

**MINUTES
CALIFORNIA PEAR ADVISORY BOARD MEETING**

December 12, 2006
Sacramento, California

The meeting of the California Pear Advisory Board was called to order by Chairman David Weiss at 9:00am.

I. **Roll Call** – There was a quorum. Alternate Ducan Smith voted during this meeting.

Members in attendance:

Patrick Archibeque
John Callis
Phil Scully
Larry Thorton
Davis Weiss
Broc Zoller

Sydney Stokes
Richard Elliott
Chris Frieders
Russell van Loben Sels
Chiles Wilson

Members absent:

Chris Frieders
Tom Thomas

Chiles Wilson
Randy Ruddick

Other Attendees:

Kyle Persky, Carter Thomas
Wendy Buckley-Stokes, David J Elliott
Jim Culbertson, CCAB
Pat Scully, Scully Packing
David Theissen, Scully Packing
Virginia Chhabra, Greene and Hemly
Joan Johnson, Carter Thomas
Barry Bedwell, CGTFL
Christine Aguiar Lott, Stemilt
Maile Shanahan Geis, BCMA
Sande Monagan, BCMA
Larelle Miller, All State Packers
Brian Machado, All State Packers
Chris Zanobini, CPAB
Marilyn Dolan, TCD

Mike Davis, SPI
Paul Collins, SPI
Tony Souza, USDA - Inspection
James Christie, BCI
Amy Thompson, BCI
Lisa Pang, BCI
Jason Bukilica, MJR Media
Janyce Wong, CDFA
Carolyn Becker, CPAB
David Anderson, CPAB
Ken Berger, CPAB
Tom Flach, CPAB
Dennis Kilstadius, CPAB
Bob McClain, CPAB

II. Approval of June 22, 2006 Meeting Minutes

It was moved and seconded and unanimously approved to adopt the minutes of the June 22, 2006 meeting as presented. {06-11}

III. Domestic Promotion Presentation

Carolyn Becker provided an overview and season recap on the fresh domestic promotion activities as well as preliminary plans for the 2006 season. In addition the marketing and merchandising team presented their individual recaps of the 2006 season and engaged in discussion in regards to their individual accounts and regions. CPAB's ripening advisor was also present to provide a recap and engage in discussion on the ripening efforts during the 2006 season. The domestic promotion program was completed with a recap by Marilyn Dolan, The Communications Department, on the Public Relations activities for the 2006 season and ideas for the 2007 season.

Amy Thompson provided an overview and season recap on the fresh export promotion activities as well as preliminary plans for the 2007 season. Specifically the issue of whether to continue programs in Brazil and Central America were discussed with the recommendation that dollars currently being spent in those markets be directed to Canada and Mexico.

IV. Inspection/SPI Report

Shipping Point Inspection made a presentation in regard to future plans to establish a joint powers agency in order to reduce the overhead costs associated with the current inspection program. Once established it is projected that overhead will be reduced by a minimum of 15%.

V. Budget Report

2006 Crop Recap. Current crop results indicate (not finalized) total production at 188,358 tons. The breakdown presented were 58,520 fresh, 118,499 cannery and 11,340 other products. It was also estimated that an additional 26 million pounds were not harvested or culled due to enhanced maturity.

The 2006-2007 budget was reviewed. Income is estimated to be \$60,000 more than budgeted and expense are estimated to be \$20,000 more than estimated. With an overall net carry forward at the end of the year around \$200,000.

The 2005 audit was presented and reviewed. Overall everything is in order. There was an increase in carryover of approximately \$50,000. The audit is available upon request from the CPAB office.

VI. Major Amendment and Referendum

The timeline, language and process for the major amendment were reviewed. It was anticipated that the public hearing for the major amendment would be held in January once the 2006 producer list was completed and reviewed. A question was raised about defining varieties other than Asian Pears in the case that an Asian European hybrid enters the market.

VII. Immigration – Updates and Activities

Toni Scully, Scully Packing gave a detailed presentation and review of the all the legislative and media activities in response to the labor problems this past season. Toni

shared a number of Television interviews and newspaper reports as well as a documentary produced by the Farm Bureau about the labor problems in California. Joining Toni was Barry Bedwell of the Grape and Tree Fruit League and together they presented what is being done and what still needs to happen in regards to immigration reform.

VIII. Executive Director Report

Chris Zanobini invited Sande Monagan and Maile Shanahan Geis from Buy California to give a presentation of current activities and programs for California Grown.

Chris Zanobini reported on the World Apple and Pear Association meeting held in August 2006 in Hungary. Key points were the presentation and review of Northern Hemisphere crop forecast (N. America and Europe) and the impact of GAP on the global market as well as looking into price elasticity in regards to apples and pears. Meeting information and presentations were included in the board book.

Mr. Zanobini reported on the recent Trade Mission to Mexico by Governor Schwarzenegger. CPAB was an active participant in the trade mission activities and events and pears were one of the featured products in the Ag portions of the trade mission.

The issue of Food Safety was discussed in regards to the recent problems associated with Spinach. A roundtable discussion occurred and it was mentioned that it is important to be aware of the current issues in regards to Food Safety but that commodity specific research should be conducted before engaging in an industry wide food safety program. Staff indicated that is would continue to track the issue and work in conjunction with the Northwest and similar products on determining the right approach in regards to food safety and pears.

IX. Trade Policy Issues

James Christie of Bryant Christie Inc provided an overview on recent trade policy activities. It was pointed out that BCI Monitor is available on the CPAB website.

Mr. Christie also gave a report on current free trade agreements and other international issues of interest.

Mr. Zanobini reported that the section 332 investigation in regards to canned fruit markets in Europe and China was underway in cooperation with the Northwest Pear Industry.

X. Research and Field Directors Report

Mr. McClain announced dates of upcoming CPAB research meetings to be held in January and February. He also reported on the California Minor Crops Council tour which CPAB participated where for the fourth year a number of Federal, State and Local regulators and decision makers were educated on the importance and advancement of crop protection in Minor Crops in California.

Mr. McClain also reported on Azinphos-methyl and the final decisions on use and the reevaluation of pyrethroids. He also discussed the status of several growing tools being reviewed and efforts for registration of new products.

XI. Other Business

Northwest reports were reviewed as well as canned and fresh purchases by USDA/AMS.

There being no further business the meeting was adjourned to executive/closed session.

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 December 12, 2006.

Chris A Zanobini
Executive Director