

**MINUTES
CALIFORNIA PEAR ADVISORY BOARD**

March 23, 2005
Williams, CA

The meeting of the California Pear Advisory Board was called to order by Chairman Chris Frieders at 9:10am.

I. **Roll Call** – There was a quorum.

Members in attendance:

John Callis
Wally Chan
Chris Frieders
Russell van Loben Sels
Pat Scully
Tom Thomas
Larry Thornton
David Weiss
Broc Zoller

Members absent:

Richard Elliot
Bill Mettler
Chuck Carpenter
Sydney Stokes
Chiles Wilson

Other attendees:

Doug Hemly, Greene & Hemly
Steve Johnson, Johnson Orchards
David Theissen, Scully Packing
Aaron Smith, Del Monte
Brad Lawley, Signature Fruit
Ted Horsky, Steamboat Orchards
Glenn Yost, CDFA Marketing Branch
Jason Bukilica, MJR Media

Amy Thompson, BCI
James Christie, BCI
Chris Zanobini, CPAB
Christine Aguiar, CPAB
Bob McClain, CPAB

II. **Approval of December 7, 2004 meeting minutes**

It was moved by Mr. Thornton, seconded by Mr. Chan and unanimously approved to approve the minutes of the December 7, 2004 meeting as presented.

III. **Research and Field Director's Report**

Bob McClain reported on the recent activities of the research committee. The committee had a meeting on February 3, 2005 to review and recommend projects for funding in the 2005-06 year. At this meeting, John Callis was appointed as the new chair of committee. The committee recommended a research budget of \$132,546.00, an increase this year over the assumed budget level of \$125,000. The committee also wanted to insure the board was in full support and agreement that it fund the variety trial research. The board was in full agreement of the variety trial research. Board discussion occurred on the funding of project 11, regarding its high funding level and who would benefit from the project.

It was moved by Mr. Scully, seconded by Mr. Zoller and unanimously approved to approve a budget of \$95,743, funding all proposed research projects excluding Project 11.

It was recommended that the Research committee create a recap report indicating and detailing the committee recommendations on each project requesting funding. This would provide rationale on project funding in the future.

Mr. McClain reported on the progress of a new label for *Guthion* and the upcoming registration review of *Imidan*. He also indicated that a review on *Asana* will be conducted this year by DPR.

IV. **Board Nominations and Elections**

Chris Zanobini informed the Board that nomination forms for open seats were distributed on March 15. He indicated that there is 1 seat open for the early district and 2 seats open in the late district, one of which must be filled by a Mendocino member. Nominations were called for from the floor, with no additional nominations made. Ballots will be sent out April 4th for return by April 15th to CDFCA.

V. **Executive Director's Report**

Buy California Program: Mr. Zanobini reported that CA Grown has been focusing its efforts at retail, and is currently facing lack of future government funding. The Board is still working for get funding from Specialty Crops Act, and only has funding for activities through September 2005. Recent activities for the group include a promotion with Stater Brothers Supermarkets, which included canned fruit (pears in ad), and the release of a new website, designed by MJR Media. Mr. Zanobini noted that the CA Grown Year in Review newsletter was included in the board book, and listed all of the past year's activities and results.

WAPA: Minutes from February meeting in Germany were provided in the board book. Mr. Zanobini reviewed the highlights of the meeting: apple maturity research review, presentation on Smart Fresh use for apples and pears, Southern Hemishpere crop outlook and worldwide promotional efforts. WAPA recently launched a website and is conducting PR efforts for apples and pears on a worldwide basis. As part of the meeting, China's involvement in WAPA was discussed, but in was reported that it is

extremely difficult to find an organization to represent the entire country. Election of officers also occurred at meeting, with Chris Zanobini elected as president.

Updated Budget: Mr. Zanobini outlined the budget 2004-05 as of Feb 28, 2005. As of February 28th, income was \$2,075,673 and expenses were \$1,611,744, with carryover \$689,952. He reported that the 2004 estimated income at \$2,116,617, estimated expenses at \$1,842,000, with a carryover of \$500,640.

VI. **Trade Policy**

James Christie provided an overview on trade policy issues. He reported that a memo on requirements for all wood packaging shipped into Canada and Mexico had been sent out to all shippers in early March. He pointed out that requirements are to be enforced in Mexico and Central America (ISPM #15) beginning Sept. 2005.

Mr. Christie provided an update on the CAFTA agreement. The issue will go to Congress next month, but currently there is a lot of opposition in the Senate. It was noted that CA pear industry to benefit from agreement, with the reduction of tariffs it proposes.

Mr. Christie reminded the Board that IMOS issues monitoring reports are now available on the CPAB website. He indicated that a report on China pear production was provided in the March 18th IMOS report.

VII. **Strategic Planning Workshops**

Mr. Zanobini indicated to the Board that the workshop overview reports included in board book. At final workshop conducted, a small group of industry representatives was established to continue work on strategic process. David Weiss was asked to head the committee and has outlined a vision and issues for the committee to review, and deemed the 7 member committee (all districts represented) as the 2020 committee.

Board consensus was given for 2020 committee to move forward, and to continue to utilize Hensley and associates for assistance if requested.

VIII. **Fresh Domestic Promotion**

Christine Aguiar and Jason Bukilica provided an overview of the 2005 proposed fresh domestic promotion program. Program highlights and samples of the new program materials and advertising were presented to the board.

It was moved by Mr. Scully, seconded by Mr. Zoller and unanimously approved to accept the working budget for the domestic promotion budget at 1.1 million and direct the promotion committee to provide final approval of the program.

IX. **Fresh Export Promotion**

Amy Thompson provided an activities update and overview of the 2005 proposed fresh export promotion program. As part of the presentation, a listing of upcoming events was provided: CPMA will be May 9-13th in Toronto, the CA Pear Industry trade mission to Brazil is tentatively set June 20-24.

It was moved by Mr. Thomas, seconded by Mr. Weiss and unanimously approved to approve a working budget of \$432,500.00 for the 2005 Fresh Export Promotion Program.

X. **Other Business**

NW Report – Prices and movement has been steady. If movement stays at current level, the NW could be finished by May. It is anticipated that movement will slow, however product should be complete by our start.

Import Reports – It was noted that updated import reports were included in the board book.

There being no further business, the meeting was adjourned to executive session at 11:50am.

I, Chris Zanobini do hereby certify that, to the best of my knowledge, the foregoing is a true and correct copy of the minutes of the California Advisory Board meeting held on March 23, 2005.

Chris A Zanobini
Executive Director