

CALIFORNIA PEAR ADVISORY BOARD

1521 "I" Street Sacramento, CA 95814-2016 Phone: 916 / 441-0432 Fax: 916 / 446-1063

MEETING NOTICE

December 10, 2009

**California Farm Bureau Federation
First Floor Conference Room
2300 River Plaza Drive
Sacramento, CA 95833
Phone: (916) 561-5500**

9:00 a.m. – 12:30pm

AGENDA

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|---|---------|
| I. Call to Order | 9:00 am |
| II. Roll Call | 9:05 am |
| III. Approval of June, 23, 2009 Meeting Minutes | |
| IV. Introductions | 9:10 am |
| V. Crop and Budget Report | 9:20 am |
| ▪ Crop Review | |
| ▪ 2009 Projections/Forecast | |
| ▪ Budget Review | |
| ▪ May 31, 2009 Audit | |
| VI. Inspection | 9:50am |
| • Recap of 2009 Inspection | |
| • Mandatory Inspection for 2010 | |
| • Pressure Guns | |
| ✓ Problems and Concerns | |
| ✓ Is it time to upgrade our equipment? | |
| • Grade Review Committee | |

Action may be taken on any of the above items

- VII. Research and Field Director Report 10:15 am
- Growing tools update
 - Smartfresh
 - Research priorities and upcoming meetings
 - LBAM and Potential Quarantines
 - California Minor Crop Tour
 - Sustainability Project Grant
 - Other Activities
- VIII. Break 10:30am
- IX. Domestic Promotion Program Review and Presentation 10:45 am
- Program Overview
 - Program Highlights
 - Public Relations Activities

 - Revamping the Domestic Promotion Program
 - How to Jump Start the Season?
 - 2010 Competitive Forces
 - What is working? What is not working?

 - How to improve the quality and perception of all our fruit?
 - Can we sell differently?
 - Forces beyond our control?

 - 2010 Preliminary Goals and Objectives

 - www.Calpear.com - Presentation of new Web Site
- X. Export Promotion Presentation 11:30am
- 2009 Program and Funding
 - Country Reports
 - Mexico
 - Evaluation
 - Central America
 - Brazil
 - Others

 - Trade Mission to Vladivostok, Russia
 - What did we learn?

 - 1 MCP Grant – How can we benefit?

 - 2010 Preliminary Goals and Objectives

Action may be taken on any of the above items

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| XI. Executive Director Report | <i>Noon</i> |
| ▪ World Apple and Pear Association | |
| ▪ Invasive Pests | |
| ▪ Diesel Regulations | |
| ▪ Marketing Branch Update | |
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| XII. Other Business | 12:15 |
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| XIII. Closed Session regarding the evaluation and performance of employees pursuant to Government Code Section 11126(a) | |
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| XIV. Adjourn | 12:30 pm |

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The California Pear Advisory Board meetings comply with the Bagley-Keene Open Meetings Act that allows for public comment on all agenda items. For further information related to this agenda, please contact the CPAB Office at 916-441-0432.

A copy of this meeting notice can be found at
<http://www.calpear.com>.

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