD	\$ 48,779	\$ 35,808	\$ 38,418	127.0%
<b><u>GENERAL EXPENSES</u></b>				
Auto Operation/Travel	\$ 23,225	\$ 14,119	\$ 12,008	193.4%
Audits	\$ 7,341	\$ 6,399	\$ 6,607	111.1%
Handler Compliance Audit	\$ 9,980	\$ 9,819	\$ 8,838	112.9%
Committee Expenses	\$ 17,140	\$ 14,418	\$ 12,978	132.1%
Consultants	\$ 17,667	\$ 17,663	\$ 15,899	111.1%
Strategic Planning	\$ 2,200	\$ 2,200	\$ 1,980	111.1%
Liability Insurance	\$ 4,360	\$ 3,040	\$ 4,842	90.0%
Miscellaneous	\$ 6,280	\$ 6,079	\$ 1,566	401.0%
Prior Year	\$ 3,000	\$ 2,060	\$ 2,700	111.1%
<b>TOTAL GENERAL EXPENSES</b>	<b>\$ 91,193</b>	<b>\$ 75,797</b>	<b>\$ 67,418</b>	<b>135.3%</b>
<b>INDUSTRY ACTIVITIES</b>	<b>\$ 20,950</b>	<b>\$ 20,947</b>	<b>\$ 18,855</b>	<b>111.1%</b>
<b><u>OTHER EXPENSES</u></b>				
CDFA Marketing Branch	\$ 20,000	\$ 19,998	\$ 50,000	40.0%
Legal - State Atty General	\$ 100	\$ 100	\$ 100	100.0%
Inspection	\$ -	\$ -	\$ -	0.0%
Economic Research	\$ -	\$ -	\$ -	0.0%
CDFA Compliance Audit	\$ -	\$ 2,322	\$ 7,200	0.0%
Export Protocol Support	\$ 2,000	\$ 2,000	\$ 1,800	111.1%
Uncollected Accounts	\$ 6,670	\$ 320	\$ -	0.0%
Critical Response Contingency	\$ -	\$ -	\$ -	0.0%
<b>TOTAL OTHER EXPENSES</b>	<b>\$ 28,770</b>	<b>\$ 24,740</b>	<b>\$ 59,100</b>	<b>48.7%</b>
<b>INSPECTION/COMPLIANCE ACTIVITIES</b>	<b>\$ 25,083</b>	<b>\$ 25,175</b>	<b>\$ 23,780</b>	<b>105.5%</b>
<b>REG./RESEARCH ACTIVITIES</b>	<b>\$ 122,710</b>	<b>\$ 123,398</b>	<b>\$ 113,830</b>	<b>107.8%</b>
<b>INDUSTRY RELATION ACTIVITIES</b>	<b>\$ 19,972</b>	<b>\$ 20,645</b>	<b>\$ 18,743</b>	<b>106.6%</b>
<b>DOMESTIC MARKET DEVELOPMENT &amp; RESEARCH</b>	<b>\$ 102,632</b>	<b>\$ 151,887</b>	<b>\$ 118,942</b>	<b>86.3%</b>
<b>EXPORT MARKET DEVELOPMENT &amp; RESEARCH *</b>	<b>\$ 785,205</b>	<b>\$ 784,550</b>	<b>\$ 706,789</b>	<b>111.1%</b>
<b>TOTAL ALL EXPENSES</b>	<b>\$ 1,405,365</b>	<b>\$ 1,404,729</b>	<b>\$ 1,316,175</b>	<b>106.8%</b>
<b>NET INCOME</b>	<b>\$ (209,865)</b>	<b>\$ (279,901)</b>	<b>\$ (258,448)</b>	
<b>NET INCOME &amp; CARRY FORWARD</b>	<b>\$ 136,048</b>	<b>\$ 345,913</b>	<b>\$ 144,377</b>	<b>94.2%</b>

\*Due to differences in fiscal year ends, these numbers contain both current year program costs as well as unused funds from the prior season carried forward into this year

# Update Bylaws

- **Check signing authorities**
- Section 3. Authorization from the Chairperson or Vice Chairperson of the Executive Committee, President, Vice President/Assistant Manager/designee, Director of Marketing or Director of Regulatory Compliance shall be required on all checks or electronic payments issued by the California Tree Fruit Agreement for \$10,000 or less. Authorization from the Chairperson or Vice Chairperson of the Executive Committee, President, Vice President/Assistant Manager/designee or Director of Regulatory Compliance shall be required on all checks or electronic payments issued by the California Tree Fruit Agreement for \$50,000 or less. The authorization of the Chairperson or Vice Chairperson of the Executive Committee or President shall be required on all checks or electronic payments issued by the California Tree Fruit Agreement for up to \$100,000. The authorization of the Chairperson or Vice Chairperson of the Executive Committee shall be required on all checks or electronic payments issued by the California Tree Fruit Agreement in excess of \$100,000.

