

**MINUTES  
CALIFORNIA PEAR ADVISORY BOARD MEETING**

May 13, 2004  
Sacramento, California

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

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

Members in attendance:

Chuck Carpenter  
Wallace Chan  
Chris Frieders  
Bill Mettler  
Pat Scully  
Sydney Stokes  
Tom Thomas  
Larry Thorton  
Russell van Loben Sels  
Davis Weiss  
Chiles Wilson  
Broc Zoller

Members absent:

Richard Elliott  
Chuck Carpenter

Other Attendees:

Ed Brown, CDFA-SPI	Jack Mello, Del Monte
Paul Collins, USDA-SPI	Monte Griffith, Del Monte
Mike Hildreth, Ukiah Grower	Brad Lawley, Signature Fruit Co.
Mike Fay, Steamboat Orchards	James Christie, Bryant Christie, Inc.
Ted Horsky, Steamboat Orchards	Mike Rolph, MJR Associates
Phil Scully, Scully Packing	Jason Bukilica, MJR Associates
Jerry Cordy, Pacific Coast Producers	Kathy Diaz-Cretu, CDFA
Linton Hall, Pacific Cost Producers	Chris Zanobini, CPAB
Steve Johnson, Johnson Orchards	Christine Aguiar, CPAB
Mark Faye, Faye Orchards	Bob McClain, CPAB
Doug Hemly, Green and Hemly	

- II. **Approval of November 13, 2003 Meeting Minutes**

*It was moved and seconded and unanimously approved to adopt the minutes of the November 13, 2003 meeting as submitted. {04- 01}*

III. **Seating of 2003 Board**

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

District 1 (Early):

Chris Frieders, Courtland	Member
John Callis, Marysville	Member
Bill Mettler, Herald	Alternate

District 2 (Late):

Broc Zoller, Kelseyville	Member
Tom Thomas, Ukiah	Member
David Weiss, Kelseyville	Alternate

Nominations for Chair and Vice Chair were called for, Chris Frieders was nominated for Chairman and Larry Thorton was nominated for Vice Chairman. It was called for a close of the nominations and a vote.

*It was moved and seconded and unanimously approved to elect Mr. Frieders as Chairman and Mr. Thorton as Vice Chairman for the 2004-05 fiscal year. {04-02}*

Chairman Frieders called for nominations to fill the vacant Members at Large positions. A Nomination was made for Chiles Wilson to fill the Member at Large position.

*It was moved and seconded and unanimously approved to accept the nomination and appoint Mr. Wilson as a Member at Large for the 2004-05 fiscal year. {04-03}*

Chairman Frieders requested a nomination for the second Member at Large position. A nomination was made for David Weiss to fill the Member at Large position given that he resign from the late district alternate position and that Chuck Carpenter be appointed to fill the alternate position. Mr. Weiss agreed to resign from the alternate position. Nominations were closed.

*It was moved and seconded and unanimously approved to elect David Weiss as Member at Large and appoint Chuck Carpenter to the Late District Alternate position for the 2004-05 fiscal year. {04-04}*

Chairman Frieders announced to the Board that anyone interested in sitting on a committee for the 2004 season should contact Chris Zanobini or himself.

IV. **2004 Preliminary Estimates/Assessment Rates/Budget**

Mr. Zanobini presented the 1999-2003 Pear Estimates Comparison to Actual Tonnage and the 2003 tonnage utilization totals for fresh, processed and other products, as well as 2004 predictions for tonnage utilization based on the crop estimate provided by the estimating committee.

The Estimating Teams submitted the following for Board approval.

	<u>TONS</u>	<u>36# CARTONS</u>
Upper Sacramento Valley	10,000	100,000
Sacramento-San Joaquin	119,000	1,625,000
Solano	2,400	1,000
Lake	48,000	1,350,000
Mendocino	32,000	615,000
Balance of the State	500	500
TOTAL:	211,900	3,691,500

After discussions between Board members, canner representatives, and Board staff, the Board recommended the following revised estimate.

	<u>TONS</u>	<u>36# CARTONS</u>	<u>START DATE</u>
Upper Sacramento Valley	10,000	100,000	7/7
Sacramento-San Joaquin	119,000	1,700,000	7/1
Solano	2,400	1,000	7/14
Lake	48,000	1,350,000	7/26
Mendocino	32,000	615,000	7/18
Balance of the State	500	500	7/28
TOTAL:	211,900	3,766,500	

The tonnage that will be utilized by cannery was presented. It was noted that California canneries plan to utilize 110,000 tons, and Northwest canneries 10,000 tons, for a total of 120,000 tons being utilized by cannery for 2004.

*It was moved and seconded and unanimously approved to adopt the Board-revised tons estimate as the official tons estimate for the 2004 crop year. {04-05}*

#### V. **Budget**

Mr. Zanobini reviewed the budget for FY2003-04 as provided in the Board Book. He indicated that the projected income is \$2,140,127.28 and the projected expenses are \$2,071,102.13 leaving a carryover for 2003-04 at \$69,025.15. He also reviewed proposed budget for FY2004-05 based on the current estimates that the estimated income is \$2,059,714.15 and the projected expenses are \$1,925,500.00 leaving a carryover for 2004-05 at \$134,214.15

*It was moved and seconded and unanimously approved to accept the 2004-2005 budget as presented and maintaining the current assessment levels for the 2004-2005 crop year. {04-06}*

*It was moved by and seconded and unanimously approved to authorize the Executive Director to make inter-item budget transfers as needed for the 2005-05 fiscal year. {04-07}*

*It was moved and seconded and unanimously approved for the continuation of the existing line of credit for the 2004-05 fiscal year. {04-08}*

#### VI. **Review and Adoption of 2003 Regulations**

The Grade Review committee met on April 21, 2004 and recommended that the board consider adopting a temperature protocol for fruit being sent to Mexico to insure that fruit is properly cooled and that poor arrivals and performance due to temperature are minimized. Discussion occurred on the importance of adopting a protocol and obtaining the full support of CDFR to support this effort.

*It was moved and seconded and unanimously approved to strongly recommend to the Agricultural Commissioners to take a pulp temperature reading for fruit destined Mexico and that*

*a phytosanitary certificate only be issued if the pulp temperature of the fruit is 38 or less. It was also recommended to not indicate the temperature readings on the phytosanitary certificate. {04-09}*

*It was moved and seconded and unanimously approved to recommend to the California Secretary of Agriculture the adoption of a mandatory regulation of the Mexico Temperature Protocol. The motion also included the authorization of the Grade Review Committee to modify the protocol if necessary. {04-10}*

The board discussed the voluntary screening program for worms put into place last season and recommended that this effort be continued ongoing and that a recommendation to the Secretary of Agriculture be made to make the program mandatory for fruit being shipped to Mexico.

*It was moved and seconded and unanimously approved to recommend to the California Secretary of Agriculture the adoption of a mandatory protocol on worms in fresh pears destined for Mexico and the continuation of the current CPAB protocol for worms in fresh pears. The motion also included the authorization of the Grade Review Committee to modify the protocol if necessary. {04-11}*

*It was moved and seconded and unanimously approved to accept the Fresh Pear Regulations as presented. {04-12}*

*It was moved and seconded and unanimously approved to suspend the Processing Pear Regulations for the 2004-05 fiscal year. {04-13}*

The board considered and discussed the recommendation of the Grade Review Committee that given the requirement by many fresh and now processing customers for Good Agricultural Practices guidelines or programs that the board direct staff and provide resources to engage third party assistance in developing a GAP program for the pear industry in California.

*It was moved and seconded and unanimously approved to develop a GAP protocol, under the direction of a GAP committee and to authorize the staff to work with USDA and or University or private professionals to draft guidelines by the end of the calendar year. The motion also includes a maximum of \$25,000 in funds to support the development of the GAP protocol. {04-14}*

## VII. **Trade Policy**

James Christie of Bryant Christie, Inc reviewed trade policy issues and items of interest. The current situation with stone fruit and cherries to Mexico was addressed as well as the Central American Free Trade Agreement, Chilean Free Trade Agreement and the Australian Free Trade Agreement.

Mr. Christie also talked about the Hort-Alliance which is a multi commodity coalition of specialty crops that are working together to insure that specialty crops are appropriately represented in trade negotiations.

## VIII. **Promotion**

### Fresh Promotion

James Christie reviewed the status and activities to date of the fresh export promotion program. CPAB is again targeting Mexico, Canada and Central America for promotion activities, as they are California's top two export markets for Bartlett pears. Mr. Christie announced that CPAB would be conducting a reverse Trade Mission for the Mexican Retail Trade, July 5-8, 2004. The tour would visit the Sacramento River, Mendocino and Lake growing regions, with further details to be announced at a later date.

Mr. Christie indicated that the CPAB export manual is available on line on the CPAB website at [www.calpear.com](http://www.calpear.com).

Scott Horsfall, Chief Operations Officer from the Buy California Marketing Agreement gave a brief update about the CA Grown program and the successes to date. He showcased the new program materials available for the retail trade and announced the release of their newest commercial that features Gov. Schwarzenegger.

Christine Aguiar, with the assistance of Jason Bukilica of MJR Associates, reviewed the status and activities to date of the fresh domestic promotion program. She indicated that the Pear Merchandising team has been out in the field since April 2004, selling in this year's promotion program. She reviewed with the Board samples of the trade materials that have been produced for this year, including our new trade ad that speaks out against low-card diets. Mr. Bukilica reviewed with the Board the release dates for the trade ad in the Packer pear issues scheduled for July 5 (River issue), July 26 (Mountain Issue) and September 13<sup>th</sup> (NW Pears issue). The board requested that CPAB contact the Packer to see if the River and Mountain issues could be moved up one week to reflect the crop's earlier timing. The trade ad was also published in the May issue of Produce Business as part of their Masters of Merchandising section.

*It was moved and seconded and unanimously approved to approve the recommendations of the promotion committee of the fresh promotional programs as listed in the budget and presented at the CPAB promotion committee meetings. {04-15}*

**IX. Research/Pest Management**

Mr. McClain reviewed the California Minor Crop activities for April and gave an update on several growing tools utilized by the industry. He indicated that changes have been made to usage guidelines on Guthion, Diuron and Carzol, for their use on pears.

Mr. McClain also reviewed the recommendations of the research committee to fund a total of \$39,377.00 in research for the 2004-05 crop year.

*It was moved and seconded and unanimously approved to approve and fund the recommendations of the research committee as presented. {04-16}*

**X. Management Committee Meeting**

Mr. Zanobini announced that during the Management Committee meeting, discussion occurred regarding the establishment of a Fall Pear Shippers Advisory Board. This board, if established, would be a shippers marketing order, with members being shippers versus growers. This board would also take the place of the current Voluntaries Fall Pear Shippers Association.

Mr. Zanobini presented the proposed change to the California Pear Advisory Board Policy Manual. It was considered by the management committee and forwarded to the board for discussion that the current CPAB severance policy be amended as follows.

**300.9 EMPLOYEE SEVERANCE**

In the event that an employee's position is eliminated due to a reduction in staffing or the termination of the marketing order, the Board may authorize up to six months severance pay for non-management staff and up to twelve months severance pay for management staff.

*It was moved and seconded and unanimously approved to amend the severance policy as revised, with emphasis on the word "may". {04-17}*

XI. **Other Business**

Mr. Zanobini reviewed the Import report, Northwest Holdings to date, and recent WAPA meetings. It was noted that as of May 7, 2004 the NW still had 1.47 million boxes of pears available, with 1.34 million boxes of Anjou's. He also pointed out that imports volumes are down by 10% this season, with projections of volumes to continue to be down by 10% coming into the California season due to the high value of the Euro.

Mr. Weiss indicated the California Pear Growers would be hosting weekly conference calls for fresh shippers to discuss market conditions and to contact him with any questions.

Mr. Brown from Shipping Point Inspection gave an update on fee increases and justification for the increases for inspection services provided by SPI. It was announced that there would be a 20% increase in all inspection fees, with rates increasing from \$33 to \$40/hour and a minimum fee from \$18 to \$25.

There being no further business, the meeting was adjourned to executive session at 12:50pm.

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 13, 2004.

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Chris A Zanobini  
Executive Director

Attachments:

Exhibit "A" – 2004-05 Budget

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