

**MINUTES  
CALIFORNIA PEAR ADVISORY BOARD MEETING**

May 17, 2005  
Sacramento, California

The meeting of the California Pear Advisory Board was called to order by Vice Chairman Larry Thornton at 9:20am.

- I. **Roll Call** – There was a quorum. Alternate Patrick Archibeque voted during this meeting.

Members in attendance:

Patrick Archibeque  
Wallace Chan  
Phil Scully  
Tom Thomas  
Larry Thornton  
Russell van Loben Sels  
Davis Weiss  
Broc Zoller

Members absent:

Richard Elliott  
Chris Frieders  
Sydney Stokes  
Randy Ruddick  
Chiles Wilson

Other Attendees:

Ted Horsky, Steamboat Orchards	Jim Bengard, Bengard Marketing
Mike Richards, Carter Thomas	Paul Collins, CDFA - USDA
Fred Wheeler, Wheeler Thomas	Kathie Yniguez, CDFA - USDA
Jeff McCormack, McCormack Ranch	Dan Winiecke, Sabroso
Pat Scully, Scully Packing	Mike Rolph, MJR Associates
Steve Johnson, Johnson Orchards	Jason Bukilica, MJR Associates
Doug Hemly, Greene and Hemly	Kathy Diaz-Cretu, CDFA
Virginia Chhabra, Greene and Hemly	Chris Zanobini, CPAB
Aaron Smith, Del Monte	Christine Aguiar, CPAB
Brad Lawley, Signature Fruit Co.	Bob McClain, CPAB

- II. **Approval of March 23, 2005 Meeting Minutes**

*It was moved and seconded and unanimously approved to adopt the minutes of the March 23, 2005 meeting as submitted. {05-01}*

- III. **Seating of 2005 Board**

Mr. Zanobini announced the results of the recent election for open Board Member/Alternate seats.



Balance of the State	400	1,000	8/4
TOTAL:	177,400	2,666,000	

*It was moved and seconded and unanimously approved to adopt the 2005 Estimating Team's estimate as the official estimate for the 2005 crop year. {05-05}*

## V. **Budget**

Mr. Zanobini reviewed the proposed budget for FY2005-06 based on the current estimates that the estimated assessment income is \$1,363,058.00. The carry-in for 2005-06 is estimated at \$450,640.32, with estimated income at \$1,640,558.00 for total estimated income at \$2,091,198.32; the projected expenses are \$1,737,743.00 leaving a carryover for 2005-06 at \$353,455.32.

*It was moved and seconded and unanimously approved to accept the 2005-06 budget as presented and maintaining the current assessment levels for the 2005-06 crop year. {05-06}*

*It was moved by and seconded and unanimously approved to authorize the Executive Director to make inter-item budget transfers as needed for the 2005-06 fiscal year. {05-07}*

*It was moved and seconded and unanimously approved for the continuation of the existing line of credit for the 2004-05 fiscal year. {05-08}*

*It was moved and seconded and unanimously approved that the management committee also act as the budget committee and that in addition to annually meeting with the management to develop a working budget, the committee be charged with identifying and quantifying those areas of the annual budget that can be cut or modified to match a reduced assessment base, and that the Committee report its findings to the board at the next full meeting of the board. {05-09}*

## VI. **Review and Adoption of 2005 Regulations**

Mr. Zanobini reviewed the proposed 2005 Regulations. He indicated that most of the changes made to the regulations were the update of dates to the current year. There were also changes made as it relates to reporting: Shipper Processing Pear Delivery report (Exhibit C) to be weekly; the Processor Weekly Deliveries report (Exhibit B) was eliminated; and the Storage Report (Exhibit G) be continued with issuance on Monday mornings, reported in 36lb equivalents and it indicating the number of shippers and percentage of original packout reporting.

*It was moved and seconded and unanimously approved to continue the packout report as previously issued. {05-10}*

*It was moved and seconded and unanimously approved to continue the Storage Report (Exhibit G) with issuance on Monday mornings, reporting in 36-lb tight fill equivalents, and indicating the number of shippers and percentage of original packout reporting. {05-11}*

*It was moved and seconded and unanimously approved to change the Destination Report to be reported only in 36-lb tight fill equivalents. {05-12}*

*It was moved and seconded and unanimously approved to accept the Fresh Pear Regulations as presented. {05-13}*

*It was moved and seconded and unanimously approved to suspend the Processing Pear Regulations for the 2005-06 fiscal year. {05-14}*

VII. **Trade Policy**

Mr. Zanobini reviewed trade policy items of interest. Wood packaging requirements for export was reviewed. It was also noted that copies of the IMoS report were provided in the Board Book and can be received weekly on the password protected industry section of the CPAB website.

VIII. **Fresh Promotion**

Christine Aguiar provided an update on recent domestic promotion activities to date. She indicated that the North American merchandising team has been visiting retailers since the beginning of April to sell-in the program and reviewed all materials developed to date. She also reported the in foresight of the budget's adjustments that the promotion program budget had been reduced in the areas of advertising, Public Relations, research, sales tools and incentives.

Mr. Zanobini reviewed the export program materials provided in the board book.

Mr. Zanobini reported that the CA Grown marketing program requires board authorization for the Executive Director to be the CPAB representative member and the Marketing & Promotions Manager to be the alternate member.

*It was moved, seconded and unanimously approved that the Executive Director be CPAB's member and the Marketing & Promotions Manager be the alternate member of the Buy California Marketing Agreement.*

IX. **Research / Pest Management**

Bob McClain provided an update on the research program. He indicated that three of CPAB's research contracts from 2004 had the dates amended to the 2005 year so that payment. He also announced the following activities set for the upcoming months: CCMC Tour scheduled for the week of July 25<sup>th</sup>, with one of the day visiting the Delta region, and a USDA Grant Funders Tour in June.

X. **Management Committee**

The Management Committee met on April 26<sup>th</sup> to review and discuss the 2004-05 budget in detail, 2005-06 crop projections, the proposed 2005-06 budget, current reports required by CPAB, staff evaluations and compensation, and current progress of the 20/20 committee. During the meeting an idea was presented to allow late district growers out of the CPAB, restructuring of board districts and seating, and a review of the current mission vision and values. A report on the meeting prepared by the committee's chair was read to the board.

XI. **Other Business**

Mr. Zanobini reviewed the following items provided in the board book.

Wheeler Index: The first report was provided at meeting. The report is currently showing average size. This report will be generated weekly and distributed by email and on the CPAB website.

Imports Report: The imports report is also available on website. Currently there are about 400,000 boxes more imported than 2004; however movement is very good and should not be an issue.

NW Report: Report indicates shipment levels at about 400,000 boxes every 2 weeks. It appears that their product should almost be finished by the CA start.

Canned Chinese Pears: Imports of canned Chinese pears is up 8% from previous year and up 30% from year prior. It was noted that China is also beginning to get into fruit cocktail market.

20/20 Committee: Provided memo prepared by committee Chair David Weiss regarding status of 20/20 committee. They currently have a meeting proposed prior to start of River harvest (1<sup>st</sup> or 2<sup>nd</sup> week of June).

There being no further business, the meeting was adjourned to executive session at 11:45am.

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 May 17, 2005.

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Chris A Zanobini  
Executive Director

Attachments:

Exhibit "A" – 2005-06 Budget