

**MINUTES  
CALIFORNIA PEAR ADVISORY BOARD MEETING**

December 7, 2004  
Williams, California

The meeting of the California Pear Advisory Board was called to order by Chairman Chris Frieders at 9:15am.

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

Members in attendance:

John Callis  
Chuck Carpenter  
Wallace Chan  
Chris Frieders  
Bill Mettler  
Randy Ruddick  
Pat Scully  
Russell van Loben Sels  
Sydney Stokes  
Larry Thorton  
David Weiss  
Chiles Wilson  
Broc Zoller

Members absent:

Richard Elliot

Other Attendees:

Virginia Hemly Chhabra, Greene & Hemly  
Phil Scully, Scully Packing  
David Theissen, Scully Packing  
Jerry Cordy, Pacific Coast Producers  
Rick Panecaldo, Pacific Coast Producers  
Linton Hall, Pacific Coast Producers  
Brad Lawley, Signature Fruit Co.  
Patrick Archibeque, All State Packers  
Steve Johnson, Johnson Orchards  
Tim Neuhaarth, Steamboat Acres  
Wendy Buckley-Stokes, David J Elliot

Barry Bidwell, CA Grape and Tree Fruit League  
Amy Thompson, Bryant Christie, Inc.  
James Christie, Bryant Christie, Inc.  
Mike Rolph, MJR Media  
Jason Bukilica, MJR Media  
Carolyn Becker, CLB Merchandising  
Kathy Diaz, CDFA  
Chris Zanobini, CPAB  
Christine Aguiar, CPAB  
Bob McClain, CPAB

- II. **Approval of May 13, 2004 Meeting Minutes**

It was noted and corrected that Chuck Carpenter was present, not absent at the May 13 meeting.

*It was moved by Mr. Zoller, seconded by Mr. Mettler, and unanimously approved to adopt the minutes of the May 13, 2004 meeting as corrected. {04- 18}*

### III. **Budget Report**

The Preliminary Final Daily Packout Report was distributed and crop percentage by market was discussed. Mr. Zanobini reported that the total crop tonnage very close to estimated and was listed as 213,333 tons, up from the estimated 211,900 tons. It was noted an increase in tonnage came from cannery tonnage, 131,742 tons actual compared to 120,000 tons estimated, with a decrease in other processed, 12,980 tons actual compared to 24,103 estimated. Fresh tonnage totaled 68,611 tons compared to 67,797 estimated. The 2004 assessment income estimated vs. actual was increased by \$43,157.79.

The 2004-05 budget was presented, revised to reflect actual tonnage. Additionally, the 2003-04 Financial Audit was provided.

### IV. **Executive Director's Report**

Chris Zanobini, CPAB Executive Director, gave a review of the current activities of the Buy California Marketing Agreement, CPAB's recent support of the Governor Cabinet meeting at CDFA, the August meetings of the World Apple and Pear Association in Poland, the preliminary findings of the legal analysis of the Chinese pear situation, upcoming strategic planning as well as the recent USDA Fresh Pear purchase.

### V. **Trade Policy**

James Christie, Bryant Christie Inc. gave a brief review of current trade policy issues that could affect the California pear industry. He also announced that the IMOS Issues monitoring reports developed by BCI would soon be available on the CPAB website in the industry section.

### VI. **Research**

Mr. McClain reviewed the California Minor Crop Council (CMCC) newsletters provided in the Board book. Additionally, he provided a recap of the CMCC EPA tour that was conducted in July. Mr. McClain also announced the upcoming research meetings scheduled – January 13, 2005 for proposal presentations and February 3, 2005 funding meeting.

### VII. **Fresh Domestic Promotion**

Christine Aguiar and Carolyn Becker, with the assistance Jason Bukilica of MJR Media, gave an update on the 2004 fresh domestic promotion program. They presented an overview of the program's objectives and core components, highlighting the trade materials, email reports, ripening and handling activities, promotion activities with key retailers and public relations activities, indicating program successes and shortcomings. A copy of the presentation is attached and made a part of these minutes. [Exhibit A]

### VIII. **Fresh Export Promotion**

Amy Thompson, Bryant Christie Inc, provided an overview on the 2004 fresh export promotion program's activities to date. CPAB export promotion efforts were conducted in Canada, Mexico, and Central America in 2004. She presented to the Board some of the successes and shortcomings CPAB had achieved this season within our target markets, and provided an update on new markets and upcoming activities. A copy of the presentation is attached and made a part of these minutes. [Exhibit B]

### IX. **Other Business**

There was no other business to report.

There being no further business, the meeting was adjourned to executive session at 12:45 pm.

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 7, 2004.

---

Chris A Zanobini  
Executive Director

Attachments:

Exhibit "A" – Fresh Domestic Promotion Presentation  
Exhibit "B" – Fresh Export Promotion Presentation