



PEACHES • PLUMS • NECTARINES

June 22, 2010

Domestic Market Development Subcommittee

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|------------------|-------------------|---------------|
| Wayne Brandt (A) | Sabrina Mak (A) | Rod Rosales |
| Bo Brett | Jeannine Martin | Denver Schutz |
| Janessa Iden (A) | Tony Martinez (A) | Kerry Whitson |
| Ryan Jackson | Chelsea McClarty | |
| Dave Maddux | Justin Parnagian | |

Dear Domestic Market Development Subcommittee Members:

Based on the feedback from today's meeting, and in an effort to meet the State of California's requirement for a 10 day notice of public meetings, I would like to invite you all to join us again for the next Subcommittee meeting on Friday, July 2, 2010. Please join your fellow Subcommittee members for a light lunch at 12:00 pm before the meeting begins promptly at 12:20 pm.

Clearly there is much excitement regarding the new peach and plum research out of Texas A&M, however you have directed staff to put together a more detailed strategy for how to promote this research while meeting USDA and CDFA guidelines. In the next ten days, staff will solicit bids for PR campaigns, finalize a CTFA press release and potential audience, and develop a list of potential spokespersons.

Thank you for agreeing to meet again next week, and I look forward to more constructive questions and suggestions. If you have any questions or comments before July 2, please feel free to contact us at your convenience.

Best regards,

Gordon Smith
Director of Marketing

Attachment

cc: Executive Committee
Dennis Manderfield, CDFA
Jerry Simmons, USDA

CALIFORNIA TREE FRUIT AGREEMENT
DOMESTIC MARKET DEVELOPMENT SUBCOMMITTEE
MEETING NOTICE AND AGENDA
July 2, 2010 at 12:00 pm
CTFA Office
975 I Street, Reedley, California 93654

AGENDA

- 1. Roll Call, Chairman**
 - a. Recognition of a Quorum

- 2. Approval of Meeting Minutes –June 22, 2010**

- 3. 2010 Marketing Opportunities**
 - a. USDA Approved Press Release and Advertising Messaging
 - b. Potential Academic Spokespersons
 - c. PR Campaign Strategies and Proposals
 - d. Other Issues

- 4. Issues to Discuss at Future Meetings**

- 5. Closed Session (*as required*)**

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.

- 6. Return to Open Session**
 - a. Announcement in Open Session Regarding Action Taken in Closed Session

- 7. 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 Cassie Drake 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 visit 975 I Street, Reedley, California 93654