

**MINUTES
CALIFORNIA PEAR ADVISORY BOARD MEETING**

November 13, 2003
Williams, California

The meeting of the California Pear Advisory Board was called to order by Chairman Chris Frieders at 9:05am.

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

Members in attendance:

John Callis
Chuck Carpenter
Wallace Chan
Richard Elliot
Chris Frieders
Bill Mettler
Randy Ruddick
Pat Scully
Russell van Loben Sels
Chiles Wilson
Broc Zoller

Members absent:

Sydney Stokes
Larry Thorton
David Weiss

Other Attendees:

Ginny McClain, Greene & Hemly	Brad Lawley, Signature Fruit Co.
Joan Johnson, Carter Thomas	Larelle Miller, All State Packers
Aya Tsukamoto, Carter Thomas	Judy Smith, Courtland grower
Richard Ruddick, Ruddick Ranch	Amy Kilbridge, Bryant Christie, Inc.
Larry Rogers, Lake County Grower	Mike Rolph, MJR Associates
Phil Scully, Scully Packing	Jason Bukilica, MJR Associates
Andy Scully, Scully Packing	Kathy Diaz, CDFA
Jerry Cordy, Pacific Coast Producers	Chris Zanobini, CPAB
Rick Panecaldo, Pacific Coast Producers	Christine Aguiar, CPAB
Jim Bengard, Bengard Marketing	Bob McClain, CPAB

- II. **Approval of May 22, 2003 Meeting Minutes**

It was moved by Mr. Zoller, seconded by Mr. Mettler, and unanimously approved to adopt the minutes of the May 22, 2003 meeting as submitted. {03- 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 was listed as 198,048 tons, down from the estimated 233,900 tons, and noted that decrease in tonnage came from fresh tonnage, 60,600 tons actual compared to 67,683 tons estimated (10% decrease), and processed tonnage, 136,447 tons actual compared to 166,517 estimated (16% decrease). The finalized tonnage is expected to be 208,000 tons. The 2003 assessment income estimated vs. actual is decrease by \$156,207.20, with the biggest reduction in income from the reduced fresh assessment.

The 2003-04 budget was presented, revised to reflect actual tonnage. Adjustments were also made on the line items for administration, research, processed promotion domestic, fresh export and issues management to compensate for the reduced income. Additionally, the 2002-03 Financial Audit was provided, and its finding concluded that the CPAB's financial activities were in line, noting that CPAB 2002-03 expenses exceeded income and that reserves levels were \$139,174 and were not in compliance with the policy manual level of \$250,000.

IV. **Buy California**

Mr. Zanobini provided an update on Buy California's recent activities and programs to date. The California Pear Advisory Board is a signatory of the Board and Chris Zanobini was recently elected to vice-chairman. As part of the "CA Grown" advertising campaign, the Board conducted a consumer survey to determine the impact purchasing California grown products can have on the state's economy and jobs.

Copies of the Buy California newsletter were provided in the board book. Some of the activities highlighted included the casting call for the New CA Grown commercial and the "CA Grown Zone" regional events. CPAB participated in the casting call as a judge at the San Diego casting call, and California pears were represented at the "CA Grown Zone" events through hand-on education activities on the usage and availability of California pears.

Additionally, letters from Congressman Pombo to CPAB and CPAB to Congressman Thompson on the California grown campaign were discussed, and copies of "CA Grown" pear ads were presented.

V. **World Apple and Pear Association**

Mr. Zanobini gave a brief update on the recent activities of the World Apple and Pear Association (WAPA). He reviewed the minutes from the August meeting held in Cologne, Germany. At this meeting, Mr. Zanobini was elected along with Kevin Moffitt, CEO of the Pear Bureau Northwest, as co-Vice Chairman of WAPA.

At this meeting, the final results of the organoleptic study to establish preferred and recommended quality standards for apples and pears were presented. After review, the WAPA board approved the standards for distribution.) A copy of the standards was provided in the Board book.) Also, WAPA is in the final stages of conducting a worldwide review of nutritional information available on pear and apple nutritional attributes and benefits. Once the collection process is completed, press releases and a PR campaign will be launched to release the findings.

VI. **Amendment to the Pear Marketing Order**

Mr. Zanobini presented to the Board the interest for the inclusion of all pears in the marketing order. He noted that the industry as a whole in California needs to work together to continue to

build and develop the pear category with the retail trade, and that the industry should be completely united and share in the expense and responsibility of research, pesticide advocacy, issues management and general industry information.

Mr. Zanobini indicated that to include all pears in the Marketing Order would require a major amendment and presented the timeline for the amendment process. Discussion followed as to the interest and support of non-Bartlett growers in joining the marketing order and the impression CPAB would be giving if we moved forward in the process of amending the marketing order. Upon conclusion of discussion the following motion was made.

It was moved by Mr. Zoller and seconded by Mr. Scully for the Board to not proceed in the process of major amendment to the pear marketing order to include all pears (except Asian) within the marketing order.

The Board voted as follows:

- *Members voting affirmative: Messrs. Van Loben Sels, Chan, Mettler, Scully, carpenter and Zoller.*
- *Members voting negative: Messrs. Callis, Wilson, Elliot and Ruddick.*
- *There were no abstentions.*

The motion passed. {03-19}

Mr. Zanobini also proposed to the Board the recommendation for the elimination of term limits for Board members. Due to a finite set of growers willing to serve on the board, it is recommended that we eliminate the term limit. Currently board members can serve two (2) three (3) – year terms.

It was moved by Mr. van Loben Sels, seconded by Mr. Elliot, and unanimously approved to maintain the current nomination and voting procedure for the selection of Board members. {03-20}

VII. Reporting / Statistics

Copies of the 2002 End of Season reporting forms were provided and reviewed. Mr. Zanobini requested that all forms be completed and returned at the earliest opportunity. Additionally, CPAB is requesting information on all pear varieties in order to get a better understating on the full production of the industry and have better information when reporting and estimating the total pear crop. The reports also include Morettini and Red pears by variety.

The November 10th Storage Report was distributed and discussed. Mr. Zanobini reported that the storage report does not include fruit in Controlled Atmosphere (CA) storage and is not an accurate account of the amount of Bartletts still available. It was asked if the Board has authority to require accurate reporting on reports such as the storage report, and it was determined that the Board only had authority to require end of season records be accurate.

VIII. Trade Policy

Rich Baldoz, Snokist Growers, Pete Plath, NW Processor, BJ Thurlby, WA Fruit Commission, Jay Grandy, WA-OR Canning Pear Association, and Don Gibson, Underwood Fruit & Warehouse Co gave a presentation on Chinese canned pears and its effects on US canned pear industry. The presenters, representing the canning pear industry in the NW are working on the development of an anti-dumping case against China on Chinese imported canned pears. A copy of the presentation is attached and made part of these minutes. [Attachment A]

The presenters inquired into the participation of the California pear industry in the anti-dumping investigation and case, and requested monetary support for the efforts. After discussion the following motions were made.

It was moved by Mr. Wilson, seconded by Mr. van Loben Sels, and unanimously approved for the CPAB to support, with the NW canned pear industry, the anti-dumping investigation and case versus China, and determine a funding level at a later date. {03-21}

It was moved by Mr. Zoller, seconded by Mr. Scully and unanimously approved for the CPAB to fund up to \$25,000 towards the initial phase of the anti-dumping investigation against China, with the Executive Director to seek support of the California canners prior to final funding level being determined. {03-22}

IX. Fresh Promotion

Amy Kilbridge, Bryant Christie Inc, provided an overview on the 2003 fresh export promotion program's activities to date. CPAB export promotion efforts were conducted in Canada, Mexico, and Central America in 2003. 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]

Ms. Aguiar, with the assistance of Jason Bukilica of MJR Media, gave an update on the 2003 fresh domestic promotion program. She 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 C]

X. Processed Promotion

Mr. Zanobini reviewed the contents of the processed promotion section of the Board book. He provided an update on the fruit cup study, that CPAB and the California Cling Peach Board (CCPB) were conducting through a grant as part of the Buy California Competitive Grants. Also, Mr. Zanobini provided a recap of the promotion activity being conducted by CPAB and CCPB in Canada for canned fruit.

XI. Research

Mr. McClain reviewed the California Minor Crop Council (CMCC) newsletter for September 2003 provided in the Board book. Additionally, he handed out the draft for the Pest Management Strategic Plan for Pears that was developed by CPAB and CMCC. The pest management strategic plan will be finalized and presented to the EPA and DPR for use in determination of pesticide regulations for the pear industry. A copy of the plan is attached and made a part of these minutes. [Exhibit D]

XII. Other Business

Northwest Pear Report

Copies of the Northwest Bartlett & Winter Pear Packout for October 31, 2003 were provided as part of the board book.

There being no further business, the meeting was adjourned to executive session at 2:30pm.

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 22, 2003.

Chris A Zanobini
Executive Director

Attachments:

Exhibit "A" – Canned Pears and China Presentation
Exhibit "B" – Fresh Export Promotion Presentation
Exhibit "C" – Fresh Domestic Promotion Presentation
Exhibit "D" – Pest Management Strategic Plan for Pears – Draft II