



California Pear Advisory Board Board of Directors Meeting

**April 12, 2016
Sacramento, CA**

Mission

To provide programs, services and representation that deliver value to the California pear industry.

Vision

CPAB will be the leader of the industry, identifying and pursuing opportunities for growth, efficiency, increased value and long-term viability.

Values

We take an industry-wide, district free approach to maximizing profits for the entire California pear crop.

We are “fair minded” to the industry as a whole.

We believe in providing the quality and service our customers demand.

We believe in taking a long-term approach.

We strive to create realistic, innovative solutions to issues affecting the pear industry.

We believe in accountability and measuring success.

CALIFORNIA PEAR ADVISORY BOARD

1521 "I" Street ■ Sacramento, CA 95814-2016 ■ Phone: 916 / 441-0432 ■ Fax: 916 / 446-1063

MEETING NOTICE

April 12, 2016

**California Farm Bureau Federation
First Floor Conference Room
2300 River Plaza Drive
Sacramento, CA 95833
Phone: (916) 561-5500**

9:00 a.m – Noon

AGENDA

- | | |
|---|---------|
| I. Call to Order | 9:00 am |
| II. Roll Call | 9:00 am |
| III. Introductions | 9:15 am |
| IV. Approval of December 9, 2015, Meeting Minutes | 9:20 am |
| V. Board Elections | 9:25 am |
| • Nominations | |
| VI. Crop Review and Discussion | 9:35 am |
| VII. Research | 9:55 am |
| • Update of Research Activities | |
| • Product Updates | |
| • Research Meetings and Funding Request | |
| • Approval of Research Projects and Funding | |
| • California Specialty Crops Council | |
| • Sustainability Survey | |
| • Other | |

Action may be taken on any of the above items

- | | | |
|-------|--|----------|
| VIII. | Export Marketing Program | 10:15 am |
| | <ul style="list-style-type: none"> • 2015 Recap • 2016 Program and Activities <ul style="list-style-type: none"> • Export Market Activities and MAP Funding • Trade Missions • Other • CPAB – GBI's • Approval of Export Program and Funding | |
| IX. | Break | 10:50 am |
| X. | Public Relations and Marketing Activities | 11:10 am |
| | <ul style="list-style-type: none"> • Marketing/Promotion Committee Report and Funding Request | |
| XI. | Budget Review and Approval | 11:45 am |
| | <ul style="list-style-type: none"> • 2015/16 Budget Review • 2016/17 Preliminary Working Budget | |
| XII. | Other Business | |
| | <ul style="list-style-type: none"> • Next Meeting – Pear BBQ • June 16, 2016 | |
| XIII. | Adjourn | Noon |

The CPAB prohibits discrimination in its programs on the basis of race, color, national origin, sex, religion, age, disability and marital or familial status. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact Chris Zanobini at 916-441-0432.

The California Pear Advisory Board meetings comply with the Bagley-Keene Open Meetings Act that allows for public comment on all agenda items. For further information related to this agenda, please contact the CPAB Office at 916-441-0432.

A copy of this meeting notice can be found at
<http://www.calpear.com>.

Action may be taken on any of the above items

CALIFORNIA PEAR ADVISORY BOARD

EARLY DISTRICT

TERM EXPIRES

John Callis, Courtland
Chiles Wilson, Lodi
Richard Elliot, Courtland
Topher Chan, Courtland
Matthew Hemly, Courtland
Mark Lubich, Courtland

4/30/17
4/30/16
4/30/16
4/30/18
4/30/18
4/30/18

Alternate:

Patrick Archibeque

4/30/16

LATE DISTRICT

TERM EXPIRES

Steve Johnson, Ukiah
Dan Thortnon, Potter Valley
Pat Scully, Finley
Chris Ruddick, Ukiah

4/30/17
4/30/17
4/30/16
4/30/16

Alternate:

Kyle Persky, Finley

4/30/16

MEMBERS AT LARGE

TERM EXPIRES

David Weiss, Kelseyville
Wendy Buckley Stokes, Walnut Grove

4/30/16
4/30/16

**MINUTES
CALIFORNIA PEAR ADVISORY BOARD MEETING**

December 9, 2015
Sacramento, California

- I. Chairman Matthew Hemly called the meeting of the California Pear Advisory Board to order at 9:00 a.m.
- II. **Roll Call** – There was a quorum.

Members in attendance:

Matt Hemly
John Callis
Dan Thornton
Patrick Archibeque
Mark Lubich
David Thiessen
Richard Elliot

Kyle Persky
Stephen Johnson
Wendy Buckley-Stokes
Chiles Wilson
Pat Scully

Members Absent:

Topher Chan
Chris Ruddick
David Weiss

Other Attendees:

David Hillis, CDFA Marketing Branch
James Christie, BCI
Kassie Frasier, BCI
Michelle Paul, BCI
Roxanne Bramlage, CDFA
Teresa Stewart, CDFA
Brandon Lawson, Tree Top Inc.
Michelle Copeland, PCP
Rachel Elkins, UCCE – Lake/Mendocino
Doug Hemly, Greene and Hemly
Aaron Smith, Del Monte
Sara Montanari, UC Davis
Ken Berger, CPAB

Paul Wilson, Rivermaid
Chris Zanobini, CPAB
Bob McClain, CPAB
Aimee Darville, CPAB
Holly Klein, TCD
Atomic Torosian, Crown Jewels
Mike Isola, Rivermaid
Brian Machado, Rivermaid

III. Introductions

Introductions were made from the floor.

IV. Approval of June 12, 2014 Meeting Minutes

It was moved, seconded, and unanimously approved to adopt the minutes for the June 12, 2014 meeting (15-10}

V. Crop and Budget Review Report

Chris Zanobini reviewed the 2015 California Pear Data noting that there may be a few adjustments to the final tonnage numbers when the data is finalized.

Mr. Zanobini reviewed the 2015-16 budget. There were no questions.

The 2014/15 Year End Audit was presented by Chris Zanobini.

It was moved, seconded, and unanimously approved to accept the audit as presented (15-11}

VI. Research and Field Directors Report

Bob McClain, CPAB, discussed the upcoming PPMRF/ Research Committee meeting dates for 2016.

Mr. McClain reported on the California Specialty Crops Council (CSCC) Quarterly report and the CSCC Specialty Crops Tour.

Mr. McClain also indicated that the registration for Kusamin ran into some data issues, specifically the need for additional soil studies. CPAB has been in communication with the registrant and DPR on this product.

Mr. McClain also reported about the current discussion in regards to putting Glyphosate on the proposition 65 list.

VII. Presentation by Sara Montanari on Marker Based Breeding Technologies

Sara Montanari gave a presentation about the work she is doing on market based breeding technologies in conjunction with David Neal at UC Davis.

VIII. Center for Produce Safety – Bonnie Fernandez Fenaroli

Bonnie Fernandez Fenaroli gave a presentation about the Center for Produce Safety and the work they are doing on Listeria and Food Safety.

IX. CPAB Export and Trade Program

Kassie Frasier and James Christie provided an update on the CPAB export program, the Mexico and Colombian GBI's and provided a trade policy update.

X. CPAB Public Relations/Farm to Fork and Tool Box

Holly Klein presented a recap of CPAB activities with Farm to Fork and with Public Relations activities.

XI. Other Business

Further discussion about support for the Center for Produce Safety was discussed. After discussing the merits of the work they are doing it was agreed that CPAB should be at the table and supporting this collaborative effort.

It was moved, seconded, and unanimously approved to provide \$25,000 in funding to the Center for Produce Safety from the CPAB contingency line item.

XII. Adjourn

The meeting was adjourned at noon.

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, 2014.

Chris A Zanobini
Executive Director

Joint CPAB Research Committee and PPMRF Funding Meeting PPMRF Annual Meeting

Thursday, February 11, 2016
Western Center for Agriculture Equipment
UC Davis Campus

The joint funding meeting of the California Pear Advisory Board Research Committee and the Pear Pest Management Research Fund Board of Directors was called to order by CPAB Research Chair John Callis and PPMRF Chair Pat McCaa at 9:30 AM.

I. Roll Call

CPAB Members Present:

John Callis	Diane Henderson
Broc Zoller	Jeff McCormack
Doug Hemly	Andy Scully

PPMRF Directors Present:

Bob McClain	Peter Johnson
Broc Zoller	Pat McCaa
Michele Copeland	Doug Hemly
Mike Hildreth	Bill Oldham

Others Present:

Rachel Elkins – UC Liaison, UCCE Lake
Jim Adaskaveg – UC Riverside
Beth Mitcham – UC Davis
Chuck Ingels – UCCE Sacramento
David Neale – UC Davis
Ngoc Nham – UC Davis
Sandra Escribano Larsan – UC Davis
Sara Montanari – UC Davis
Alan Knight – USDA – Wapato, WA
Tiffany Harz – UCCE Lake
Krista Rindell – UC Fruit & Nut REC

II. Research Proposal Presentations

The Committee and Board heard proposal presentations by the researchers until 1:00 PM. After lunch the Members thanked the researchers, commenced the PPMRF Annual Meeting and funding portion of the meeting.

III. PPMRF Annual Meeting

Mr. McCaa called for nominations for PPMRF Officers.

It was moved by Mr. Hildreth, seconded by Mr. Zoller and unanimously approved to retain the existing slate of officers.

**Pat McCaa – Chairman
Doug Hemly – Vice-Chairman
Michelle Copeland - Treasurer
Bob McClain – President and Secretary**

Chairman McCaa asked the PPMRF Board to review the minutes of the February 11, 2015 Board Meeting.

It was moved by Mr. Zoller, seconded by Mr. Hildreth and unanimously approved to accept the minutes as read.

Chairman McCaa reviewed the financial statement and asked for Board acceptance.

It was moved by Mr. Oldham, seconded by Ms. Copeland and unanimously approved to accept the financial statement as presented.

Chairman McCaa called the Board's attention to the last page in the Board Book where three newly proposed PPMRF logos were displayed. He noted Steve Balling enlisted the help of a retired Del Monte graphic artist, Jim Locke, in our quest for a new PPMRF logo.

It was moved by Mr. Hildreth, seconded by Mr. Zoller and unanimously approved to designate exhibit A (attached) as the new logo.

Mr. McCaa noted he would advise Mr. Locke of our selection who would then provide some color renditions.

There being no further business, Chairman McCaa adjourned the PPMRF Annual Meeting and moved into the PPMRF 2016 Research funding.

III. PPMRF 2016 Funded Projects

It was moved by Mr. Zoller, seconded by Mr. Hildreth and unanimously approved to fund the following projects:

- *Climate Change and its Impact on Predicting Codling Moth Emergence – Alan Knight, USDA-ARS \$12,000*
- *Phenology and Distribution of Brown Marmorated Stink Bug in California Pear Orchards – Chuck Ingels, UCCE Sacramento; Rachel Elkins, UCCE Lake and Mendocino; Lucia Varela, UC IPM North Coast \$16,023*

It was moved by Mr. Johnson, Seconded by Mr. Oldham and unanimously approved to fund the following projects:

- *Evaluation of New Bactericides for Control of Fire Blight of Pear caused by *Erwinia amylovora* – Jim Adaskaveg, UC Riverside \$18,000*
- *Comparison of Products and Timings for Control of Fire Blight – Chuck Ingels, UCCE Sacramento \$15,274*
- *Detection of Fungicide Resistance in Populations of *Venturia pirina* in California Pear Orchards - Doug Gubler, UC Davis \$16,612*

It was moved by Mr. Hemly, Seconded by Mr. Zoller and unanimously approved to fund the following projects:

- *Marker-based Breeding for Pear – Neale, Montanari, UCD; Troggio (FEM Italy); Ddurel (INRA, France) Chagne (PFR New Zealand) \$30,000*
- *Farm Advisor Research Travel \$1,500*
- *Printing and Web Page Costs Associated with Research \$1,250*

Total PPMRF Research: \$110,659

IV. CPAB Research Committee Recommendations

The CPAB Research Committee was called to order by Chairman Callis. Committee members discussed and voted on CPAB proposals.

It was moved by Ms. Henderson seconded by Mr. McCormack and unanimously approved to recommend to the CA Pear Advisory Board funding of the following research proposal:

- *Rootstocks and Orchard Systems for European Pear – Rachel Elkins, UCCE Lake County \$17,973*

It was moved by Mr. Scully, Seconded by Ms. Henderson and unanimously approved to recommend to the CA Pear Advisory Board funding of the following research proposals:

- Development of Marker-Based Breeding Technologies for Pear Improvement; Montanari Post-Doc Position - David Neale, UC Davis \$50,000
- Marker-based Breeding for Pear – Neale, Montanari, UCD; Troggio (FEM, Italy); Durel (INRA, France); Chagne (PFR, New Zealand \$53,000
- Website in Support of Pear Genomics Research Group – Carlos Crisosto, UC Fruit and Nut Research and Information Center \$1,500
- *Farm Advisor Research Travel \$1,500*
- *Printing and Web Page Costs Associated with Research \$1,250*

Postharvest: The Committee held extensive discussion on the two on-going postharvest proposals.

- *Predicting Ripening and Postharvest Quality of 'Bartlett' Pears (DA-Meter & Near Infrared) - Beth Mitcham, UC Davis \$55,516*
- *Using Molecular Tools to Predict Ripening Capacity and Response to Smartfresh™ of 'Bartlett' Pears – Beth Mitcham, UC Davis \$16,130*

The Committee expressed satisfaction with the high quality of Dr. Mitcham's research. However, concern was expressed with the combined cost (\$71,646) of the proposals given the regression models presented by the DA Meter were much weaker than the Near Infrared, and no good predictive models could be built from the DA's data. The Committee directed Elkins and McClain to discuss with Dr. Mitcham eliminating the DA-Meter from the proposal and continuing with the Near Infrared as well as reducing the grad student budget on the Smartfresh™ proposal. They further directed the Research Director to present the new postharvest budget figures to the Board for approval.

Total CPAB Research: \$182,625 (after postharvest revisions)e

There being no further business, Chairman Callis adjourned the CPAB Pear Research Committee Meeting at 3:45 PM.

Respectfully submitted,

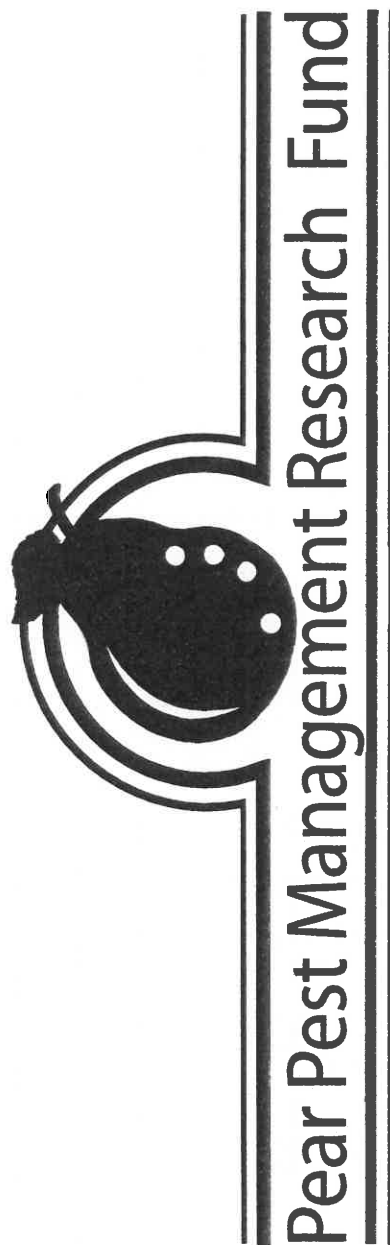
Bob McClain



A



B



C

2016 California Pear Research

No.	Proposal/Title	Budget Request	CPAB Amount	PPMRF Amount
Entomology				
1	Climate Change and its Impact on Predicting Codling Moth Emergence - Alan Knight, USDA-ARS Wapato, WA	12,000		12,000
2	and Mendocino, Chuck Ingels, UCCE Sacramento; Bob Van Steenwyk, UC Berkeley; Lucia Varela, UC IPM North Coast	16,023		16,023
	Subtotal:	28,023		28,023
Plant Pathology				
3	Evaluation of New Bactericides for Control of Fireblight of Pear Caused by <i>Erwinia amylovora</i> - Jim Adaskaveg, UC Riverside	18,000		18,000
4	Detection of Fungicide Resistance in Population of <i>Venteria plirna</i> in California Pear Orchards - Doug Gubler, UC Davis	16,612		16,612
5	Comparison of Products and Timings for Control of Fire Blight - Chuck Ingels, UCCE Sacramento	15,274		15,274
	Subtotal:	49,886		49,886
Orchard Systems				
6	Rootstocks and Orchard Systems for European Pears - Rachel Elkins, UCCE Lake County	17,973	17,973	
7	Website in Support of the Pear Genomics Research Group - Carlos Crisosto, UC Fruit and Nut Research and Information Center: http://lucanr.edu/sites/peargenomics/	1,500	1,500	
8	Development of Marker-Based Breeding Technologies for Pear Improvement: Montanari Post-Doc Position - David Neale UC Davis	50,000	50,000	
9	Marker-based Breeding for Pear - Neale, Montanari, UCD; Troggio (FEM Italy); Durel (INRA, France); Chagne (PFR New Zealand)	83,000.00	53,000.00	30,000
	Subtotal:	152,473	122,473	30,000
Postharvest				
10	Predicting Ripening and Postharvest Quality of 'Bartlett' Pears (NIR, Near Infrared) - Beth Mitcham, UC Davis	45,457	45,457	
11	Using Molecular Tools to Predict Ripening Capacity and Response to Smartfresh™ of 'Bartlett' Pears - Beth Mitcham, UC Davis	11,945	11,945	
	Subtotal:	57,402	57,402	
	Farm Advisor Research Travel Printing and Web Page Costs Associated with Research	3,000	1,500	1,500
		2,500	1,250	1,250
	Totals:	293,264	182,625	110,659

2015 CA Pear Production Research Totals:
2014 CA Pear Production Research Totals:
2013 CA Pear Production Research Totals:

288,060
284,529
272,095

164,213
197,138
191,545

103,847
87,341
80,551



2016 California Specialty Crops Tour

Monday, July 18, 2016 Orientation Reception/Dinner (Visalia)

Times	Location	Agenda	Speakers
4:30 PM	Visalia	Reception at Comfort Suites	Comfort Suites, Visalia
5:30 PM	Visalia	Dinner and Orientation – Program concludes by 7 pm	Tricia Blattler, TCFB

Tuesday, July 19, 2016 Day 1 (San Joaquin Valley)

Times TBC	Location	Agenda	
6:00 AM	Visalia	Breakfast at hotel	
7:00 AM	Visalia	Depart Hotel at 7:00 am	
7:05 AM	Visalia	Citrus ACP Quarantine - HLB	Sean Hardy, CDFA & Dan Dreyer
7:35 AM	Visalia	San Joaquin Valley Agriculture Overview	San Joaquin Valley Agriculture Overview
7:50 AM	N. of Visalia	Prune Production and IPM	Rick Buckner – Gary Obenauf
9:15 AM	Reedley	Stone Fruit – Production and Processing	
10:25 AM	Selma	Raisin Production	John or Tom Chandler
11:15 AM	Parlier	Fumigation Demonstration	Tri Cal – Kraig Williams
12:00 PM	Parlier	Lunch @ USDA-ARS facility	Lunch @ USDA-ARS facility
12:45 PM	Parlier	USDA/ Agricultural Research Service Overview	Jim Throne
1:00 PM	Parlier	Drones – Another tool for Ag	Derek Celedon
1:30 PM	Parlier	Irrigation 101	Jim Ayars
2:15 PM	Parlier	Water Coalition Situation	Parry Klassen
3:00 PM	Parlier	Post-Harvest Research to overcome trade barriers	Spencer Walse
4:30 PM	Arrive Visalia	Return to Hotel /Dinner on Your Own	

Wednesday, July 20, 2016 Day 2 (Visalia to Salinas)

Times TBC	Location	Agenda	
6:00 AM	Visalia	Breakfast at hotel – Luggage out to bus by 6:45 am	
7:00 AM	Visalia	Depart Comfort Suites – Depart at 7:00 am	
7:25 AM	Visalia	Water Overview – Bus Speaker	Awbrey Bettencourt
8:00 AM	Huron	Garlic, Onions, Westside Water Situation	Dave Anderson & Bob Ehn
9:00 AM	Coalinga	Sequoia Packing	Christian Marrione
9:30 AM	Coalinga	Pepper Production	Glen Fischer
12:00 PM	King City Area	Lunch @ King City Park	Glen Fischer
1:15 PM	Soledad	Carrot Production & Research Needs	Mike Thorp & Steve Koike
2:00 PM	Gonzales	Cool Season Vegetables, herbicides, labor, buffer zones, spinach processing plant, thinning machine	Mary Zischke, Mark Mason Mark McLaughlin
5:30 PM	Castroville	Dinner and Synthesis Discussion at La Scuola located in Castroville	Hosted by Grower-Shipper Association and Leafy Greens Research Board
Eve.	Salinas	Hotel check in at Laurel Inn, Salinas	

Thursday, July 21, 2016 Day 3 (Salinas to Sacramento)

Times TBC	Location	Agenda	Planning & Discussion
6:00 AM	Salinas	Breakfast at hotel – Luggage out to bus by 6:30 am	Breakfast at hotel
7:00 AM	Depart Salinas	Departure from Laurel Inn, Salinas	Departure from Laurel Inn, Salinas
7:15 AM	Salinas	Leafy Greens – harvesting and transplanting	Mary Zischke
8:30 AM	Salinas	Strawberry Production – MB alternative trial	Ian Greene
11:15 AM	Los Banos	Melon Production & Food Safety Program	Steve Wilson – Steve Patricio
12:00 PM	Los Banos	Lunch	
12:30 PM	Los Banos	Honey Bees and Pollination	Gene Brandi
1:00 PM	Los Banos	Leave for Walnut Grove	
2:45 PM	Delta area	IPM, in Pears and Cherries	Robert Arceo – Bob McClain
3:30 PM	Delta area	Vertebrate pests and control	Roger Baldwin, UC Davis
4:30 PM	Sacramento	Arrive Sacramento – Holiday Inn/Amtrak	Arrive Sacramento no later than 4:30 PM
4:45 PM	Sacramento	Arrive at Farm Bureau	

02/22/16



2016 MRL Harmonization Workshop

June 1 & 2, 2016
San Francisco, CA

Agenda

June 1 (Wednesday)

Morning Session Moderator: Matt Lantz, Bryant Christie, Inc.

8:00 AM	Welcome & Agenda Review	Gary Van Sickle, CA Specialty Crops Council
8:10 AM	How Modern Agriculture Reduces Food Waste and the Role of MRL Harmonization	Jay Vroom, President, CropLife America
8:45 AM	Economic and Trade Impacts of the EU's Regulatory Changes	Caroline Harris, VP & Principal Scientist/Center Director, Exponent International Limited
9:15 AM	Update on Fosetyl-Al in the EU	Spencer Walse, Research Chemist, USDA-ARS
9:45 AM	Korean MRL Setting & Positive List	Hyochin Kim, Scientific Officer, Food Standard Division, Ministry of Food and Drug Safety, Korea
10:15 AM	<i>Break</i>	
10:45 AM	Current Issues Affecting MRL Harmonization	Cindy Baker-Smith, Senior Vice-President, AMVAC
11:15 AM	Trade Issues Report from FAS-USDA	Mark Rasmussen, Deputy Director, Plant Division, FAS-USDA
11:45 AM	Questions and Summary	Moderator
12:00 PM	<i>Lunch</i>	Group

Afternoon Session Moderator: Lois Rossi, Retired US EPA

1:15 PM	Global MRL Database Update	Kimberly Berry, Sr. Mgr. Data Services, Bryant Christie, Inc.
1:30 PM	Pesticide Regulations in Chile	Eduardo Aylwin, Agricultural Engineer, Chile
2:00 PM	Brazil MRL Update	Ana Carolina Lamy, Federal Inspector, Brazilian Ministry of Agriculture
2:30 PM	EPA & Codex Updates, APEC MRL Report	David Miller, Chief, Chemistry & Exposure Branch, US EPA
3:10 PM	<i>Break</i>	
3:30 PM	Hong Kong Update	Matt Lantz, Vice President, Global Access, Bryant Christie, Inc. Group
3:45 PM	Panel: How Harmonized are MRLs Since 2005 & Lessons Learned	Kimberly Berry, Mark Rasmussen, Phil Brindle, Senior Manager, Global MRLs & Import Tolerances, BASF Agricultural Solutions, Matt Lantz, & Gabriele Ludwig, Associate Director, Environmental Affairs, Almond Board of California
5:00 PM	Wrap Up and Adjourn to Reception	

June 2 (Thursday)

Morning Session Moderator: Cindy Baker-Smith, AMVAC

8:00 AM	Canadian MRL Activities	Pierre Petelle, Vice-President, Chemistry, CropLife Canada
8:30 AM	Update on MRL Activities – International Year of Pulse 2016	Gord Kurbis, Director, Market Access and Trade Policy, Pulse Canada / Canadian Special Crops Association
9:00 AM	Case Study: Way Forward to Accelerate Harmonized MRLs to Enable Trade Learning	Jamin Huang, Senior Regulatory Manager, Bayer CropScience
9:30 AM	from Sivanto and Japan	
	IR-4 International Activities Update	Jerry Baron, Director, Food and International Programs, The IR-4 Program
10:00 AM	<i>Break</i>	
10:20 AM	MRL and Food Safety Update in India	Deepa Bhajekar, Director 'd technology', Mumbai, India
10:50 AM	The FDA Pesticide Residue Program	Chris Sack, Residue Expert, US FDA
11:20 AM	Postharvest Residue Remediation: Breaking MRL Trade Barriers for Specialty Crops	Spencer Walse, Research Chemist, USDA-ARS
11:50 AM	Wrap Up Discussion/ Action Items/Evaluations	CSCC/Moderators/Group
12 Noon	Lunch (on your own)	
1:15 PM	MCFA Meeting (All MRL Workshop participants are welcome to attend this meeting.)	Dan Botts



California Pear Advisory Board

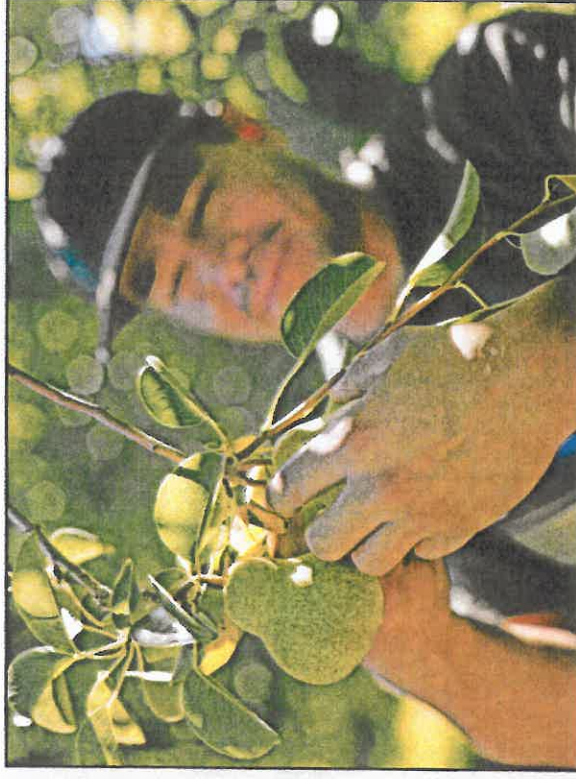
Export Marketing Program

*Kassie Fraser
Bryant Christie Inc.*



Presentation Overview

- MAP Funding Overview
- 2016 Export Budget Recommendations
 - Primary Markets
 - Emerging Markets
- 2016 Export Budget Summary





MAP Funding Overview



Foreign Agricultural Service

United States Department of Agriculture

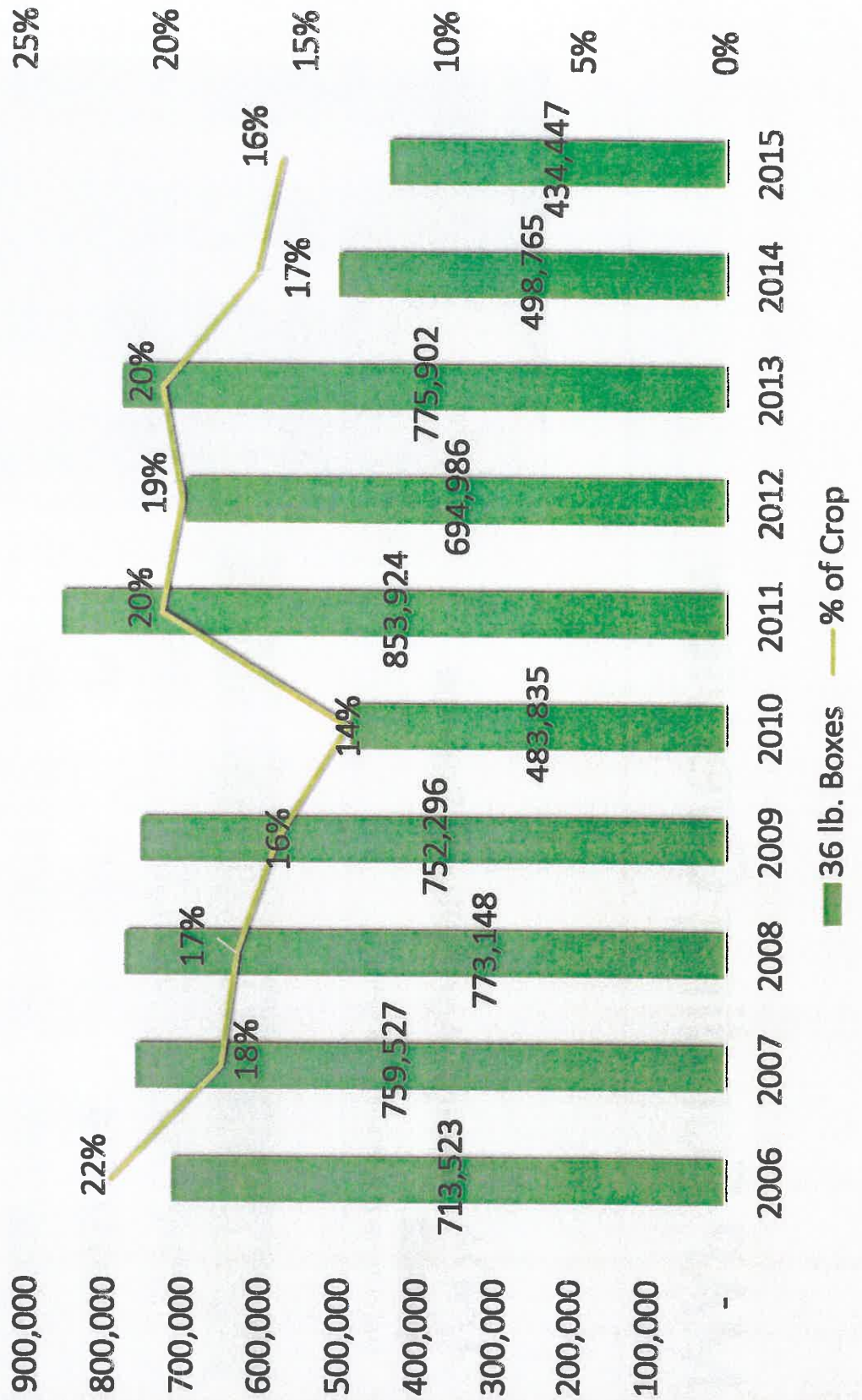
Year	Allocation	% Change
2014/2015	\$469,279	29%
2015/2016	\$468,842	0%
2016/2017	\$528,823	13%



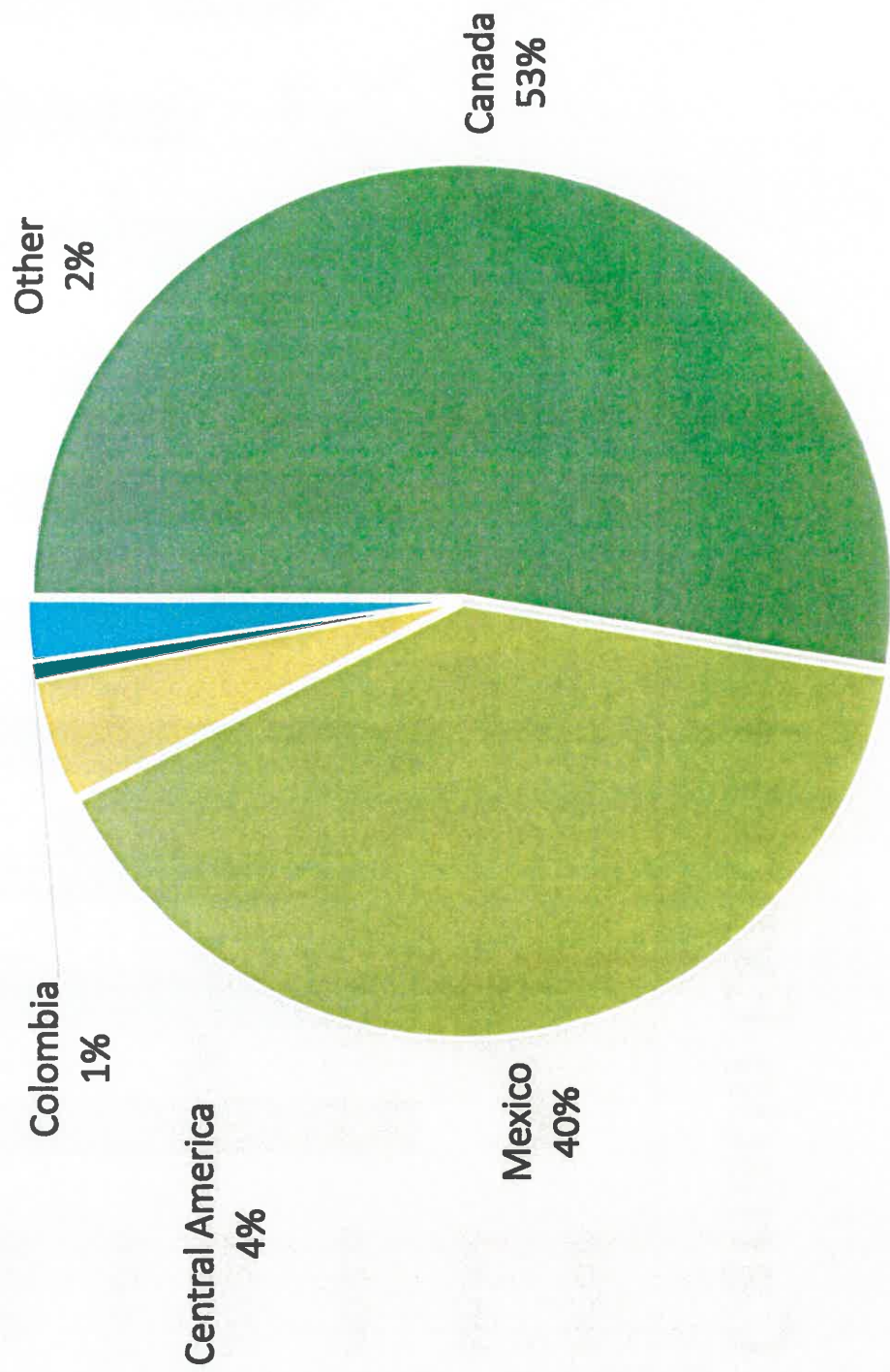
- 2015/16 (\$260,000) and 2016/17 (\$300,000) New Colombia Campaign
GBI



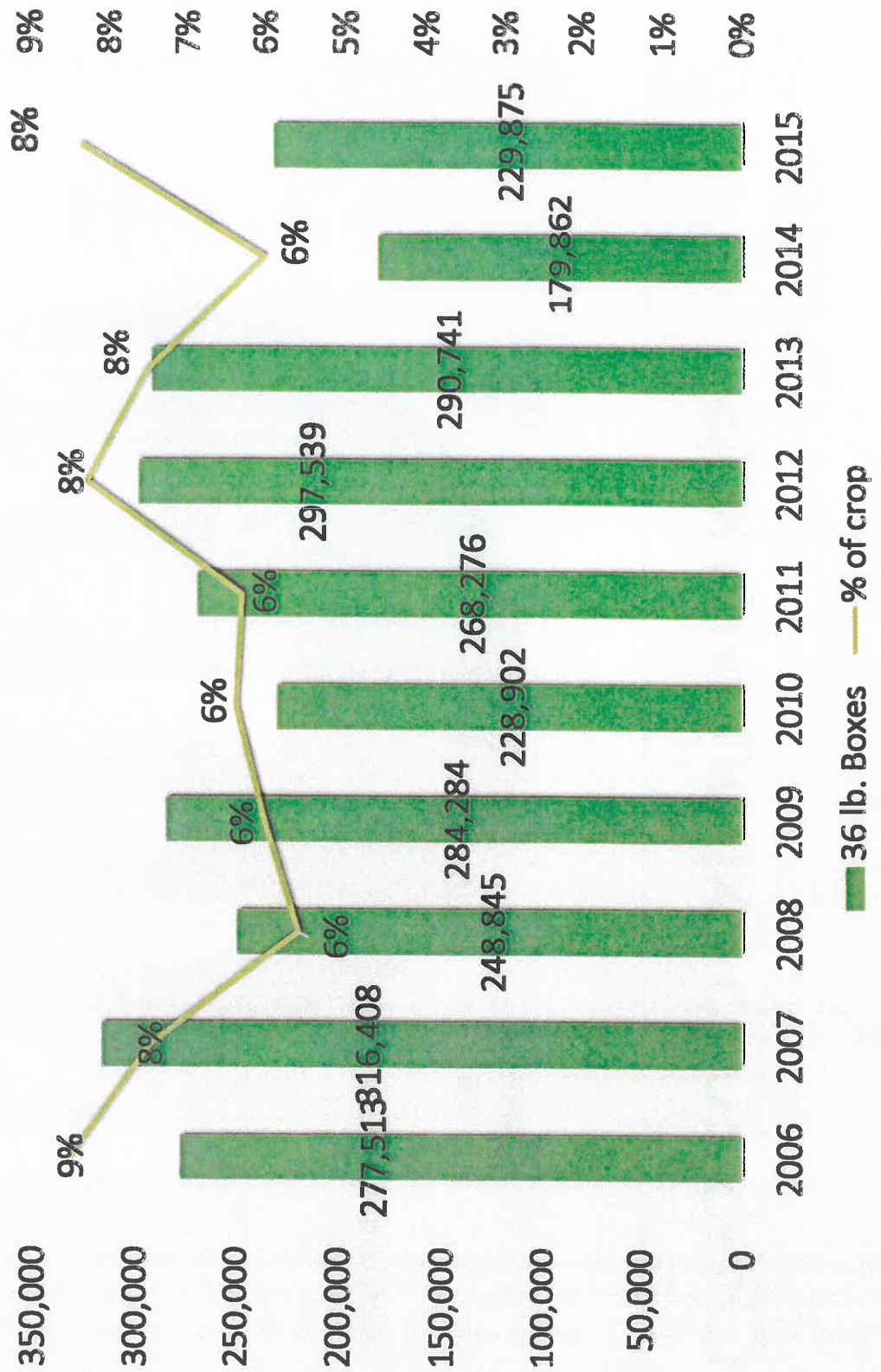
CPAB Total Export History



CPAB 2015 Export Markets



Canada Export History





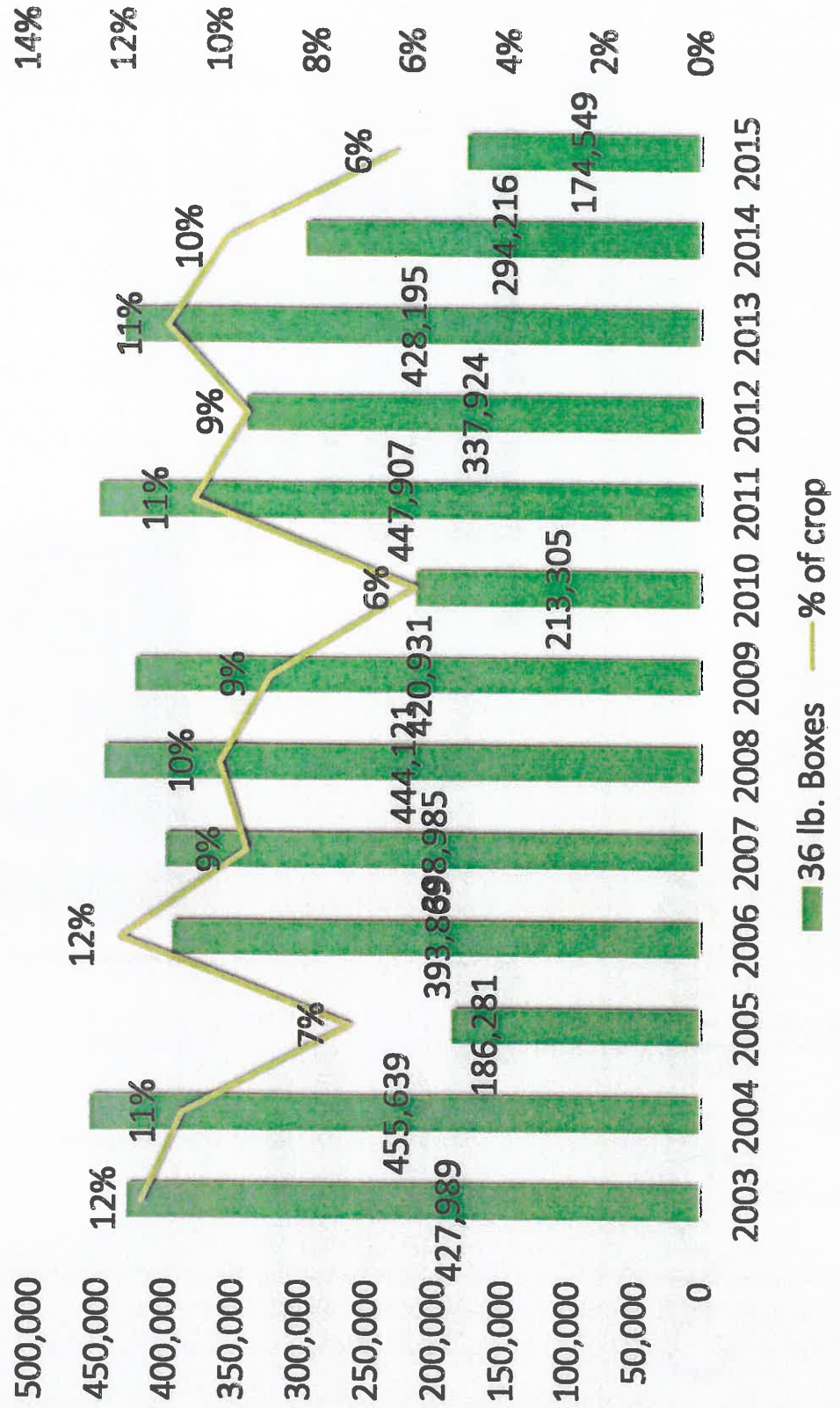
Canada Budget

Canada	2015 Budget	2016 Recommendation
Trade Communication/ Representation/ Travel	\$80,000	\$80,000
Technical Assistance	\$0	\$7,000
Trade Show	\$15,000	\$15,000
Cooperative Promotions	\$148,000	\$130,000
Consumer Research	\$7,500	\$7,500
Total	\$240,500	\$244,500





Mexico Export History





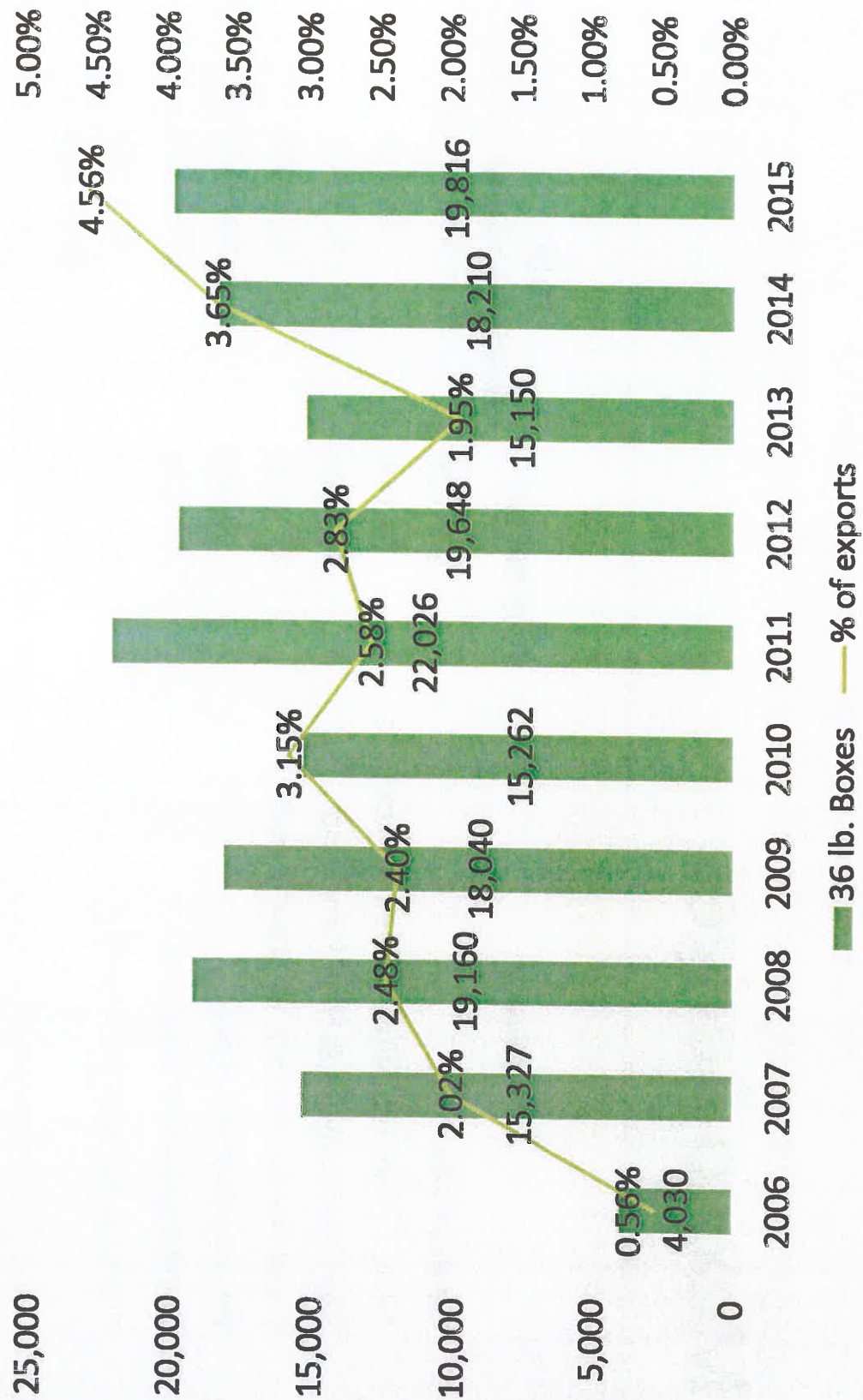
Mexico Budget

Mexico	2015 Budget	2016 Recommendation
Retainer Fee	\$40,000	\$40,000
Trade Communication, Travel, & Expenses	\$8,000	\$4,314
Technical Support & Merchandising	\$23,500	\$23,500
Trade shows: ANTAD, Retailer Shows	\$12,500	\$12,500
Wholesale Promotion	\$9,000	\$11,000
Retail/Consumer Promotion	\$93,000	\$114,409
Produce Analytic Information	\$17,000	\$19,600
Total	\$203,000	\$225,323

➤ Additional funds for promotions (to include new materials) and PAI



CPAB Emerging Markets: Central America





Central America Budget

Activity	2015 Budget	2016 Recommendation
Representation	\$9,000	\$9,000
Promotional support	\$26,000	\$29,000
Total:	\$35,000	\$38,000

- Additional funds for promotions
- Discussion: trade/market visits prior to season?



CPAB Emerging Markets: Hong Kong

Activity	2015 Budget	2016 Recommendation
Representation	\$5,000	\$0
Promotional support	\$15,000	\$15,000
Total:	\$20,000	\$15,000

- Trade mission to Hong Kong and China in May 2015
- Challenges: distance and price



CPAB Emerging Markets: Colombia

Activity	2016 Recommendation
Representation	\$6,000
Promotional support	\$20,000
Total:	\$26,000

- Cities: Bogota, Cali, Medellin
- Trade communications and in-store sampling



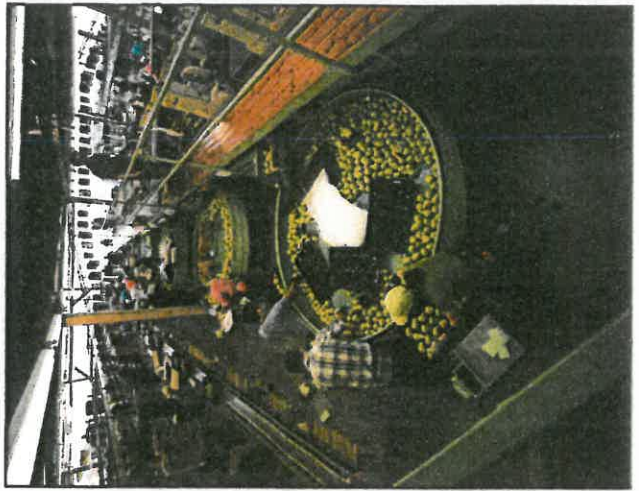
SaborUSA GBI in Colombia

- \$260,000 (2015/16) GBI focusing on all US agriculture
- Awarded \$300,000 for 2016/17
- 17 program participants
- Activities:
 - Public relations
 - Website
 - Smartphone application
 - Television channel



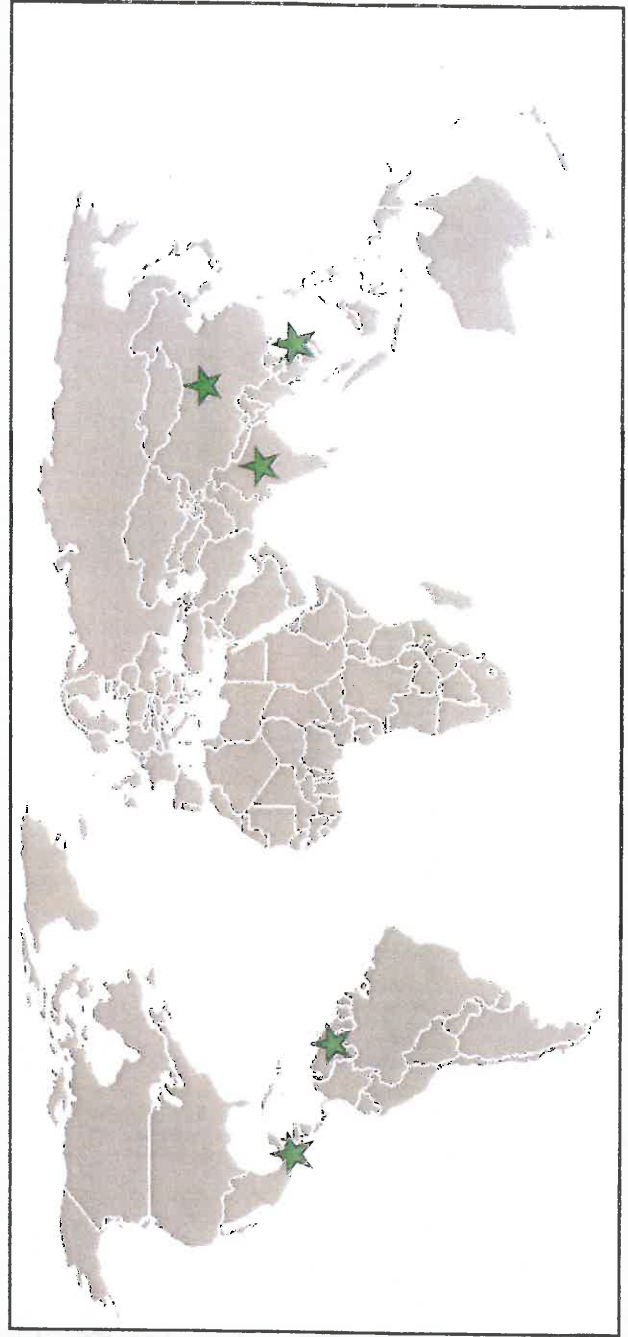
CPAB Emerging Markets: India

Activity	2016 Recommendation
Representation	\$20,000
Promotional support	\$15,000
Total:	\$35,000
<ul style="list-style-type: none"> ➤ Promotions conducted at Metro Cash & Carry ➤ Cities reached: Delhi, Mumbai, Bangalore, Hyderabad ➤ One billion population with emerging middle class ➤ Discussion: in-country representation 	

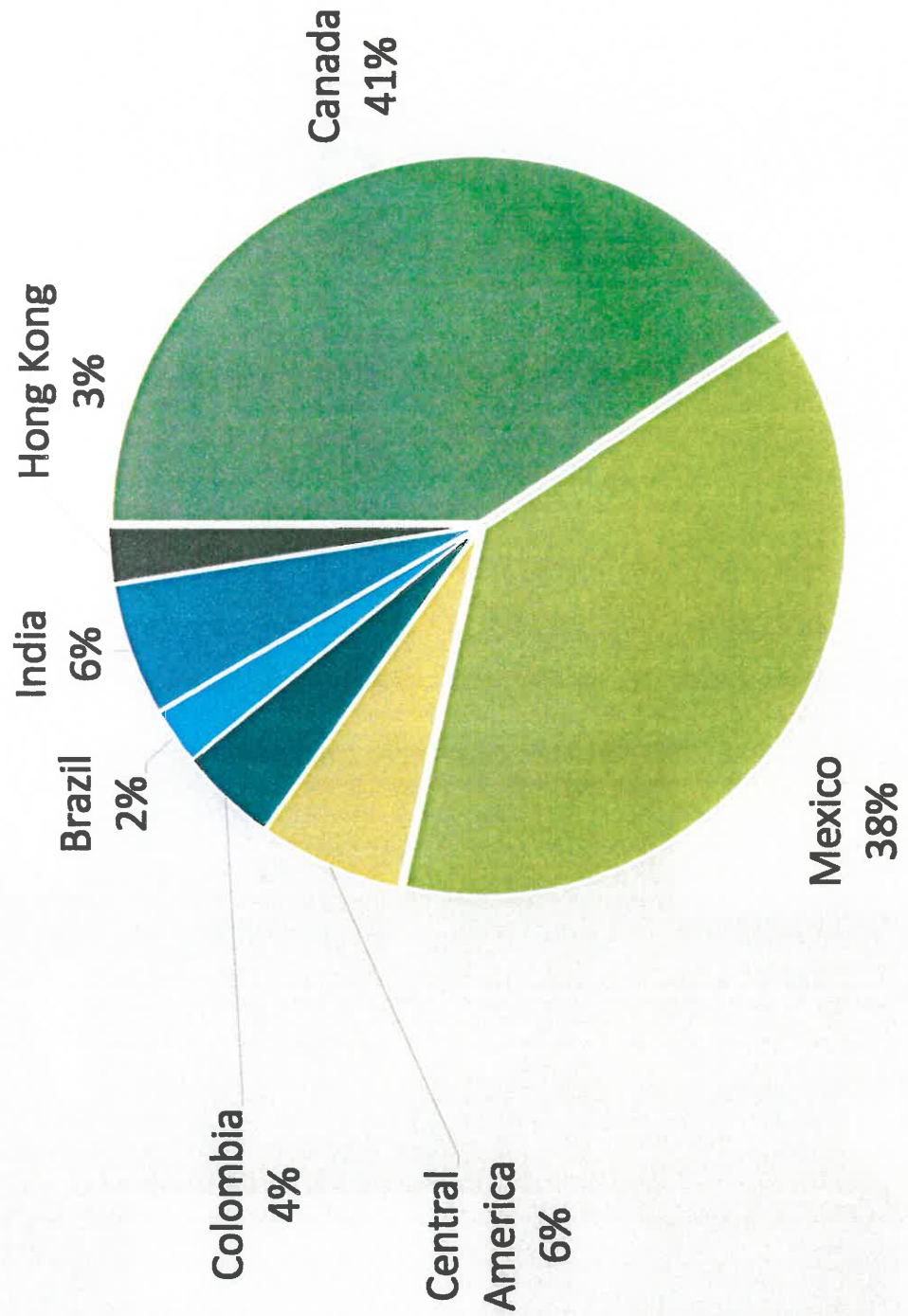


Emerging Markets Budget

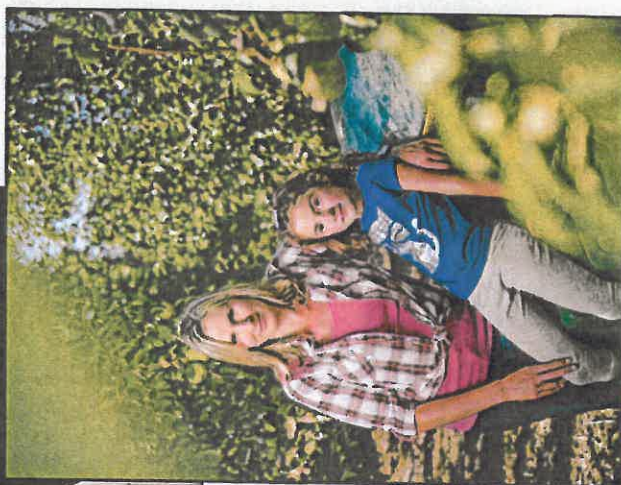
Market	2016 Recommendation
India	\$35,000
Hong Kong/China	\$15,000
Ecuador and Colombia	\$26,000
Contingency Fund	\$15,000
Total:	\$91,000



2016 Budget Recommendation Summary



Thank You



**California Pear Advisory Board
2016-17 Proposed Budget
(Updated April 4, 2016)**

	Brazil	CPAB	MAP	Total	Market Total
M15GXBR001	Representation and Communication	\$ -	\$ -	\$ -	
M15GXBR002	Promotional Support (Emerging Markets Funds)	\$ -	\$ 15,000	\$ 15,000	\$ 15,000
	Canada	CPAB	MAP	Total	
M15GXCA001	Trade Communication/Representation/Travel	\$ 20,000	\$ 60,000	\$ 80,000	
M15GXCA002	Technical Assistance	\$ -	\$ 7,000	\$ 7,000	
M15GXCA003	Trade Show	\$ 7,500	\$ 7,500	\$ 15,000	
M15GXCA004	Cooperative Promotions		\$ 130,000	\$ 130,000	
M15GXCA005	Consumer Research		\$ 7,500	\$ 7,500	
M15GXCA006	tasteUs! Foodservice Promotions		\$ -	\$ -	
M15GXCA007	tasteUS! Consumer Focus		\$ -	\$ -	
	taste US! GBI	\$ 5,000	\$ -	\$ 5,000	\$ 244,500
	Central America	CPAB	MAP	Total	
M15GXCEN01	Representation	\$ 5,000	\$ 4,000	\$ 9,000	
M15GXCEN02	Promotional Support	\$ 4,000	\$ 25,000	\$ 29,000	\$ 38,000
	Colombia	CPAB	MAP	Total	
M15GXCL001	Representation/Communication	\$ 1,000	\$ 5,000	\$ 6,000	
M15GXCL002	Technical Assistance	\$ -	\$ -	\$ -	
M15GXCL003	Promotional Support	\$ 1,000	\$ 19,000	\$ 20,000	\$ 26,000
	Ecuador	CPAB	MAP	Total	
M15GXEC001	Representative	\$ -	\$ -	\$ -	
M15GXEC002	Technical Assistance	\$ -	\$ -	\$ -	
M15GXEC003	Promotional Support	\$ -	\$ -	\$ -	\$ -
	Hong Kong	CPAB	MAP	Total	
M15GXHK001	Representation	\$ -	\$ -	\$ -	
M15GXHK002	Promotional Support	\$ -	\$ 15,000	\$ 15,000	\$ 15,000
	India	CPAB	MAP	Total	
M15GXIN001	Representation	\$ -	\$ 20,000	\$ 20,000	
M15GXIN002	Technical Assistance	\$ -	\$ -	\$ -	
M15GXIN003	Promotional Support	\$ -	\$ 15,000	\$ 15,000	\$ 35,000
	Mexico	CPAB	MAP	Total	
M15GXXM001	Retainer Fee	\$ -	\$ 40,000	\$ 40,000	
M15GXXM001	Trade Communication, Travel, & Expenses	\$ 3,814	\$ 500	\$ 4,314	
M15GXXM002	Technical Support & Merchandising	\$ 8,500	\$ 15,000	\$ 23,500	
M15GXXM003	Trade shows: ANTAD, Retailer Shows	\$ 5,500	\$ 7,000	\$ 12,500	
M15GXXM004	Wholesale Promotion	\$ 2,000	\$ 9,000	\$ 11,000	
M15GXXM005	Retail/Consumer Promotion	\$ 6,686	\$ 107,723	\$ 114,409	
M15GXXM006	Produce Analytic Information	\$ -	\$ 19,600	\$ 19,600	\$ 225,323
	Miscellaneous	CPAB	MAP	Total	
	Total	\$70,000	\$528,823	\$598,823	
	GBI Activity	CPAB	GBI	Total	
	California Grown in Mexico				

MINUTES

CALIFORNIA PEAR ADVISORY BOARD PROMOTION/EXPORT COMMITTEE MEETING

April 4, 2016
Sacramento, California

I. The Meeting was called to order at 10:00am

II. The following people are in attendance:

Kyle Persky
David Thiessen
Larelle Miller
Wendy Buckley
Mike Isola
Holly Klein
Aimee Darville
James Christie
Kassie Fraser

III. Export Program Review

Kassie Fraser and James Christie reviewed the 2015 export program and results and presented the 2016 plan. (Program Attached)

It was the consensus of the committee to recommend the export program as presented to the board. Total program is \$598,000, MAP is \$528,000 and CPAB is \$70,000.

IV. Public Relations/Farm to Fork and Social Media Program

Chris Zanobini, Holly Klein and Aimee Darville reviewed the 2015 program and reported on the successes and the continued growth of our social media presence. The outline for the 2016 program was presented which includes a greater social media effort, increased engagement with Farm to Fork and the idea of a Lake County Farm to Table event. (Program Attached)

It was the consensus of the committee to recommend the program as presented to the board. Total program including the continued BCRF support is \$94,000.

V. Targeted Retail Activities

Chris Zanobini reported that we continue to support the Costco Magazine advertising with an ad last fall in September and this Summer in July. It was

recommended that we continue the Costco support as it presents an unified California Pear Presence to Costco.

In addition a new program was discussed in developing a very targeted retail program with Kroger. It was presented that Kroger is one of the largest accounts that each shipper some level of business activity. It was recommended that the CPAB work on a pilot program with Kroger to reestablish an industry voice with this retail customer. Chris Zanobini would make contact with Kroger, set up a meeting and discuss marketing and promotional opportunities that would entice Kroger to engage California for an extended period of the California Pear season. (Outline of the Program is attached.)

It was the consensus of the committee that we continue with the Costco program and that we engage with Kroger on the pilot promotional program. Total budget would be \$135,000.

VI. Other Business

There was no other business

VII. Adjourn

The meeting was adjourned at 11:40.

California Pear Advisory Board

2016/17 Promotion and Social Media Program

Proposal

Goal:

Create a program to promote California pears to key audiences that;

- Is Affordable;
- Is Supportable;
- Shippers can coordinate with.

Objective:

Create consumer awareness and demand for locally grown pears.

Target:

Sacramento-area consumers, retailers and restaurants.

Strategy:

Share information about California pears and pear farmers that generates interest in locally-grown pears.

Tactics:

1. **Leverage Farm-to-Fork Relationship**
2. **Continue Social Media Outreach**
3. **Connect with Restaurant and Retail Consumer Audience**
4. **Target Food Bloggers**
5. **New Farm Table Event in Lake County**

1. **Leverage Farm-to-Fork Relationship**

CPAB has been extremely successful in our effort to gain awareness for locally grown pears among the Sacramento Farm-to-Fork community. For the coming season, we propose a concerted effort to further leverage this relationship through more involvement with the Farm-to-Fork program. A number of opportunities exist for CPAB to take a higher profile with the F2F movement and it is time that CPAB take this relationship to the next level with the goal to grow the CPAB consumer audience, create more awareness for locally-grown, sustainable pears and to encourage greater usage of pears at local restaurants and retailers. Possible opportunities for CPAB include the following: participation in the September Farm Tank event; featured coverage in the F2F blog or "Foodie Hero" website content; increased engagement with F2F social media audiences and those of local restaurants. TCD is proposing a meeting with F2F organizers to inquire about how CPAB as a long-time supporter of the program receive enhanced attention through the program

2. **Continue Social Media Outreach**

Over the past two years, CPAB has been able to build its on-line consumer audience through actively engaging in social media. As detailed in the social media analytics report, it is clear that the focused program in key production months which includes daily and weekly posting on all social media channels supported by advertising and consumer contests, results in audience growth. Website analytics confirm that visits to the website are being driven by social media – particularly Facebook. As a result, CPAB's on-line audience continues to grow with minimal investment.

For the 2016/17 fiscal year, staff is recommending a continued social media campaign targeted at key supply months from July through September. The goal is to continue to build a consumer audience interested in locally-grown pears. During the peak production months, TCD staff will post regularly on social media platforms which include Facebook, Twitter, Pinterest and Instagram. In addition, staff will continue to publish regular blog posts that tie into the Farm-to-Fork activities as this is where we are seeing the best opportunity to engage directly with a local audience. As noted above, staff will explore opportunities to tie-in with the F2F program audience and will actively engage with local chefs and retailers. (see below). A modest advertising program will be considered for the peak supply months and the utilization of consumer contests or sweepstakes will be explored.

During the "off-season" months a maintenance program will be employed so that the social media audience can be kept engaged at a reduced cost since posting frequency will be reduced. This activity is necessary to ensure the on-line audience built by CPAB is not lost during the off-season, although frequency of posting is greatly reduced along with cost.

3. Connect with Restaurant and Retail Consumer Audience

During the peak production months of July through October, staff will explore a number of programs designed to tie-in with on-line audiences of local Sacramento-area restaurants and retailers. The objective of this activity is to engage with existing audience of local restaurants and retailers so they can be brought over to CPAB social properties for information on California pears and pear farmers.

As part of this effort, CPAB staff will work to develop promotional activities with the social media and/or consumer affairs divisions of local retail outlets including Raley's, Nugget and Savemart. This outreach may coordinate with promotions and/or ad features developed for California pears, but the effort is designed to provide consumers with information/recipes/usage ideas etc. that will create interest, awareness and demand for locally-grown pears.

CPAB staff will also coordinate with local Farm-to-Fork restaurants who are regularly including pears in their seasonal menus. As part of this activity, CPAB will consider campaigns that include on-line advertising or consumer contests designed to promote pear menu items being served at local Sacramento-area Farm-to-Fork restaurants.

4. Target Food Bloggers

CPAB has already entered into an agreement with the International Food Bloggers Conference to co-sponsor a tour for food bloggers who are attending this event, which will be held for the first time in

Sacramento this year. The tour is being done in conjunction with California Endive in Rio Vista and will involve a tour for up to 50 food bloggers. The tour will include stops at the California Endive farm in Rio Vista and a visit to a Delta pear farm. Staff is currently working with Stillwater Orchards to coordinate this event which will highlight “family” farmers who produce sustainably grown pears.

The IFBC sponsorship also includes an “informational” table at Culinary Fair and Expo that is being held as part of the food blogger conference. This event will allow CPAB to focus on recipe/usage information on California pears.

5. New Farm Table Event in Lake County

Last year the Pear Dinner on Dead horse Island Bridge was a fun event that fostered a sense of community and garnered media and blogger attention for locally grown pears and the Delta farming area. This year, we are proposing that a new “farm table” event be held in Lake County to develop this same sense of community and highlight locally-grown pears in the area. As part of this event, staff is proposing that local restaurants be involved in the event to encourage use of California pears. We are also proposing the event be positioned as a fundraiser for breast cancer, replacing the current direction contribution to the National Breast Cancer Research Foundation. This would allow the CPAB to continue its support of the breast cancer research while at the same time drawing attention to the community spirit of pear farmers.

Budget

Oversight and implementation of all program activities = \$24,000

Monthly retainer = \$4,000 in season (June through Sept)/ \$1,000 off-season

Social Media Management/Promotion = \$25,000

Enhanced Posting in-season (June through September) \$3,000/month

Off-season maintenance = \$1,000/month

Advertising/Promotion = \$5,000

Farm-to-Fork Sponsorship = \$5,000

Website Updates = \$5,000

Retail/Foodservice Promotions

\$5,000 to \$10,000

Food Blogger Conference Sponsorship = \$5,000

Lake County Farm Table Event = \$10,000

APPETIZERS MARCH 16, 2016 6:33 PM

New 'Farm Tank' food conference finds home in Sacramento

HIGHLIGHTS

Part of the city's annual farm-to-fork celebration, the conference is scheduled for Sept. 22-23

Featuring 70 experts in food and agriculture, it's expected to draw between 400-600 attendees

Topics will include environmental conservation, breeding, sustainable seafood, food health and nutrition



BY BLAIR ANTHONY ROBERTSON
brobertson@sacbee.com

The Sacramento Convention & Visitors Bureau announced this week a new food-and-farming conference that's expected to bring even more national attention to the local region being branded as "America's Farm-to-Fork Capital."

Called Farm Tank, the conference is scheduled for Sept. 22-23, and will be part of Sacramento's annual farm-to-fork celebration. The city is partnering with Food Tank, a food-focused nonprofit, to produce a conference featuring 70 experts in food and agriculture to showcase California solutions and perspectives on issues confronting the entire country.

Registration is now open, and more specifics on speakers are expected in the weeks ahead. General admission for the conference, to be held at the Hyatt Regency Sacramento, is \$499, with other pricing options available. For its first year, the conference is expected to attract 400 to 600 attendees.

The conference is envisioned as an annual event intended to further solidify Sacramento's farm-to-fork standing. Last year, the city hosted the inaugural California Craft Beer Summit, which has since become an annual event projected to rival the biggest beer festivals in the nation. Sacramento has for years hosted the annual Unified Wine & Grape Symposium that attracts industry personnel from throughout California.

Nicole Rogers, director of the farm-to-fork program at the Convention & Visitors Bureau, said topics at the conference will include environmental conservation, breeding, sustainable seafood, food health and nutrition.

Rogers pitched Food Tank, which hosts an East Coast conference series, on the idea of a West Coast conference.

"I thought we had a unique opportunity to tell our story," Rogers said. "We are able to show off what I think is our greatest strength - our food and agriculture - from such a smart place. We get to have a really informed dialogue in front of a lot of people who don't think about Sacramento and California in this way."

On its website, Food Tank describes its mission as "focused on building a global community for safe, healthy, nourished eaters. We spotlight environmentally, socially and economically sustainable ways of alleviating hunger, obesity and poverty and create networks of people, organizations and content to push for food system change."

The conference's first day is designed to be what Rogers dubbed the "learn day" - detailed panel discussions and lectures on a variety of food issues; the second day will feature chartered field trips to various locations. One field trip, for example, focuses on urban agriculture, with a chartered bus visiting local farms to highlight challenges they've faced and solutions they've found.

"We'll have multiple examples of how we are addressing these particular issues," Rogers said. "We get to show real examples and give real references."

She added that the conference can position Sacramento as a resource for food and agricultural expertise that can benefit others locally nationally.

"What good is being great at something if we don't share it?" she said.

Blair Anthony Robertson: 916-321-1099, @Blarob

**ESCAPE
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SCOTTSDALE**

4TH NIGHT FREE PLUS
\$100 RESORT CREDIT



OMNI - RESORTS
scottsdale resort & spa
montelucia

NEVER STAY THE SAME

PLAN YOUR TRIP >

MORE APPETIZERS

YOU MAY LIKE

20 Unforgettable Photos Of Environmental Pollution
GeekVIP

Behati Split Side Bootie
\$99.95 - solesociety.com

She Puts An Onion In Her Ear. The Reason Why is A Fascinating Trick That Everyone Should Know
Answers

Ron Paul: "Buying Gold Will Not Be Enough - Here's Next Step To Take"
Stensberry Research

COMMENTS

Sign In Using The Social Network of Your Choice to Comment

To learn more about comments, please see the Comments FAQ.

Terms Privacy Policy

Social by Gigya

We thank you for respecting the community's complete guidelines.

Kroger 2016

Example Proposal: \$50,000 to Kroger for the following:

Purpose: To preserve the California Pear industry and maintain its sustainability for future generations.

Objectifies:

1. Divisions: First in –Last out – Bee Sweet Consolidation- the pears can load with tree fruit, apples, grapes, and citrus.
2. Placement: By tree fruit. Pears are an impulse item. Grow produce dept. sales along with pear sales. *Ripening*
3. Sign post for Bartlett Pears- California season for incremental sales.

Options:

1. Social Media with Americas first pear, Artisan Farmers, Heirloom Bartlett's
2. Loyalty card- When consumer purchases Ca Bartlett pears, a recipe is emailed to consumer. New one each week.
3. Demos
4. In-Store Radio
5. Digital Coupon
6. Organic Demos *→ Roanoke, VA*
7. Regional/Division activities to stay in California

Divisions:

Ralphs CA
Food 4 Less CA
Frys AZ
King Soopers CO
Smith's UT
SW- TX
Memphis TN
Atlanta GA
Columbus OH
Roanoke VA
Shelbyville IN
QFC WA
Fred Meyer OR

*- Industry Voice
- Improt Programs
- Not Bury Back Merchandising but
to develop a coordinated, directed
program*

Concerns to do it. Contact Kroger

CPAB | June 2015 - February 2016

Farm-to-Fork

Tower Bridge Dinner Gala

September 27th

1 table / 8 tickets

2 tickets: Owners of General Produce (recipe contest partner)

2 tickets: SaveMart Produce Buyer and Category Manager (retail partner)

2 tickets: consumer photo contest winner

2 tickets: Brett & Meredith Baker (contribution to photo contest)



CPAB | June 2015 - February 2016

California Pear Bridge Dinner

September 27

Dead Horse Island Bridge

Giusti's, Bogle, Sudwerk, Dawson's/Hyatt Regency, Hot Italian, Golden State Fruit

Proceeds donated to Lake County Fire Relief Fund (\$2,100)

Benefits

- Any time the industry comes together creates a sense of unity and a strong voice within the community



FARM TO TABLE

2016-2017

All contracts need to be signed by buyers & supplier before being submitted to advertising@costco.com

▼ TO BE COMPLETED IN ENTIRETY ▼

Advertiser Name _____ Vendor Number (if applicable) _____

Billing Address a _____

Advertiser Contact _____

Email Address _____

Telephone (office and/or cell) _____

Recipe Contact (if different than above) _____

Email Address _____

Telephone (office and/or cell) _____

Product _____

PARTICIPATION

Publication Month/Year: _____

☐ **\$133,975 FULL-PAGE**

☐ A. Image Ad ☐ With 40 words of copy ☐ Without copy

☐ B. Recipe - 150 words or less

☐ **\$227,125 SPREAD**

Includes full-page informational ad and two half-page recipes of 150 words each or less.

☐ **\$80,300 HALF-PAGE**

☐ A. Image Ad ☐ With 20 words of copy ☐ Without copy

☐ B. Recipe - 150 words or less

☐ **\$59,800 QUARTER-PAGE**

Image Ad

☐ Sharing ad with another Advertiser

Specify other Advertiser(s) _____

Your participating amount \$ _____

All ads will be charged an additional production fee of \$650 per shot to cover photography.

Your photography fee \$ _____

YOUR TOTAL FEE \$ _____

REBATES

FOR COSTCO USE ONLY

BUYER NAME _____

DEPT. # _____ AD # _____

DEADLINES

Contracts: **April 15, 2016**

Recipe, copy input and logo art: **April 29, 2016**

PRODUCT SAMPLES:

A Costco representative will contact you.

RECIPE AND PRODUCTION REQUIREMENTS

Costco encourages unique recipes that will showcase the Advertiser's product to the fullest. Recipes and black-and-white logos less than 15 MB should be emailed to advertising@costco.com. Recipes **MUST** be provided in a Word document. Other formats will be rejected. Logos should be supplied as B/W or color (CMYK) AI (Adobe Illustrator), TIFF, EPS, PSD or JPEG files, at least 3" in size and 350 dpi (if not vector based). AI vector files are preferred. Larger files may be sent by CD or DVD to address below.

Costco will provide professional photography for all ads.

GENERAL CONDITIONS

Advertiser assumes liability for content of all advertising authorized for publication and for any claims that may arise therefrom. Liability of Costco Wholesale with respect to any advertising shall be limited to the amount paid for such advertising. Costco assumes no responsibility for ads or editorial material not published. This agreement incorporates and is subject to the Costco Standard Terms (2004) and any signed Advertiser agreement and attached Terms and Conditions. All contracts, insertion orders and ad content are subject to approval of Costco. Costco reserves the right to accept, classify, cancel, edit, disclaim or reject any advertisement. Costco reserves the right to add the words "Paid advertisement" to any ad that carries no signature or resembles editorial matter.

CANCELLATION POLICY

Any ad can be canceled at the discretion of Advertiser or Costco with at least 180 days' written notice (prior to proposed publication date).

BILLING POLICY

Payment will be deducted from Advertiser's account upon publication, unless other arrangements are approved by a Costco buyer.

Advertiser agrees to all provisions of this contract. Advertiser agrees to pay, in addition, any costs of collection, including but not limited to reasonable attorneys' fees and court costs, plus interest at the rate of 1 percent per month.

Advertiser agrees to be bound by the terms and conditions of this Contract and the attached Terms and Conditions.

ADVERTISER SIGNATURE _____ DATE _____

BUYER SIGNATURE _____ DATE _____

COSTCO CONNECTION REPRESENTATIVE SIGNATURE _____ DATE _____

▼ TO BE COMPLETED BY BUYER ▼

DEPT. SPLITS (IF APPLICABLE):

DEPT. NUMBER	DOLLAR AMOUNT	DEPT. NUMBER	DOLLAR AMOUNT
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Costco Wholesale • 999 Lake Drive • Issaquah, WA 98027-5367 • advertising@costco.com
Kelli Critchfield kcritchfield@costco.com 425.416.6235 | **Nico Cordero** nmcordero@costco.com 425.313.2558
Jane Klein Shucklin jshucklin@costco.com 425.313.8277 | **Kathi Tipper-Holgersen** ktipper@costco.com 425.313.6581

ADVERTISING CONTRACT

Terms and Conditions

Farm to Table

Advertiser will execute the terms of the Advertising Contract regarding the 2016/2017 *Farm to Table* between the Advertiser and Costco Wholesale Corporation ("Costco"), subject to these Terms and Conditions.

Advertiser hereby represents and warrants to Costco as follows:

1. The recipe to be submitted to Costco by Advertiser is Advertiser's original work and was not taken wholly or substantially from any published source. Further, Advertiser has the right to provide the recipe and any associated testimonial to Costco for its use and publication in connection with the 2016/2017 edition of *Farm to Table*.
2. Advertiser has adequately tested the recipe and confirms that the ingredients and instructions are correct and complete for preparation of a high-quality food item.
3. If Advertiser has submitted to Costco any photos of its products, a food item prepared from the recipe or any other relevant subject matter ("recipe photos"): (a) the recipe photos accurately depict a food item prepared from the recipe; (b) if the recipe photos include any persons or private property, Advertiser has obtained a suitable release; and (c) Advertiser owns all rights in the recipe photos necessary to grant Costco permission to use the recipe photos in advertising, promoting and publishing the 2016/2017 edition of *Farm to Table*, without obligation to Advertiser or any third party, and that granting such rights to Costco will not violate any contractual or other legal obligations Advertiser has to any third parties.
4. Advertiser hereby: (a) authorizes Costco to use its name and/or logo in proximity to the recipe and products; and (b) grants to Costco an unlimited perpetual, irrevocable and worldwide license and right to use, copy, display, reproduce, make publicly available Advertiser's name and/or logo, the recipe, recipe photos, entertaining tips, testimonials and/or products in connection with advertising, promoting, selling and publishing *The Costco Connection* and *Farm to Table* without further consent, prior inspection or approval in any media now or hereafter created and by whatever means, for commercial and noncommercial purposes, including through social media platforms (including but not limited to Facebook and Pinterest) subject to the terms and conditions of such social media platforms."

All other terms of the Advertising Contract remain in full force and effect.



CALIFORNIA BARTLETT PEARS

FIRST PLANTED IN AMERICA • FIRST OF THE SEASON • FIRST CHOICE OF YOUR CONSUMERS

MAKE SURE YOU, YOUR TEAM, AND YOUR CONSUMERS KNOW ALL THERE IS TO KNOW ABOUT
CALIFORNIA BARTLETT PEARS BY FOLLOWING CALPEAR.
FROM CROP UPDATES, TO GROWER PROFILES, TO RECIPE IDEAS.

LIKE & FOLLOW CAL_PEAR

FOR THE LATEST IN PEARS

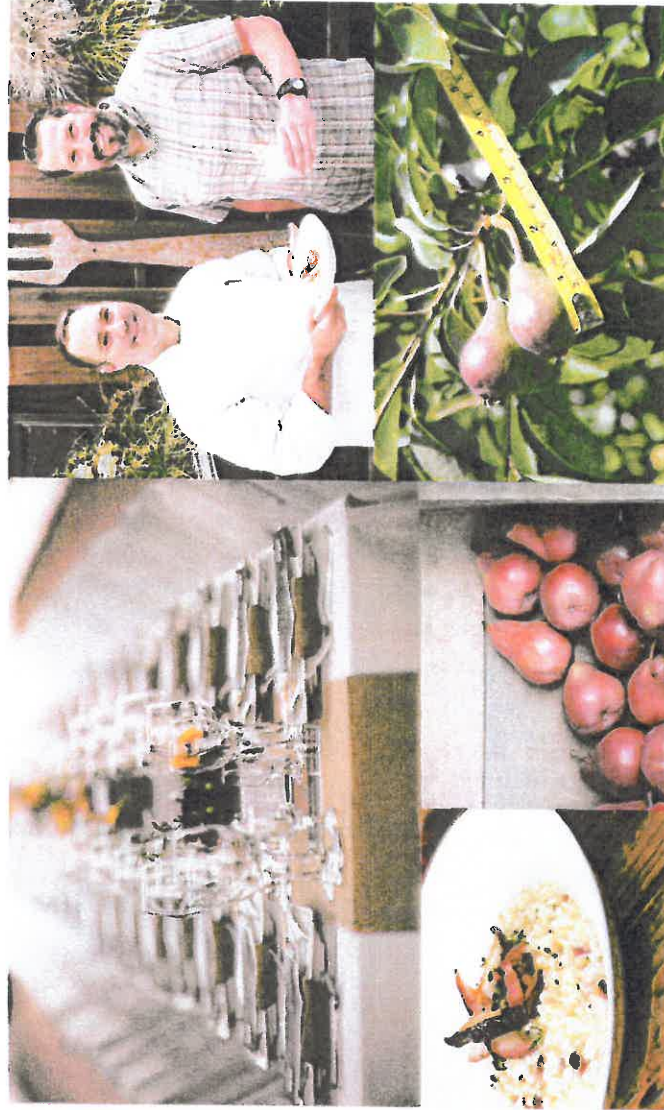


CALPEAR.COM



2016/17

Public Relations/Social Media Proposed Program



April 12, 2016



CPAB Goals

Create a program to promote California
pears to key audiences that;

- Is Affordable;
- Is Supportable;
- Shippers can coordinate with.



Objective:

Create consumer interest and demand for locally grown pears.

Target:

Sacramento-area consumers, retailers, and restaurants.

Strategy:

Share information about California pears and pear farmers that generates interest in locally-grown pears.



Tactics

- Leverage Farm-to-Fork Relationship
- Continue Social Media Outreach
- Connect with Restaurant and Retail Consumer Audience
- Target Food Bloggers
- Create New Farm Table Event in Lake County



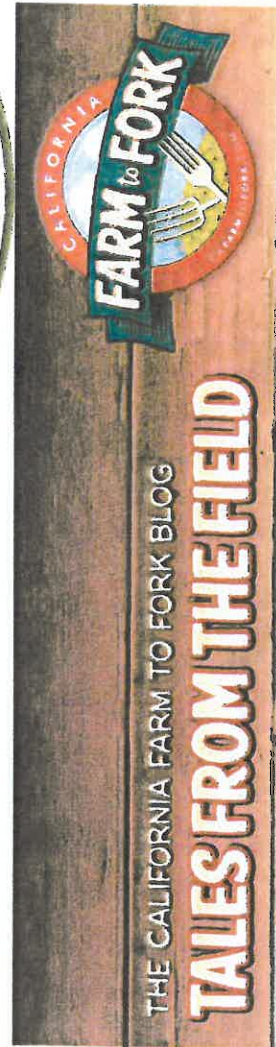
#1. Leverage Farm-to-Fork Relationship



CALIFORNIA PEARS
AND FARM-TO-FORK



FEATURED
FOODIE HERO



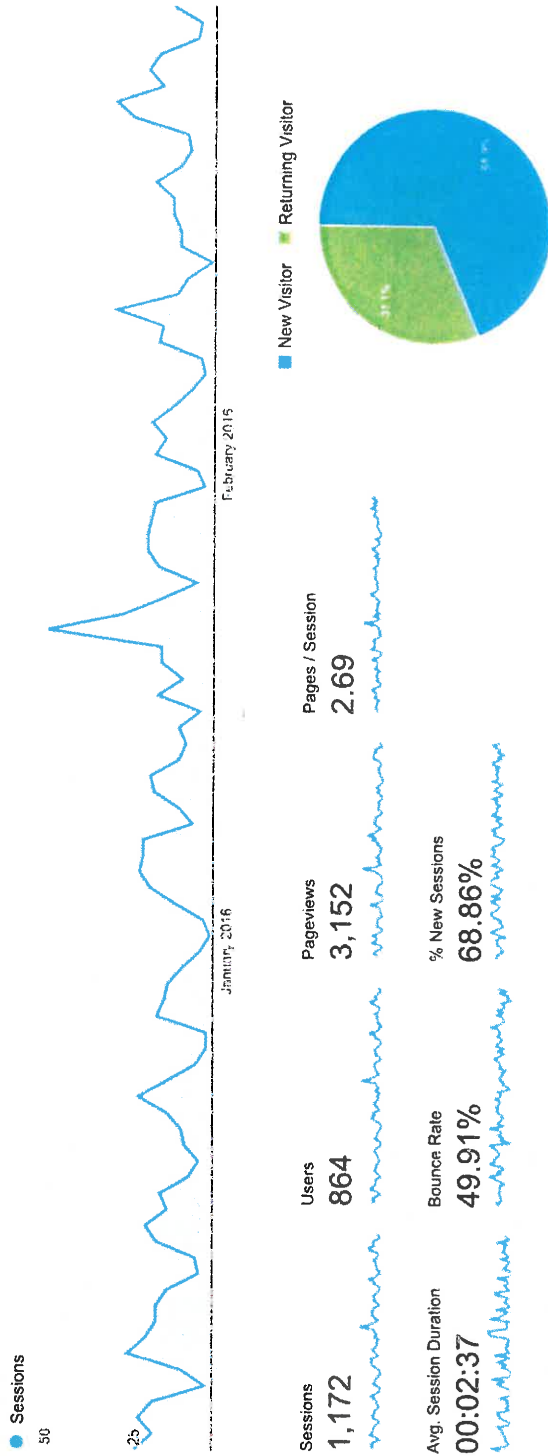
#2. Continue Social Media Outreach



- Driving visits to our website.
- Growing our on-line audience of consumers.
- Targeting Sacramento consumers.
- Creating interest in pear farmers.

Website Sessions

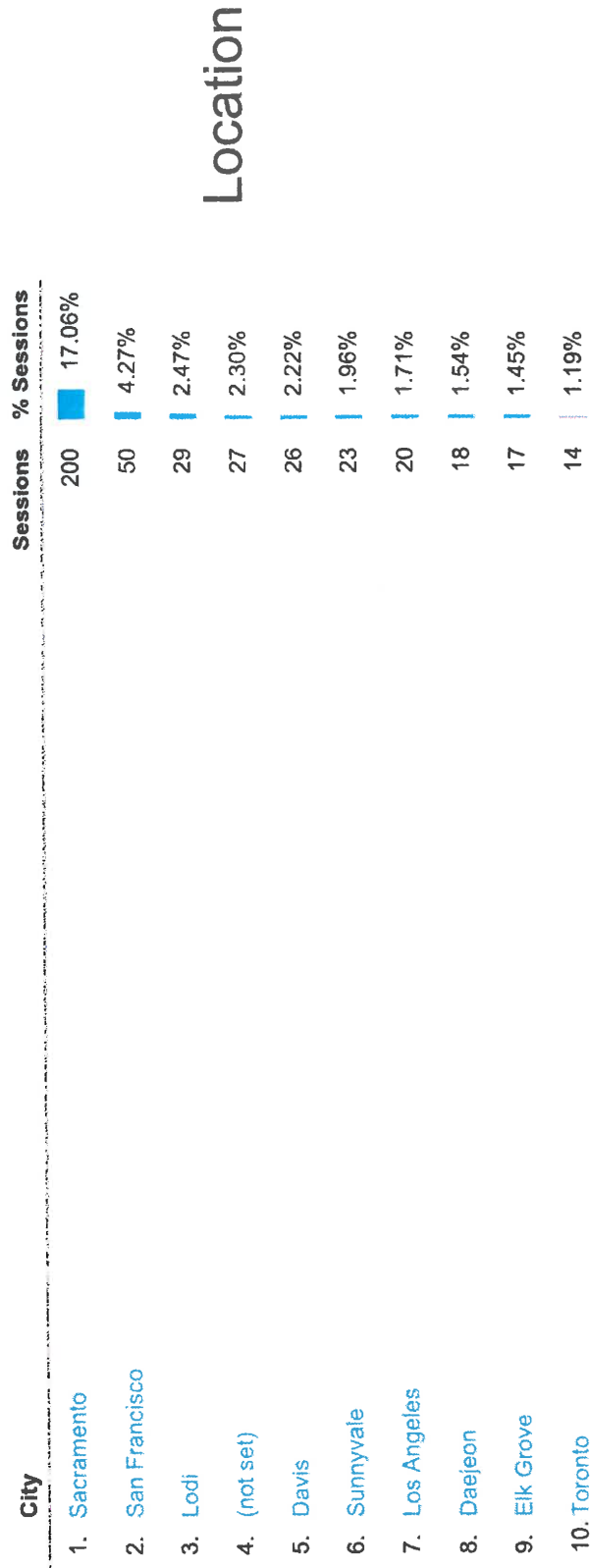
December 2015 – February 2016



Visitor Sessions	Q1	Q2	Q3	Q4
Total sessions	4,454	3,519	1,172	
Avg. sessions/day	48	39	13	
Avg. pages viewed/session	3.30	2.51	2.69	
Avg. time on site/session	3:07	2:11	2:37	

Who is our Audience?

June 2015 - Feb 2016



What are they looking at?

Top Visited Pages

Webpage	Total Views
Homepage	1,114
Artisan Farmers	188
Marketing Resources	149
Contact	137
Recipes	103
Varieties-Availability	100
Research	81
About	78
Industry Reports	78
Sustainability	51

Channels & Referring Sites

Top Referral Sources

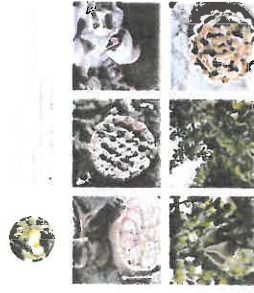
Source	Sessions	New Users	Bounce Rate	Pages/Session	Avg. Duration
Facebook (mobile)	57	81%	53%	1.9	1:29
David Lebovitz	37	100%	77%	1.6	0:13
Facebook (PC)	27	44%	48%	2.0	3:48
UCANR	14	14%	21%	9.1	6:46
World Apple & Pear Assn	12	100%	25%	3.9	3:22
Stillwater Orchards	11	11%	45%	2.4	0:58
Newsletter	8	0%	25%	7.4	15:18

Growth in past Year

Facebook = 17% growth

	Q1	Q2	Q3	Q4	Total
Followers	+339	+135	+30	-	+504
Impressions	53,487	28,336	33,109	-	114,932
Engagements	2,830	1,960	987	-	5,777
Total Posts	64	71	30	-	165

Instagram = 40%

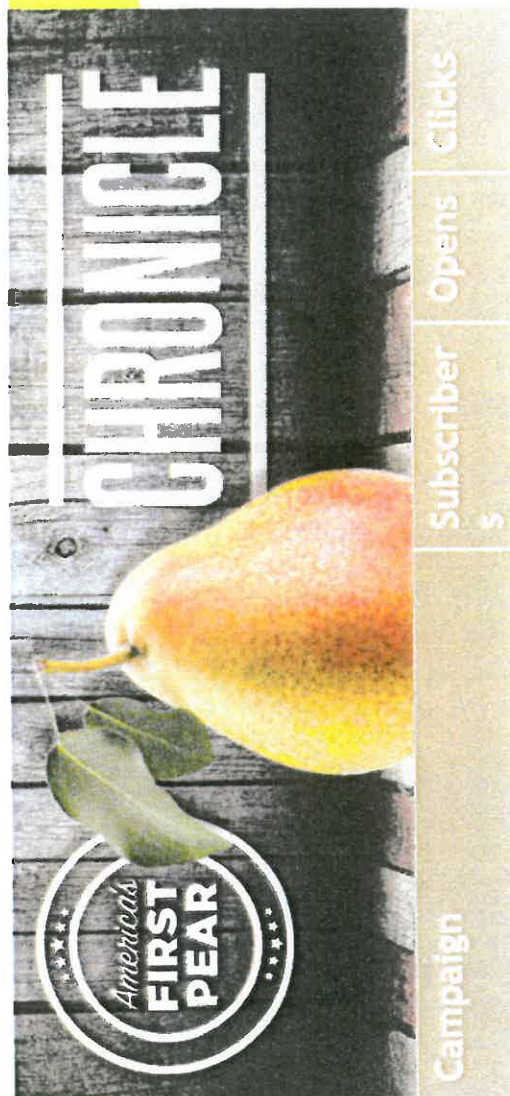


Twitter = 25% Growth

	Q1	Q2	Q3	Q4	Total
Followers	-	-	+122	-	975
Impressions	16.8k	20.6k	10.2k	-	47.6k
Engagement	316	248	66	-	630
Total Posts	60	77	31	-	168

Pinterest





Campaign	Subscriber	Opens	Clicks
1st CA Pear Newsletter	338	30%	2%
Pear Bridge Dinner Tickets on Sale	324	19%	1%
Farm-to-Fork Gala Ticket Giveaway	313	30%	5%
Celebrate Farm-to-Fork Month	357	24%	5%
Farm-to-Fork Sets New Record	656	28%	6%
Sunset Savor the Central Coast	697	27%	7%
Winning Recipes & Hourly Giveaway	710	39%	14%
Recap: Stories from Sunset Savor	760	22%	3%
A Look Inside the Pear Bridge Dinner	774	24%	5%
Day Trip to Delta Pear Country	795	27%	6%

Social Media Plan

1. Enhanced posting during the months of June – Sept
2. Maintenance program for the remainder of the year.
3. Modest advertising budget for contests, etc.
4. Website updates – including more grower profiles.
5. Leverage social media audiences.



#3. Connect with Restaurant and Retail Consumer Audience



#4. Target Food Bloggers



Premier Sponsor
Tour for 50 food bloggers
July 29
Farm-to-Fork Adventure through Historic
Sacramento Delta



#5. Create New Farm Table Event in Lake County



Sponsorships



Proposed Budget

- Oversight and implementation of all program activities = \$24,000
- Social Media Management/Promotion = \$25,000
- Farm-to-Fork Sponsorship = \$5,000
- Website Updates = \$5,000
- Retail/Foodservice Promotions = \$5,000 to \$10,000
- Food Blogger Conference Sponsorship = \$5,000
- Lake County Farm Table Event = \$10,000



THANK YOU!





CALIFORNIA
PEAR
Advisory Board

California Pear Advisory Board

Web & Social Statistic Report

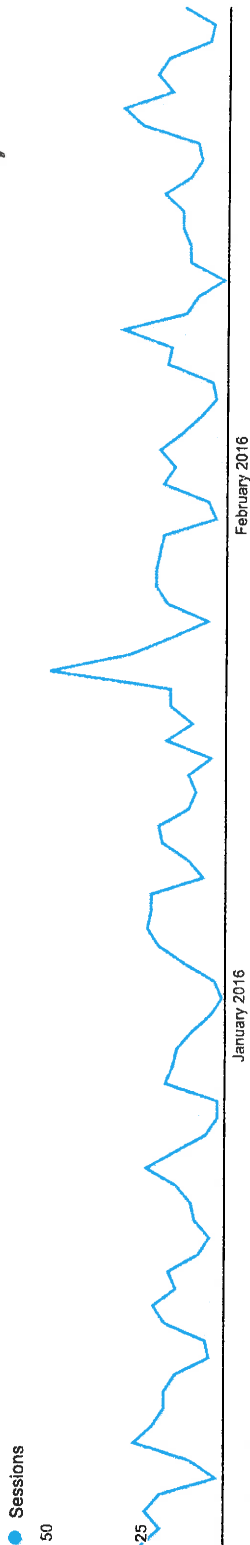
Q3 | December 2015 – February 2016



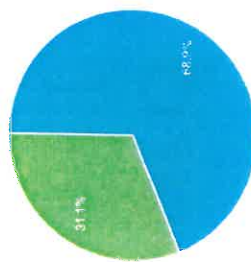
CALIFORNIA
PEAR
Market Research

Website Sessions

December 2015 – February 2016



■ New Visitor ■ Returning Visitor



Pages / Session

2.69

Pageviews

3,152

Users

864

Sessions

1,172

% New Sessions

68.86%

Bounce Rate

49.91%

Avg. Session Duration

00:02:37

Visitor Sessions

Q1

Q2

Q3

Q4

Total sessions 4,454 3,519 1,172

Avg. sessions/day 48 39 13

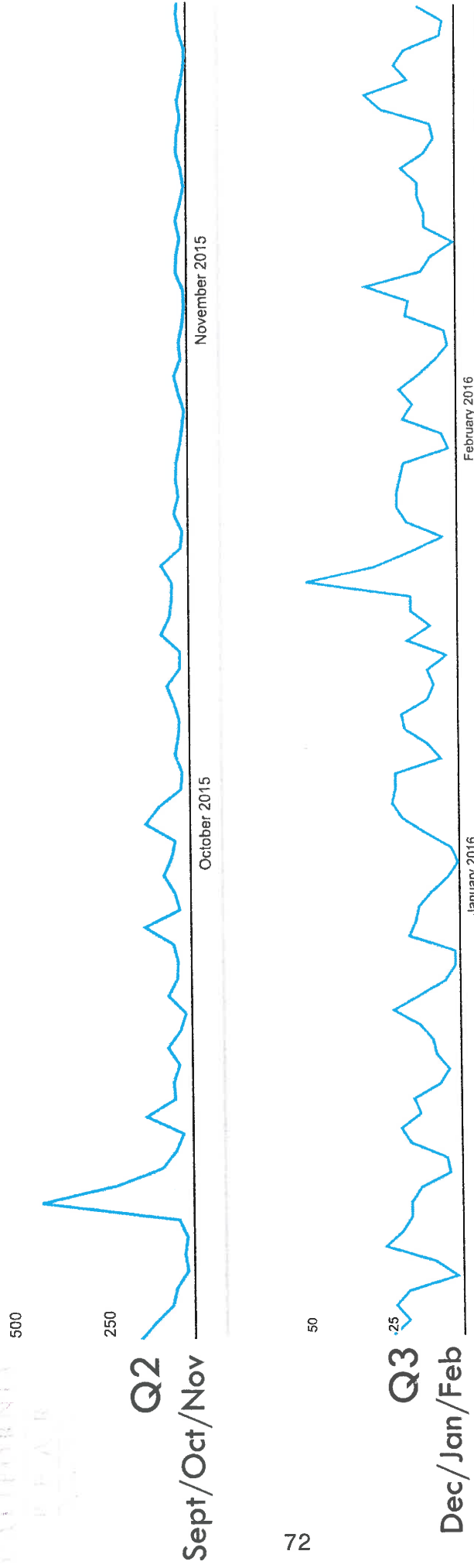
Avg. pages viewed/session 3.30 2.51 2.69

Avg. time on site/session 3:07 2:11 2:37



CALIFORNIA
PEAR

Website Analytics



Q2 - September 9 – spike in traffic from Facebook

- Post about our contribution to Farm-to-Fork Guinness World Record with link to calpear.com F2F blog.

Q3 - January 21 – spike in traffic from Facebook

- post about CA farmers with link to calpear.com artisan farmers page.



CALIFORNIA
PEAR
History Begins

Who is our Audience?

Geographical Demographics

Location

City	Sessions	% Sessions
1. Sacramento	200	17.06%
2. San Francisco	50	4.27%
3. Lodi	29	2.47%
4. (not set)	27	2.30%
5. Davis	26	2.22%
6. Sunnyvale	23	1.96%
7. Los Angeles	20	1.71%
8. Daejeon	18	1.54%
9. Elk Grove	17	1.45%
10. Toronto	14	1.19%



CALIFORNIA
P E A R
Advisory Board

What are they looking at?

Top Visited Pages

Webpage	Total Views
Homepage	1,114
Artisan Farmers	188
Marketing Resources	149
Contact	137
Recipes	103
Varieties-Availability	100
Research	81
About	78
Industry Reports	78
Sustainability	51



CALIFORNIA
P E A R
Advisory Board

Channels & Referring Sites

Top Referral Sources

Facebook (mobile)	57	81%	53%	1.9	1:29
David Lebovitz	37	100%	77%	1.6	0:13
Facebook (PC)	27	44%	48%	2.0	3:48
UCANR	14	14%	21%	9.1	6:46
World Apple & Pear Assn	12	100%	25%	3.9	3:22
Stillwater Orchards	11	11%	45%	2.4	0:58
Enewsletter	8	0%	25%	7.4	15:18

Channels

Organic Search	440	84%	46%	2.9	1:43
Direct	426	50%	49%	2.6	3:57
Referral	210	75%	56%	2.8	2:07
Social	96	71%	56%	1.8	1:57



CALIFORNIA

PEAR

Discover the real

Facebook





CALIFORNIA

PEAR
A Delicious Investment

Start of Q1: 2,965 followers

	Q1	Q2	Q3	Q4	Total
Followers	+339	+135	+30	-	+504
Impressions	53,487	28,336	33,109	-	114,932
Engagements	2,830	1,960	987	-	5,777
Total Posts	64	71	30	-	165

Facebook

Most popular post:



California Pears added 3 new photos
Published on March 18, 2016 · January 20

Meet the folks who have been bringing you sweet & juicy pears for generations: <http://low.ly/Vvtv>



3,388 people reached

LIKE COMMENT SHARE

Marjorie Frank, Jennifer N. Ho and 26 others

2 shares

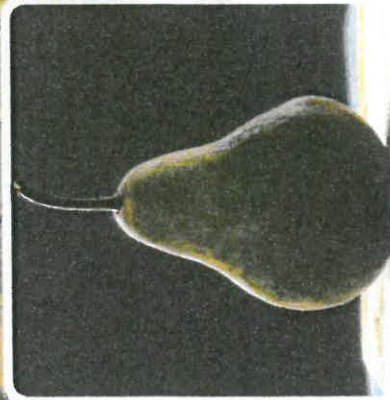
Top Comments

Boost Post



CALIFORNIA
PEAR
California's Orchard

Twitter



California Pears

@Cal Pear

TWEETS	FOLLOWING	FOLLOWERS	LIKES
563	1,072	975	971

Tweets Tweets & replies Media

California Pears [View Profile](#)



CALIFORNIA

P E A R S

A sustainable food

January 2015:
744 followers

Twitter

Followers	N/A	N/A	+122	-	975
Impressions	16.8k	20.6k	10.2k	-	47.6k
Engagement	316	248	66	-	630
Total Posts	60	77	31	-	168

79

2.0K

1.0K

2

1

Dec 4

Jan 1

Feb 4

Most popular posts in Q3:



California Pears @Cal_Pear Jan 4

How many California pear varieties can you name?

ow.ly/VW6CF pic.twitter.com/E51vTm2dEM

613

6

1.0%



California Pears @Cal_Pear Jan 15

#CApear farmers take an intentional, long-term approach in how they care for the land... calpear.com/sustainability/

502

2

0.4%




CALIFORNIA
PEAR
Deliciously Healthy

Instagram

Instagram

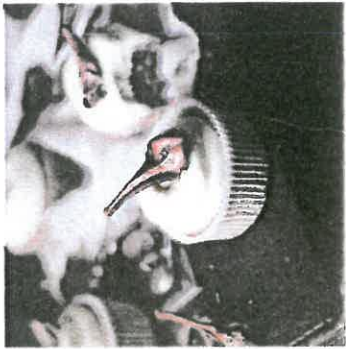
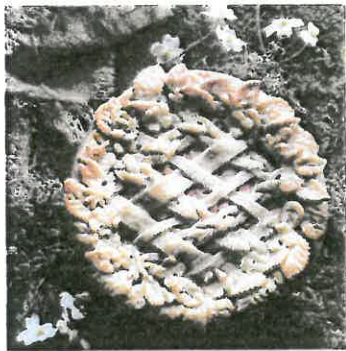
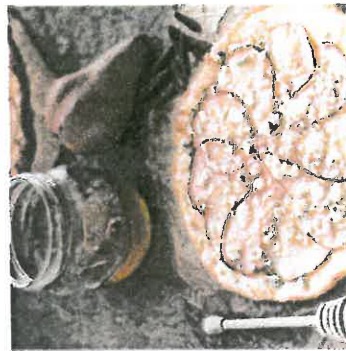
50 likes



cal_pear 

California Pears Pears grown in the golden state. Buy California grown pears & tag your pear pics #CApears! www.calpear.com

228 posts 521 followers 318 following





CALIFORNIA

PEAR
JULY 2015

Pinterest



California Pears

California www.california.com

20
Boards

1.2k
Pins

34
Likes

50
Followers

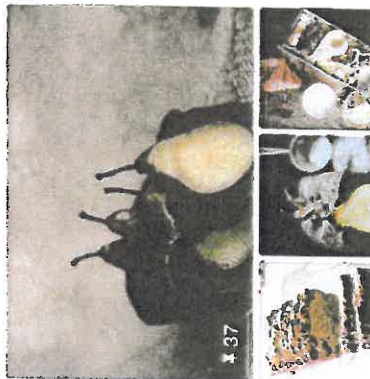
80
Following

Appetizers



Follow

Bread



Follow

Breakfast



Follow

Canning, Drying, Preserving



Follow



CALIFORNIA
PEAR
Advisory Board

California Pear Advisory Board

In-Season Project & Initiative Recap

July 2015 – November 2015



CALIFORNIA
P E A R
Advisory Board

Newsletters

1 st CA Pear Newsletter	338	30%	2%
Pear Bridge Dinner Tickets on Sale	324	19%	1%
Farm-to-Fork Gala Ticket Giveaway	313	30%	5%
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A Look Inside the Pear Bridge Dinner	774	24%	5%
Day Trip to Delta Pear Country	795	27%	6%



CALIFORNIA
PEAR
Delicious. Diverse.

Contests

Pear Box Giveaway



August 2015 – November 2015

E-newsletter subscribers

1 winner per week

1 winner per day during Savor event

Objective: build e-newsletter subscriber list





CALIFORNIA

PEAR

Delicious. Local.

Contests

Consumer Photo Contest



#LocalPearLove photo contest
August 2015 – September 2015
Show your love of CA pears
Objective: partner with retail chains,
get consumers into stores to buy local pears
Prize: Tickets to Tower Bridge Dinner





Contests

F2F Restaurant Pear Recipe Contest

CALIFORNIA
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Delicious. Local.

Small budget, big return
Recipe database expansion
CA pears featured at local
restaurants during height of season
Participating Farm-to-Fork
restaurants:



- Dawson's Steakhouse
- Fat's Asian Bistro
- High Steaks
- Hook and Ladder
- Ten 22
- Thunder Valley Resort-Café
- Taste Restaurant
- Volcano Union Inn
- Wood'ys Grill & Bar



CALIFORNIA

PEAR
Regional Food

Contests

Recipe Contest Photos



Madeloni Photography



CALIFORNIA
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Retail Partnership

Social Media

Social Media campaign proposed last year,
unable to execute prior to last season's end.

Social Media contacts made at Savemart and
Raley's for potential partnerships this year.



CALIFORNIA
PEAR
Advisory Board

Farm-to-Fork Stakeholder Meeting Reception June 15, 2015 Hemly Estate, Courtland

Farm-to-Fork

Hosted Kickoff Reception



please join us

15 June 2015 at 4 o'clock in the afternoon for a

FARM-TO-FORK RECEPTION

*Celebrate the upcoming California pear harvest with
local pear farmers and Farm-to-Fork supporters at the home of:*

*Doug & Cathy Hemly
11275 State Highway 160
Courtland, CA 95615*

Refreshments will be served.

Please RSVP to holly@agamsi.com



CALIFORNIA
PEAR
Edison Award

Farm-to-Fork

Tower Bridge Dinner Gala



September 27th

1 table / 8 tickets

2 tickets: Owners of General Produce (recipe contest partner)

2 tickets: SaveMart Produce Buyer and Category Manager (retail partner)

2 tickets: consumer photo contest winner

2 tickets: Brett & Meredith Baker (contribution to photo contest)



California Pear Bridge Dinner



CALIFORNIA

PEAR

Marketing Board

September 27

Dead Horse Island Bridge

Giusti's, Bogle, Sudwerk, Dawson's/Hyatt Regency,

or

Hot Italian, Golden State Fruit

Proceeds donated to Lake County Fire Relief Fund
(\$2,100)

Benefits

- Any time the industry comes together creates a sense of unity and a strong voice within the community





CALIFORNIA
P E A R
Advisory Board

February 24, 2016

To The Pear Grower Addressed:

The California Pear Advisory Board Nominating Committee is requesting names of nominees to fill vacancies on the Pear Advisory Board for three-year terms beginning May 1, 2016. Presently there are two upcoming vacancies for the **Early District** and two upcoming vacancies for the **Late District** (see attached list). The alternate positions, one for each district, are for one-year terms, so these positions will also be open to be filled. Please make your nominations by district, and include the address, email and phone number of the nominee. Each grower may nominate persons to fill vacancies in his/her own district.

Please return the completed nominations form, to the CPAB office by mail at 1521 "I" Street, Sacramento, CA 95814 or by fax to 916-446-1063, or email your nominations to chris@calpear.com by **March 31, 2016**. Ballots will be mailed to the industry in April. If you have any questions, please contact CPAB at 916-441-0432 or David Hills, Marketing Branch of the California Department of Food and Agriculture, at (916) 900-5269.

Sincerely,

Chris A. Zanobini
Executive Director

Enclosures

cc: David Hills, CDFA Marketing Branch

CALIFORNIA PEAR ADVISORY BOARD

EARLY DISTRICT

TERM EXPIRES

John Callis, Courtland	4/30/17
Chiles Wilson, Lodi	4/30/16
Richard Elliot, Courtland	4/30/16
Topher Chan, Courtland	4/30/18
Matthew Hemly, Courtland	4/30/18
Mark Lubich, Courtland	4/30/18

Alternate:

Patrick Archibeque	4/30/16
---------------------------	----------------

LATE DISTRICT

TERM EXPIRES

Steve Johnson, Ukiah	4/30/17
Dan Thorton, Potter Valley	4/30/17
Pat Scully, Finley	4/30/16
Chris Ruddick, Ukiah	4/30/16

Alternate:

Kyle Persky, Finley	4/30/16
----------------------------	----------------

MEMBERS AT LARGE

TERM EXPIRES

David Weiss, Kelseyville	4/30/16
Wendy Buckley Stokes, Walnut Grove	4/30/16

BALLOT

PEAR ADVISORY BOARD DISTRICT NO. 1

[NOTE: In order to be eligible to cast a vote, you must be a producer of pears in the **Early District**.]

District No. 1 - The "Early" District consists of the following counties: San Francisco, San Mateo, Alameda, Santa Clara, Santa Cruz, San Benito, Monterey, San Luis Obispo, Santa Barbara, Stanislaus, Merced, Madera, Contra Costa, Solano, Marin, Mariposa, Mono, Inyo, Fresno, Kings, Tulare, Kern, Ventura, Orange, Los Angeles, San Bernardino, Riverside, San Diego, Imperial, San Joaquin, Sacramento, Yolo, Sutter, Yuba, Colusa, Glenn, Butte, Tehama, Shasta, and Siskiyou. Not less than 3 members from this district shall be producers in Sacramento County.

The candidates listed below are running for *two* member positions (3-year terms) and *one* alternate position (1-year term) to represent the **Early District** on the Pear Advisory Board. Please vote for *two* of the listed candidates or write-in a candidate of your choice for the *member* positions only. The candidate receiving the next highest votes will be designated as the *alternate* position. Please return your completed ballot to the *Department of Food and Agriculture* in the provided envelope.

Ballots must be received by the Department of Food and Agriculture no later than Friday, April 29, 2016, in order to be counted.

(Vote for *Two* members only)

- ☐ **Richard Elliot, Courtland**
- ☐ **Patrick Archibeque, Lodi**
- ☐ _____ (write-in)
- ☐ _____ (write-in)

This portion of the ballot will be detached prior to ballot tallying.

Signature

Pear Producing County(ies)

BALLOT

PEAR ADVISORY BOARD DISTRICT NO. 2

[NOTE: In order to be eligible to cast a vote, you must be a producer of pears in the **Late District**.]

District No. 2 - The "Late" District consists of the following counties: Lake, Mendocino, Napa, Sonoma, Del Norte, Humboldt, Trinity, Modoc, Lassen, Plumas, El Dorado, Nevada, Placer, Sierra, Amador, Calaveras, Alpine, and Tuolumne. Not less than 2 members from this district shall be producers from Mendocino County.

The candidates listed below are running for *two* member positions (3-year terms) and *one* alternate position (1-year term) to represent the **Late District** on the Pear Advisory Board. Please vote for **two** of the listed candidates or write-in a candidate of your choice for the *member* positions only. The candidate receiving the next highest votes will be designated as the *alternate* position. Please return your completed ballot to the *Department of Food and Agriculture* in the provided envelope.

Ballots must be received by the Department of Food and Agriculture no later than Friday, April 29, 2016, in order to be counted.

(Vote for two members only)

☐ Patrick Scully, Lakeport

☐ David Thiessen, Finely

☐ Chris Ruddick, Ukiah

☐ _____ (write-in)

☐ _____ (write-in)

This portion of the ballot will be detached prior to ballot tallying.

Signature

Pear Producing County(ies)

California Pear Advisory Board
2015-16 Budget as of March 31, 2016

CODE	Carry In	A	B	C	D	E
		May 31, 2014 YE 265,263.00	2014-15 YE Projection 165,719.24	2015-16 Approved Budget 139,321.65	2015-16 as of March 31, 2016 167,035.78	2015-16 YE Projection 167,035.78
	INCOME					
3010	Fresh	\$ 541,306.24	\$ 583,637.00	\$ 520,965.00	\$ 499,904.80	\$ 499,904.80
3020	Processed-California	\$ 371,693.00	\$ 403,047.54	\$ 467,500.00	\$ 478,972.37	\$ 478,972.37
3025	Processed-Northwest	\$ 1,266.00	\$ 105.71	\$ 750.00	\$ -	\$ -
3030	Other Pears	\$ 11,923.00	\$ 7,542.29	\$ 11,400.00	\$ 7,923.01	\$ 7,923.01
3060	MAP Grant	558,859.00	550,947.00	468,842.00	334,156.20	468,842.00
3065	GBI		-	260,000.00	260,000.00	260,000.00
3070	Interest	224.00	445.00		294.41	300.00
3080	Other Income	20,474.00	2,382.00	2,500.00	14,609.97	14,609.97
	NET INCOME	1,505,745.24	1,548,106.54	1,731,957.00	1,595,860.76	1,730,552.15
	TOTAL INCOME	1,771,008.24	1,713,825.78	1,871,278.65	1,762,896.54	1,897,587.93
	EXPENSES					
5110	ADMINISTRATION	325,000.00	325,000.00	325,000.00	270,833.30	325,000.00
5165	INSURANCE	6,422.00	6,531.00	6,500.00	805.00	6,500.00
5180	INTEREST	100.00	1,562.00	1,562.13	2,470.00	2,470.00
5365	MARKETING BRANCH	16,012.00	17,789.00	17,000.00	11,486.42	17,000.00
5200	TRAVEL	22,459.00	21,664.00	15,000.00	9,703.28	15,000.00
5250	MEETINGS	12,961.00	3,120.00	5,000.00	1,780.64	5,000.00
5360	AUDIT	10,400.00	-	12,000.00	31,200.00	31,200.00
5370	ANNUAL REPORT					
5355	INDUSTRY GROUPS	12,590.00	26,035.00	25,000.00	7,600.00	25,000.00
5700	WEBSITE	15,647.00	4,500.00	2,000.00	680.00	1,000.00
5400	RESEARCH	196,912.00	261,306.00	200,000.00	111,464.15	200,000.00
	CONTINGENCY	6,999.00	-	5,000.00	-	-
	MARKETING	962,636.00	854,702.00	1,093,842.00	942,677.42	1,069,398.98
5630	Processed Export					
5600	Processed Domestic					
5640	Industry Toolbox	160,967.00	210,775.00	226,000.00	183,037.11	201,556.98
	Promotions	60,000.00	83,018.31	60,000.00	60,556.98	60,556.98
	Public Relations/	33,528.87	63,556.69	75,000.00	52,631.61	60,000.00
	Trade Shows	25,438.13	25,000.00	20,000.00	5,579.37	15,000.00
	Support Material:	6,000.00	3,200.00	10,000.00	3,269.15	5,000.00
	Food Safety	-	-	25,000.00	25,000.00	25,000.00
	General Agency	36,000.00	36,000.00	36,000.00	36,000.00	36,000.00
5660	Fresh Export	801,669.00	643,927.00	867,842.00	759,640.31	867,842.00
	Program	531,088.02	578,151.81	543,842.00	540,594.58	543,842.00
5662	Canada	265,000.00	287,461.52	245,500.00	178,963.79	245,500.00
5663	Mexico	200,000.00	223,305.24	203,000.00	234,556.16	203,000.00
5665	Brazil	25,000.00	13,225.20	19,342.00	19,342.00	19,342.00
	Central America		24,042.30	31,000.00	60,303.25	31,000.00
	Columbia			20,000.00	24,000.00	20,000.00
	Hong Kong			20,000.00	15,782.00	20,000.00
5664	Other	18,559.62	25,480.64	-	21,991.82	-
	Miscellaneous	18,528.40		-		-
5668	Program Travel	4,000.00	4,636.91	5,000.00	4,997.56	5,000.00
5669	BCMA-GBI	206,580.98	1,775.19	260,000.00	164,445.70	260,000.00
5670	Program Administration	64,000.00	64,000.00	64,000.00	54,600.03	64,000.00
5801	ISSUES MANAGEMENT	12,500.00	24,261.00	20,000.00	12,101.36	15,000.00
5900	Bad Debt Expense	-	-	-	-	-
5999	Suspense	4,651.00	320.00	-	60.00	-
	TOTAL EXPENSES	1,605,289.00	1,546,790.00	1,987,904.13	1,567,307.27	1,712,568.98
	CARRY FORWARD/BALANCE	165,719.24	167,035.78	(116,625.48)	195,589.27	185,018.95

Updated 04/06/15

CPAB Pear Import Report
2016 Import Season
April 5, 2016

Country of Origin	Arrival Date	US Port of Entry	Number of 18 Kilo Cartons
ARGENTINA	2/27/2016	Wilmington (Delaware)	334,000
ARGENTINA	2/27/2016	Philadelphia - Camden	7,000
ARGENTINA	3/5/2016	Philadelphia - Camden	9,750
ARGENTINA	3/5/2016	Los Angeles - Long Beach	1,250
ARGENTINA	3/12/2016	Neward - Elizabeth (NJ)	1,500
ARGENTINA	3/12/2016	Los Angeles - Long Beach	2,750
ARGENTINA	3/12/2016	Philadelphia - Camden	44,750
ARGENTINA	3/12/2016	Los Angeles - Long Beach	35,500
ARGENTINA	3/19/2016	Los Angeles - Long Beach	41,250
ARGENTINA	3/19/2016	Philadelphia - Camden	1,000
ARGENTINA	3/19/2016	Wilmington (Delaware)	310,250
ARGENTINA	3/19/2016	Los Angeles - Long Beach	1,250
ARGENTINA	3/26/2016	Los Angeles - Long Beach	32,750
ARGENTINA	3/26/2016	Philadelphia - Camden	68,000
ARGENTINA	3/26/2016	Wilmington (Delaware)	293,750
ARGENTINA	3/26/2016	Seattle - Tacoma	2,750
ARGENTINA	3/26/2016	Wilmington (Delaware)	293,750
ARGENTINA	4/2/2016	Los Angeles - Long Beach	9,500
ARGENTINA	4/2/2016	Philadelphia - Camden	1,250
		Argentina Subtotal	1,492,000
		2015 Season YTD	882,000
CHILE	1/29/2016	Philadelphia - Camden	3,500
CHILE	1/29/2016	Philadelphia - Camden	1,250
CHILE	2/1/2016	Philadelphia - Camden	1,500
CHILE	2/1/2016	Philadelphia - Camden	2,500
CHILE	2/2/2016	Los Angeles - Long Beach	9,500
CHILE	2/4/2016	Los Angeles - Long Beach	15,000
CHILE	2/5/2016	Philadelphia - Camden	11,500
CHILE	2/12/2016	Los Angeles - Long Beach	15,250
CHILE	2/12/2016	Wilmington (Delaware)	1,250
CHILE	2/13/2016	Philadelphia - Camden	7,500
CHILE	2/14/2016	Philadelphia - Camden	20,500
CHILE	2/17/2016	Wilmington (Delaware)	5,750
CHILE	2/18/2016	Philadelphia - Camden	13,500
CHILE	2/20/2016	Philadelphia - Camden	4,000
CHILE	2/21/2016	Philadelphia - Camden	3,750
CHILE	2/15/2016	Philadelphia - Camden	12,250
CHILE	2/24/2016	Los Angeles - Long Beach	1,250
CHILE	2/27/2016	Los Angeles - Long Beach	13,500
CHILE	2/28/2016	Philadelphia - Camden	12,000
CHILE	2/29/2016	Los Angeles - Long Beach	19,250
CHILE	2/29/2016	Wilmington (Delaware)	3,250
CHILE	2/27/2016	Newark - Elizabeth (NJ)	2,750

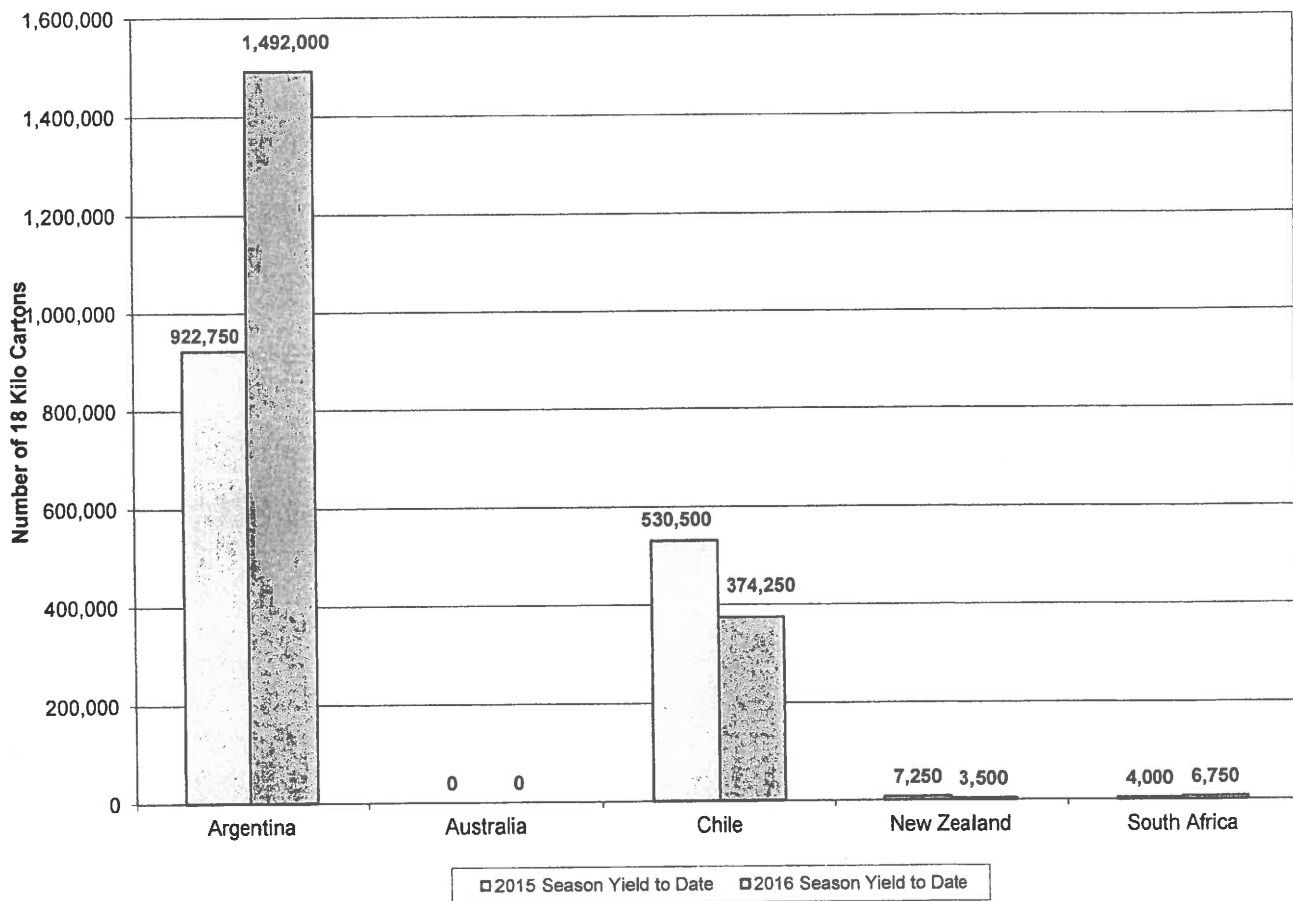
CPAB Pear Import Report
2016 Import Season
April 5, 2016

Country of Origin	Arrival Date	US Port of Entry	Number of 18 Kilo Cartons
CHILE	2/28/2016	Philadelphia - Camden	12,000
CHILE	2/29/2016	Wilmington (Delaware)	3,250
CHILE	3/3/2016	Los Angeles - Long Beach	32,000
CHILE	3/3/2016	Philadelphia - Camden	1,500
CHILE	3/5/2016	Philadelphia - Camden	500
CHILE	3/6/2016	Philadelphia - Camden	5,500
CHILE	3/8/2016	Philadelphia - Camden	1,250
CHILE	3/9/2016	Wilmington (Delaware)	2,500
CHILE	3/10/2016	Los Angeles - Long Beach	6,500
CHILE	3/10/2016	Los Angeles - Long Beach	6,500
CHILE	3/13/2016	Philadelphia - Camden	9,000
CHILE	3/14/2016	Wilmington (Delaware)	2,250
CHILE	3/14/2016	South Florida/Tampa	1,250
CHILE	3/15/2016	Los Angeles - Long Beach	14,500
CHILE	3/16/2016	Philadelphia - Camden	1,250
CHILE	3/17/2016	Los Angeles - Long Beach	4,750
CHILE	3/19/2016	Philadelphia - Camden	1,500
CHILE	3/21/2016	Los Angeles - Long Beach	2,750
CHILE	3/22/2016	Wilmington (Delaware)	2,250
CHILE	3/22/2016	Philadelphia - Camden	1,250
CHILE	3/22/2016	Wilmington (Delaware)	2,250
CHILE	3/23/2016	Philadelphia - Camden	1,250
CHILE	3/24/2016	Wilmington (Delaware)	3,250
CHILE	3/24/2016	Los Angeles - Long Beach	3,750
CHILE	3/25/2016	Los Angeles - Long Beach	5,750
CHILE	3/25/2016	Brooklyn (NYC)	1,250
CHILE	3/27/2016	Philadelphia - Camden	2,500
CHILE	3/27/2016	Philadelphia - Camden	20,250
CHILE	3/28/2016	Los Angeles - Long Beach	9,500
CHILE	3/30/2016	Los Angeles - Long Beach	3,250
CHILE	3/31/2016	Los Angeles - Long Beach	4,750
CHILE	4/3/2016	Wilmington (Delaware)	1,250
CHILE	4/4/2016	Philadelphia - Camden	1,250
CHILE	4/4/2016	Philadelphia - Camden	21,250
		Chile Subtotal	374,250
		2015 Season YTD	491,000
NEW ZEALAND	3/26/2016	Los Angeles - Long Beach	2,500
NEW ZEALAND	3/26/2016	Houston	1,000
		New Zealand Subtotal	3,500
		2015 Season YTD	4,750
SOUTH AFRICA	2/27/2016	Newark - Elizabeth (NJ)	2,750
SOUTH AFRICA	2/27/2016	Newark - Elizabeth (NJ)	1,500

CPAB Pear Import Report
2016 Import Season
April 5, 2016

Country of Origin	Arrival Date	US Port of Entry	Number of 18 Kilo Cartons
SOUTH AFRICA	3/12/2016	Newark - Elizabeth (NJ)	1,250
SOUTH AFRICA	3/26/2016	Newark - Elizabeth (NJ)	1,250
		South Africa Subtotal	6,750
		2015 Season YTD	4,000
		Australia Subtotal	0
		2015 Season YTD	0
		2016 Season YTD	1,876,500
		2015 Season YTD	1,381,750

**CPAB Pear Import Report
2016 Import Season
April 5, 2016**



Bryant Christie Inc.

Crop Movement Overview

Combined Report #14 (March 25, 2016)

The data below reflects the percent of crop moved to date and volume remaining based on the Final Crop Report for the previous seasons.

	Crop Moved To Date						Percent Moved To Date					
	2015-16 Mar. 25	2014-15 Mar. 27	2013-14 Mar. 28	2012-13 Mar. 29	2011-12 Mar. 30	2010-11 Apr. 1	2015-16 Mar. 25	2014-15 Mar. 27	2013-14 Mar. 28	2012-13 Mar. 29	2011-12 Mar. 30	2010-11 Apr. 1
Crop report #14												
Bartlett												
Red Bartlett	4,013,172	4,690,199	4,777,942	4,580,151	3,896,796	3,673,247	100.00%	100.00%	100.00%	99.99%	99.99%	100.00%
S/F Reds	72,602	110,868	98,663	103,557	83,797	67,305	100.00%	100.00%	100.00%	99.97%	100.00%	100.00%
Sub Total	4,367,001	5,115,539	5,213,512	4,996,989	4,246,404	3,982,757	100.00%	100.00%	100.00%	99.99%	99.99%	100.00%
Anjou	7,304,018	7,904,757	8,696,829	7,663,552	8,083,794	7,153,225	74.82%	71.07%	75.10%	75.00%	70.89%	70.76%
Bosc	2,602,944	2,596,124	2,879,934	2,701,449	2,866,953	2,250,826	84.53%	89.71%	89.20%	97.15%	83.92%	97.20%
Comice	193,203	234,381	269,223	206,933	262,081	216,042	100.00%	99.37%	98.46%	99.70%	95.39%	99.64%
Seckel	41,111	52,479	43,322	50,604	57,199	55,761	100.00%	99.34%	94.87%	99.93%	98.17%	99.50%
Reds	837,304	787,880	867,878	877,043	725,519	762,286	87.64%	72.55%	79.41%	84.92%	75.16%	80.60%
Other	135,284	182,799	183,986	204,792	176,327	176,366	98.68%	98.69%	99.59%	98.68%	97.91%	100.00%
Sub Total	11,113,864	11,758,420	12,941,172	11,704,373	12,171,873	10,614,506	78.44%	75.49%	78.88%	80.73%	74.69%	76.81%
	Volume Remaining						CROP					
Bartlett												
Red Bartlett	0	98	234	311	260	0	4,013,172	4,690,297	4,778,176	4,580,462	3,897,056	3,673,247
S/F Reds	0	0	0	32	0	0	72,602	110,868	98,663	103,589	83,797	67,305
Sub Total	0	98	234	343	260	0	281,227	314,472	336,907	313,281	265,811	242,205
Anjou	2,457,639	3,217,159	2,883,734	2,554,694	3,319,024	2,955,808	4,367,001	5,115,637	5,213,746	4,997,332	4,246,664	3,982,757
Bosc	476,479	297,803	348,746	79,123	549,164	64,944	9,761,657	11,121,916	11,580,563	10,218,246	11,402,818	10,109,033
Comice	0	1,487	4,215	625	12,680	771	3,079,423	2,893,927	3,228,680	2,780,572	3,416,117	2,315,770
Seckel	0	348	2,343	34	1,067	280	193,203	235,868	273,438	207,558	274,761	216,813
Reds	118,082	298,031	225,058	155,693	239,818	183,523	41,111	52,827	45,665	50,638	58,266	56,041
Other	1,806	2,420	753	2,736	3,759	4	955,386	1,085,911	1,092,936	1,032,736	965,337	945,809
Sub Total	3,054,006	3,817,248	3,464,849	2,792,905	4,125,512	3,205,330	137,090	185,219	194,739	207,528	180,086	176,370
Total Crop	18,534,871	20,691,305	21,619,767	10,494,810	20,544,040	17,802,593	14,167,870	15,575,668	16,406,021	14,497,278	16,297,385	13,819,836
Total Moved	15,480,865	16,873,959	18,154,684	16,701,362	16,418,277	14,597,263						
Total Remaining	3,054,006	3,817,346	3,465,083	2,793,248	4,125,772	3,205,330						
Percent Moved	83.52%	81.55%	83.97%	55.67%	79.92%	82.00%						

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All Districts As of 3/25/2016

	Anjou	Bosc	Comice	Red Anjou	Forelle, Sec, Con, Other WP	Winter Pear TOTAL	2014-2015 Winter Pear Total	Green Bartlett	Summer/Fall TOTAL	2015-2016 NW Fresh Pear Total	2014-2015 NW Fresh Pear Total
Total Projected Packout (includes loose)	9,761,657	3,079,423	193,203	955,386	178,201	14,167,870	15,575,668	4,013,172	4,367,001	18,534,871	20,691,305
Loose (equiv. packed boxes)	799,118	190,657	0	60,360	0	1,050,135	1,179,570	0	0	1,050,135	1,179,570
Packout To Date	8,962,539	2,888,766	193,203	895,026	178,201	13,117,735	14,396,098	4,013,172	4,367,001	17,484,736	19,511,735
C.A. (included in above)	3,285,551	1,135,346	0	281,448	6,280	4,708,625	5,598,231	1,165,816	1,181,188	5,889,813	6,894,390
Shipped:											
Off Shore	1,086,477	115,159	3,607	186,995	10,559	1,402,797	1,821,011	28,653	75,231	1,478,028	1,912,845
Brazil	25,312	557	0	1,296	376	27,541	18,301	101,279	101,869	129,410	150,059
Mexico	1,740,991	180,223	13,389	29,389	11,361	1,975,353	2,129,445	135,306	146,579	2,121,932	2,326,412
Canada	277,995	244,542	2,204	34,075	8,380	567,196	554,413	697,197	717,038	1,284,234	1,431,532
Domestic	4,173,243	2,062,463	174,003	585,549	145,719	7,140,977	7,234,740	3,050,737	3,326,284	10,467,261	11,052,699
TOTAL Shipped	7,304,018	2,602,944	193,203	837,304	176,395	11,113,864	11,757,910	4,013,172	4,367,001	15,480,865	16,873,547
C.A. Shipped (Included in above)	1,668,851	780,977	0	200,355	6,280	2,656,463	2,790,734	1,165,816	1,181,188	3,837,651	4,086,893
TOTAL % SHIPPED	74.82%	84.53%	100.00%	87.64%	98.99%	78.44%	75.49%	100.00%	100.00%	83.52%	81.55%
TOTAL AVAILABLE	2,457,639	476,479	0	118,082	1,806	3,054,006	3,817,758	0	0	3,054,006	3,817,758

All figures in Standard Box Equivalents (44#)

** Other Winter Pears include: Packham, Taylor's Gold, Red Angelo, Red Comice

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<u>ANJOU</u>	<u>Medford</u>	<u>Mid-Columbia</u>	<u>Wenatchee</u>	<u>Yakima</u>	<u>TOTAL</u>	<u>2014-15</u>
Projected Total Packout	78,292	3,845,637	4,972,090	915,638	9,761,657	11,121,916
Loose in equiv. std boxes	0	708,077	63,974	27,067	799,118	941,394
Packout to Date	78,292	3,137,560	4,858,116	888,571	8,964,539	10,180,522
C.A. Storage (included above)	0	1,726,217	1,390,218	169,116	3,285,551	4,068,459
Shipped Offshore	33,612	497,283	501,426	54,156	1,086,477	1,461,957
Shipped Brazil	0	20,048	5,264	0	25,312	17,453
Shipped Mexico	27,906	833,971	856,272	22,842	1,740,991	1,926,398
Shipped Canada	0	86,774	127,028	64,193	277,995	257,009
Shipped Domestic	16,774	1,600,399	1,897,418	658,652	4,173,243	4,241,940
Total Shipped	78,292	3,038,475	3,387,408	799,843	7,304,018	7,904,757
C.A. Shipped	0	919,055	625,813	123,983	1,668,851	1,801,346
Total % Shipped	100.00%	79.01%	68.82%	87.35%	74.82%	71.07%
Available	0	807,162	1,534,682	115,795	2,457,639	3,217,159

<u>BOSC</u>	<u>Medford</u>	<u>Mid-Columbia</u>	<u>Wenatchee</u>	<u>Yakima</u>	<u>TOTAL</u>	<u>2014-15</u>
Projected Total Packout	383,081	1,075,502	1,034,143	586,697	3,079,423	2,893,927
Loose in equiv. std boxes	0	137,937	24,824	27,896	190,657	75,893
Packout to Date	383,081	937,565	1,009,319	558,801	2,888,766	2,818,034
C.A. Storage (included above)	165,530	567,150	301,681	100,985	1,135,346	1,077,472
Shipped Offshore	27,557	43,163	34,429	10,010	115,159	121,364
Shipped Brazil	0	211	346	0	557	49
Shipped Mexico	75,746	55,684	40,372	8,421	180,223	155,827
Shipped Canada	35,886	74,436	85,336	48,884	244,542	245,800
Shipped Domestic	243,557	703,608	682,488	432,810	2,062,463	2,073,084
Total Shipped	382,746	877,102	842,971	500,125	2,602,944	2,596,124
C.A. Shipped	165,530	368,750	187,842	58,855	780,977	804,132
Total % Shipped	99.91%	81.55%	81.51%	85.24%	84.53%	89.71%
Available	335	198,400	191,172	86,572	476,479	297,803

<u>COMICE</u>	<u>Medford</u>	<u>Mid-Columbia</u>	<u>Wenatchee</u>	<u>Yakima</u>	<u>TOTAL</u>	<u>2014-15</u>
Projected Total Packout	67,487	113,288	9,936	2,492	193,203	235,868
Loose in equiv. std boxes	0	0	0	0	0	0
Packout to Date	67,487	113,288	9,936	2,492	193,203	235,868
C.A. Storage (included above)	0	0	0	0	0	0
Shipped Offshore	0	3,246	361	0	3,607	1,257
Shipped Brazil	0	0	0	0	0	0
Shipped Mexico	9,506	3,099	0	784	13,389	17,117
Shipped Canada	153	1,985	66	0	2,204	1,925
Shipped Domestic	57,828	104,958	9,509	1,708	174,003	214,082
Total Shipped	67,487	113,288	9,936	2,492	193,203	234,381
C.A. Shipped	0	0	0	0	0	0
Total % Shipped	100.00%	100.00%	100.00%	100.00%	100.00%	99.37%
Available	0	0	0	0	0	1,487

RED ANJOU	Medford	Mid-Columbia	Wenatchee	Yakima	TOTAL	2014-15
Projected Total Packout	30,914	512,704	272,173	135,595	955,386	1,085,911
Loose in equiv. std boxes	0	60,360	0	0	60,360	162,283
Packout to Date	30,914	452,344	272,173	135,595	895,026	923,628
C.A. Storage (included above)	0	247,803	23,445	10,200	281,448	452,300
Shipped Offshore	7,378	121,954	48,053	9,610	186,995	210,707
Shipped Brazil	0	683	613	0	1,296	687
Shipped Mexico	3,857	19,282	5,541	709	29,389	22,811
Shipped Canada	584	18,694	10,949	3,848	34,075	35,435
Shipped Domestic	19,095	275,034	185,268	106,152	585,549	518,240
Total Shipped	30,914	435,647	250,424	120,319	837,304	787,880
C.A. Shipped	0	170,746	21,569	8,040	200,355	185,256
Total % Shipped	100.00%	84.97%	92.01%	86.19%	87.64%	72.55%
Available	0	77,057	21,749	19,276	118,082	298,031

FORELLE	Medford	Mid-Columbia	Wenatchee	Yakima	TOTAL	2014-15
Projected Total Packout	1,498	38,257	0	5,352	45,107	78,452
Loose in equiv. std boxes	0	0	0	0	0	0
Packout to Date	1,498	38,257	0	5,352	45,107	78,452
C.A. Storage (included above)	0	0	0	0	0	0
Shipped Offshore	0	847	0	0	847	2,777
Shipped Brazil	0	264	0	0	264	0
Shipped Mexico	0	891	0	0	891	1,828
Shipped Canada	89	5,922	0	866	6,877	10,708
Shipped Domestic	1,409	30,333	0	4,486	36,228	63,060
Total Shipped	1,498	38,257	0	5,352	45,107	78,373
C.A. Shipped	0	0	0	0	0	0
Total % Shipped	100.00%	100.00%	0.00%	100.00%	100.00%	99.90%
Available	0	0	0	0	0	79

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<u>CONCORDE</u>		<u>Medford</u>	<u>Mid-Columbia</u>	<u>Wenatchee</u>	<u>Yakima</u>	<u>TOTAL</u>	<u>2014-15</u>
Projected Total Packout		0	679	45,372	0	46,051	59,034
Loose	in equiv. std boxes	0	0	0	0	0	0
Packout to Date		0	679	45,372	0	46,051	59,034
C.A. Storage (included above)		0	0	0	0	0	0
Shipped Offshore		0	0	510	0	510	36
Shipped Brazil		0	0	112	0	112	112
Shipped Mexico		0	0	1,677	0	1,677	1,610
Shipped Canada		0	0	348	0	348	1,474
Shipped Domestic		0	679	42,725	0	43,404	55,802
Total Shipped		0	679	45,372	0	46,051	59,034
C.A. Shipped		0	0	0	0	0	0
Total % Shipped		0.00%	100.00%	100.00%	0.00%	100.00%	100.00%
Available		0	0	0	0	0	0

<u>SECKEL</u>		<u>Medford</u>	<u>Mid-Columbia</u>	<u>Wenatchee</u>	<u>Yakima</u>	<u>TOTAL</u>	<u>2014-15</u>
Projected Total Packout		11,281	21,643	1,431	6,756	41,111	52,827
Loose	in equiv. std boxes	0	0	0	0	0	0
Packout to Date		11,281	21,643	1,431	6,756	41,111	52,827
C.A. Storage (included above)		0	0	0	955	955	0
Shipped Offshore		165	505	0	0	670	140
Shipped Brazil		0	0	0	0	0	0
Shipped Mexico		2,987	933	0	0	3,920	2,911
Shipped Canada		225	886	18	26	1,155	860
Shipped Domestic		7,904	19,319	1,413	6,730	35,366	48,568
Total Shipped		11,281	21,643	1,431	6,756	41,111	52,479
C.A. Shipped		0	0	0	955	955	0
Total % Shipped		100.00%	100.00%	100.00%	100.00%	100.00%	99.34%
Available		0	0	0	0	0	348

<u>OTHER WP's</u>		<u>Medford</u>	<u>Mid-Columbia</u>	<u>Wenatchee</u>	<u>Yakima</u>	<u>TOTAL</u>	<u>2014-15</u>
Projected Total Packout		15,860	8,190	9,439	12,443	45,932	47,733
Loose	in equiv. std boxes	0	0	0	0	0	0
Packout to Date		15,860	8,190	9,439	12,443	45,932	47,733
C.A. Storage (included above)		0	0	0	5,325	5,325	0
Shipped Offshore		4,228	2,968	1,356	0	8,532	22,773
Shipped Brazil		0	0	0	0	0	0
Shipped Mexico		1,592	3,281	0	0	4,873	943
Shipped Canada		0	0	0	0	0	1,202
Shipped Domestic		10,040	1,941	8,103	10,637	30,721	19,964
Total Shipped		15,860	8,190	9,439	10,637	44,126	44,882
C.A. Shipped		0	0	0	5,325	5,325	0
Total % Shipped		100.00%	100.00%	100.00%	85.49%	96.07%	94.03%
Available		0	0	0	1,806	1,806	2,851

*Other Winter Pears includes Packham, Taylor's Gold, Red Angelo, Red Concorde

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<u>GREEN BARTLETT</u>	<u>Medford</u>	<u>Mid-Columbia</u>	<u>Wenatchee</u>	<u>Yakima</u>	<u>TOTAL</u>	<u>2014-15</u>
Projected Total Packout	87,100	1,324,932	2,075,162	525,978	4,013,172	4,690,297
Loose in equiv. std boxes	0	0	0	0	0	0
Packout to Date	87,100	1,324,932	2,075,162	525,978	4,013,172	4,690,297
C.A. Storage (included above)	0	579,119	566,897	19,800	1,165,816	1,282,503
Shipped Offshore	1,869	13,731	12,612	441	28,653	47,351
Shipped Brazil	0	64,515	36,764	0	101,279	129,896
Shipped Mexico	16,066	40,219	72,923	6,098	135,306	179,252
Shipped Canada	10,963	241,754	373,221	71,259	697,197	842,426
Shipped Domestic	58,202	964,713	1,579,642	448,180	3,050,737	3,491,372
Total Shipped	87,100	1,324,932	2,075,162	525,978	4,013,172	4,690,297
C.A. Shipped	0	579,119	566,897	19,800	1,165,816	1,282,503
Total % Shipped	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Available	0	0	0	0	0	0

<u>RED BARTLETT*</u>	<u>Medford</u>	<u>Mid-Columbia</u>	<u>Wenatchee</u>	<u>Yakima</u>	<u>TOTAL</u>	<u>2014-15</u>
Projected Total Packout	0	2,231	66,072	4,299	72,602	110,868
Loose in equiv. std boxes	0	0	0	0	0	0
Packout to Date	0	2,231	66,072	4,299	72,602	110,868
C.A. Storage (included above)	0	0	8,835	0	8,835	13,656
Shipped Offshore	0	0	1,949	0	1,949	427
Shipped Brazil	0	0	588	0	588	1,862
Shipped Mexico	0	0	1,053	0	1,053	4,613
Shipped Canada	0	139	3,946	42	4,127	7,552
Shipped Domestic	0	2,092	58,536	4,257	64,885	96,414
Total Shipped	0	2,231	66,072	4,299	72,602	110,868
C.A. Shipped	0	0	8,835	0	8,835	13,656
Total % Shipped	0.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Available	0	0	0	0	0	0

*Red Bartlett includes Red Sensation, Rosi Red, Red Gold, Canal, Early Red and Tosca

<u>STARKIMMONS**</u>	<u>Medford</u>	<u>Mid-Columbia</u>	<u>Wenatchee</u>	<u>Yakima</u>	<u>TOTAL</u>	<u>2014-15</u>
Projected Total Packout	15,819	136,105	123,610	5,693	281,227	314,472
Loose in equiv. std boxes	0	0	0	0	0	0
Packout to Date	15,819	136,105	123,610	5,693	281,227	314,472
C.A. Storage (included above)	0	6,081	456	0	6,537	0
Shipped Offshore	153	36,301	8,134	41	44,629	44,056
Shipped Brazil	0	2	0	0	2	0
Shipped Mexico	496	4,717	5,007	0	10,220	13,102
Shipped Canada	0	9,574	5,960	180	15,714	27,141
Shipped Domestic	15,170	85,511	104,509	5,472	210,662	230,173
Total Shipped	15,819	136,105	123,610	5,693	281,227	314,472
C.A. Shipped	0	6,081	456	0	6,537	0
Total % Shipped	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Available	0	0	0	0	0	0

**Starkimmon includes Red Blush, Red Crimson and Crimson Red.

FRESH PEAR COMMITTEE				Summer/Fall Crop Report as of March 25, 2016	
4382 SE INTERNATIONAL WAY, SUITE A, MILWAUKIE OR 97222-4635					
<u>TOTALS</u>	<u>Green</u> <u>Bartlett</u>	<u>Red</u> <u>Bartlett*</u>	<u>Bartlett</u> <u>Sub-Total</u>	<u>Starkrimson</u> <u>**</u>	<u>2014-15</u> <u>GRAND TOTAL</u>
Projected Total Packout	4,013,172	72,602	4,085,774	281,227	4,367,001
Loose in equiv. std boxes	0	0	0	0	0
Packout to Date	4,013,172	72,602	4,085,774	281,227	4,367,001
C.A. Storage (included above)	1,165,816	8,835	1,174,651	6,537	1,181,188
Shipped Offshore	28,653	1,949	30,602	44,629	75,231
Shipped Brazil	101,279	588	101,867	10,320	112,187
Shipped Mexico	135,306	1,053	136,359	15,714	152,073
Shipped Canada	697,197	4,127	701,324	210,662	911,986
Shipped Domestic	3,050,737	64,885	3,115,622		3,180,507
Total Shipped	4,013,172	72,602	4,085,774	281,227	4,367,001
C.A. Shipped	1,165,816	8,835	1,174,651	6,537	1,181,188
Total % Shipped	100.00%	100.00%	100.00%	100.00%	100.00%
Available	0	0	0	0	0

OREGON & WASHINGTON SUMMER/FALL SHIPMENTS

Equivalent Standard Boxes

<u>Week Ending</u>	<u>12-13</u>		<u>13-14</u>		<u>14-15</u>		<u>15-16</u>	
	<u>Shipments</u>	<u>Shipment</u>	<u>Shipments</u>	<u>Shipment</u>	<u>Shipments</u>	<u>Shipment</u>	<u>Shipments</u>	<u>Shipment</u>
14 - Aug	18,580	52,479	85,993	107,480	14 - Aug	107,480	14 - Aug	107,480
21 - Aug	87,323	87,250	148,670	139,001	21 - Aug	139,001	21 - Aug	139,001
28 - Aug	157,735	186,454	179,595	151,143	28 - Aug	151,143	28 - Aug	151,143
4 - Sep	181,899	245,032	209,234	180,995	4 - Sep	180,995	4 - Sep	180,995
11 - Sep	280,130	255,655	220,629	185,248	11 - Sep	185,248	11 - Sep	185,248
18 - Sep	332,966	266,291	254,905	219,441	18 - Sep	219,441	18 - Sep	219,441
25 - Sep	316,466	307,575	248,202	239,326	25 - Sep	239,326	25 - Sep	239,326
2 - Oct	304,019	238,492	277,180	221,107	2 - Oct	221,107	2 - Oct	221,107
9 - Oct	279,611	269,491	304,558	272,474	9 - Oct	272,474	9 - Oct	272,474
16 - Oct	283,452	336,728	295,477	372,443	16 - Oct	372,443	16 - Oct	372,443
23 - Oct	306,913	316,851	296,009	239,714	23 - Oct	239,714	23 - Oct	239,714
30 - Oct	238,324	268,215	363,799	272,244	30 - Oct	272,244	30 - Oct	272,244
6 - Nov	273,699	270,395	280,402	238,296	6 - Nov	238,296	6 - Nov	238,296
13 - Nov	215,155	278,948	273,661	221,753	13 - Nov	221,753	13 - Nov	221,753
20 - Nov	212,096	212,826	204,553	178,408	20 - Nov	178,408	20 - Nov	178,408
27 - Nov	197,189	181,562	147,146	122,324	27 - Nov	122,324	27 - Nov	122,324
4 - Dec	198,104	146,005	174,357	160,283	4 - Dec	160,283	4 - Dec	160,283
11 - Dec	171,560	167,818	179,401	131,939	11 - Dec	131,939	11 - Dec	131,939
18 - Dec	122,213	140,841	130,455	98,674	18 - Dec	98,674	18 - Dec	98,674
25 - Dec	86,661	101,603	88,523	87,075	25 - Dec	87,075	25 - Dec	87,075
1 - Jan	88,628	95,143	121,205	85,083	1 - Jan	85,083	1 - Jan	85,083
8 - Jan	128,203	161,152	151,283	113,022	8 - Jan	113,022	8 - Jan	113,022
15 - Jan	122,437	146,668	137,421	109,000	15 - Jan	109,000	15 - Jan	109,000
22 - Jan	88,201	104,061	92,944	89,817	22 - Jan	89,817	22 - Jan	89,817
29 - Jan	104,809	129,330	66,965	56,282	29 - Jan	56,282	29 - Jan	56,282
5 - Feb	75,715	75,829	56,293	38,902	5 - Feb	38,902	5 - Feb	38,902
12 - Feb	58,445	91,082	56,861	24,031	12 - Feb	24,031	12 - Feb	24,031
19 - Feb	30,656	42,874	24,077	7,880	19 - Feb	7,880	19 - Feb	7,880
26 - Feb	23,580	30,068	22,134	3,016	26 - Feb	3,016	26 - Feb	3,016
4 - Mar	12,563	7,028	19,705	600	4 - Mar	600	4 - Mar	600
total to date	4,997,332	5,213,746	5,115,637	4,367,001	total to date	4,367,001	total to date	4,367,001

2015-16 SEASON				2014-15 SEASON			
Canada & Domestic		*Export	Total	Canada & Domestic		*Export	Total
AUG TO 9/25/2015				AUG TO 9/26/2014			
Anjou	300,970	343,168	644,138	Anjou	293,033	352,061	645,094
Bosc	119,886	23,330	143,216	Bosc	147,850	24,712	172,562
Comice	11,100	1,643	12,743	Comice	14,397	2,633	17,030
Concorde	5,689	294	5,983	Concorde	2,646	0	2,646
Red Anjou	13,590	7,625	21,215	Red Anjou	5,143	1,793	6,936
Misc WP	7,509	1,414	8,923	Misc WP	8,503	5,977	14,480
Summer/Fall	1,035,818	186,816	1,222,634	Summer/Fall	1,133,423	217,805	1,351,228
TOTAL	1,494,562	564,290	2,058,852	TOTAL	1,604,995	604,981	2,209,976
9/26/2015 TO 10/9/2015				9/27/2014 TO 10/10/2014			
Anjou	184,097	259,660	443,757	Anjou	195,644	317,932	513,576
Bosc	98,652	20,126	118,778	Bosc	115,542	32,185	147,727
Comice	11,840	835	12,675	Comice	14,688	2,158	16,846
Concorde	5,256	469	5,725	Concorde	3,538	147	3,685
Red Anjou	14,476	34,553	49,029	Red Anjou	10,158	42,807	52,965
Misc WP	8,610	767	9,377	Misc WP	12,366	13,590	25,956
Summer/Fall	442,639	50,942	493,581	Summer/Fall	515,883	65,855	581,738
TOTAL	765,570	367,352	1,132,922	TOTAL	867,819	474,674	1,342,493
10/10/2015 TO 10/23/2015				10/11/2014 TO 10/24/2014			
Anjou	233,269	248,048	481,317	Anjou	235,350	278,186	513,536
Bosc	126,434	18,136	144,570	Bosc	111,420	22,888	134,308
Comice	17,983	273	18,256	Comice	12,748	1,483	14,231
Concorde	3,824	0	3,824	Concorde	5,967	98	6,065
Red Anjou	27,099	25,631	52,730	Red Anjou	17,346	14,457	31,803
Misc WP	9,562	4,448	14,010	Misc WP	8,221	2,983	11,204
Summer/Fall	563,547	48,610	612,157	Summer/Fall	529,542	61,944	591,486
TOTAL	981,718	345,146	1,326,864	TOTAL	920,594	382,039	1,302,633
10/24/2015 TO 11/6/2015				10/25/2014 TO 11/7/2014			
Anjou	274,325	263,392	537,717	Anjou	229,291	250,631	479,922
Bosc	151,450	22,603	174,053	Bosc	158,816	19,130	177,946
Comice	19,708	1,586	21,294	Comice	17,940	4,088	22,028
Concorde	7,988	49	8,037	Concorde	11,297	184	11,481
Red Anjou	49,992	29,015	79,007	Red Anjou	21,333	20,700	42,033
Misc WP	7,557	5,600	13,157	Misc WP	6,091	381	6,472
Summer/Fall	483,916	26,624	510,540	Summer/Fall	597,121	47,080	644,201
TOTAL	994,936	348,869	1,343,805	TOTAL	1,041,889	342,194	1,384,083
11/7/2015 TO 11/20/2015				11/8/2014 TO 11/21/2014			
Anjou	314,372	298,875	613,247	Anjou	335,916	285,324	621,240
Bosc	177,616	22,790	200,406	Bosc	189,806	15,872	205,678
Comice	27,913	2,744	30,657	Comice	30,951	2,668	33,619
Concorde	2,665	0	2,665	Concorde	11,820	293	12,113
Red Anjou	57,331	26,093	83,424	Red Anjou	37,780	26,758	64,538
Misc WP	7,664	675	8,339	Misc WP	8,823	1,960	10,783
Summer/Fall	397,318	2,843	400,161	Summer/Fall	473,138	5,076	478,214
TOTAL	984,879	354,020	1,338,899	TOTAL	1,088,234	337,951	1,426,185

*Canada is included with Domestic, not export

2015-16 SEASON				2014-15 SEASON			
Canada & Domestic		*Export	Total	Canada & Domestic		*Export	Total
11/21/2015 TO 12/4/2015				11/22/2014 TO 12/5/2014			
Anjou	319,829	198,331	518,160	Anjou	318,029	270,240	588,269
Bosc	154,219	27,277	181,496	Bosc	163,806	38,474	202,280
Comice	30,331	443	30,774	Comice	30,814	168	30,982
Concorde	11,899	48	11,947	Concorde	7,315	533	7,848
Red Anjou	55,087	29,552	84,639	Red Anjou	50,858	21,482	72,340
Misc WP	8,927	1,909	10,836	Misc WP	10,122	313	10,435
Summer/Fall	279,134	3,473	282,607	Summer/Fall	314,960	6,543	321,503
TOTAL	859,426	261,033	1,120,459	TOTAL	895,904	337,753	1,233,657
12/5/2015 TO 12/18/2015				12/6/2014 TO 12/19/2014			
Anjou	325,981	206,691	532,672	Anjou	360,323	277,286	637,609
Bosc	193,368	18,388	211,756	Bosc	197,751	27,112	224,863
Comice	21,432	1,230	22,662	Comice	26,044	2,234	28,278
Concorde	3,973	1	3,974	Concorde	6,734	195	6,929
Red Anjou	55,131	19,022	74,153	Red Anjou	56,053	18,517	74,570
Misc WP	4,980	1,575	6,555	Misc WP	4,423	493	4,916
Summer/Fall	228,408	2,205	230,613	Summer/Fall	305,217	4,639	309,856
TOTAL	833,273	249,112	1,082,385	TOTAL	956,545	330,476	1,287,021
12/19/2015 TO 1/1/2016				12/20/2014 TO 1/2/2015			
Anjou	242,559	138,154	380,713	Anjou	264,500	145,646	410,146
Bosc	135,192	11,029	146,221	Bosc	135,180	10,365	145,545
Comice	11,837	87	11,924	Comice	16,306	41	16,347
Concorde	1,384	131	1,515	Concorde	1,242	196	1,438
Red Anjou	45,097	10,272	55,369	Red Anjou	37,129	17,030	54,159
Misc WP	1,908	0	1,908	Misc WP	1,437	495	1,932
Summer/Fall	171,884	274	172,158	Summer/Fall	209,119	609	209,728
TOTAL	609,861	159,947	769,808	TOTAL	664,913	174,382	839,295
1/2/2016 TO 1/15/2016				1/3/2015 TO 1/16/2015			
Anjou	425,751	157,042	582,793	Anjou	462,593	244,788	707,381
Bosc	217,120	22,122	239,242	Bosc	241,398	14,734	256,132
Comice	15,516	2,470	17,986	Comice	14,063	1,037	15,100
Concorde	780	1,307	2,087	Concorde	5,127	0	5,127
Red Anjou	77,193	5,234	82,427	Red Anjou	70,213	16,720	86,933
Misc WP	4,054	1,607	5,661	Misc WP	2,633	229	2,862
Summer/Fall	222,016	6	222,022	Summer/Fall	285,905	2,799	288,704
TOTAL	962,430	189,788	1,152,218	TOTAL	1,081,932	280,307	1,362,239
1/16/2016 TO 1/29/2016				1/17/2015 TO 1/30/2015			
Anjou	413,810	147,109	560,919	Anjou	405,875	226,495	632,370
Bosc	203,091	25,727	228,818	Bosc	195,693	12,722	208,415
Comice	6,034	2,916	8,950	Comice	19,336	1,737	21,073
Concorde	159	0	159	Concorde	1,590	112	1,702
Red Anjou	52,416	7,139	59,555	Red Anjou	55,463	7,400	62,863
Misc WP	2,469	0	2,469	Misc WP	3,601	270	3,871
Summer/Fall	144,519	1,580	146,099	Summer/Fall	158,277	1,632	159,909
TOTAL	822,498	184,471	1,006,969	TOTAL	839,835	250,368	1,090,203

COMPARATIVE MOVEMENT OF WINTER PEARS AND SUMMER/FALL PEARS

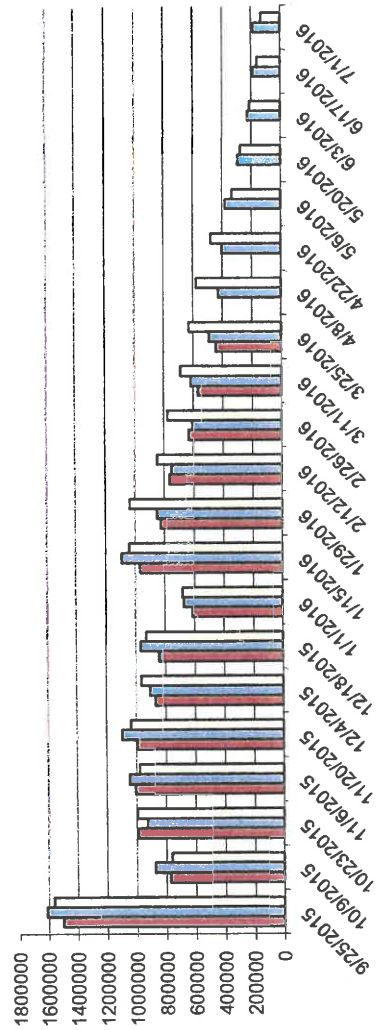
*Canada is included with Domestic, not export

2015-16 SEASON				2014-15 SEASON			
		<u>Canada & Domestic</u>	<u>*Export</u>	<u>Total</u>	<u>Canada & Domestic</u>	<u>*Export</u>	<u>Total</u>
1/30/2016 TO 2/12/2016							
Anjou	411,012	172,140		583,152	385,215	223,121	608,336
Bosc	231,800	35,314		267,114	183,789	18,801	202,590
Comice	615	1,990		2,605	6,409	84	6,493
Concorde	43	0		43	0	0	0
Red Anjou	53,294	5,336		58,630	53,880	8,456	62,336
Misc WP	2,697	0		2,697	881	38	919
Summer/Fall	62,627	306		62,933	111,917	1,237	113,154
TOTAL	762,088	215,086		977,174	742,091	251,737	993,828
2/13/2016 TO 2/26/2016							
Anjou	377,234	135,000		512,234	339,988	176,840	516,828
Bosc	202,283	19,780		222,063	163,736	13,158	176,894
Comice	518	779		1,297	3,785	43	3,828
Concorde	0	0		0	0	0	0
Red Anjou	38,345	8,317		46,662	48,236	10,711	58,947
Misc WP	1,161	0		1,161	898	0	898
Summer/Fall	10,896	0		10,896	45,868	343	46,211
TOTAL	630,437	163,876		794,313	602,511	201,095	803,606
2/27/2016 TO 3/11/2016							
Anjou	340,608	158,064		498,672	368,544	192,029	560,573
Bosc	172,153	20,676		192,829	176,361	14,596	190,957
Comice	1,380	0		1,380	6,279	0	6,279
Concorde	92	0		92	0	0	0
Red Anjou	48,778	5,127		53,905	44,507	17,007	61,514
Misc WP	107	0		107	1,443	38	1,481
Summer/Fall	600	0		600	14,708	4,997	19,705
TOTAL	563,718	183,867		747,585	611,842	228,667	840,509
3/12/2016 TO 3/25/2016							
Anjou	287,421	127,106		414,527	304,648	165,229	469,877
Bosc	123,741	8,641		132,382	137,736	12,491	150,227
Comice	0	0		0	2,247	0	2,247
Concorde	0	0		0	0	0	0
Red Anjou	31,795	4,764		36,559	45,576	10,367	55,943
Misc WP	37	0		37	1,152	0	1,152
Summer/Fall	0	0		0	0	0	0
TOTAL	442,994	140,511		583,505	491,359	188,087	679,446
TOTAL TO DATE					TOTAL TO DATE:		
Anjou	4,451,238	2,852,780		7,304,018	4,498,949	3,405,808	7,904,757
Bosc	2,307,005	295,939		2,602,944	2,318,884	277,240	2,596,124
Comice	176,207	16,996		193,203	216,007	18,374	234,381
Concorde	43,752	2,299		46,051	57,276	1,758	59,034
Red Anjou	619,624	217,680		837,304	553,675	234,205	787,880
Misc WP	110,347	19,997		130,344	144,362	31,372	175,734
Summer/Fall	4,043,322	323,679		4,367,001	4,695,078	420,559	5,115,637
TOTAL	11,751,495	3,729,370		15,480,865	12,484,231	4,389,316	16,873,547

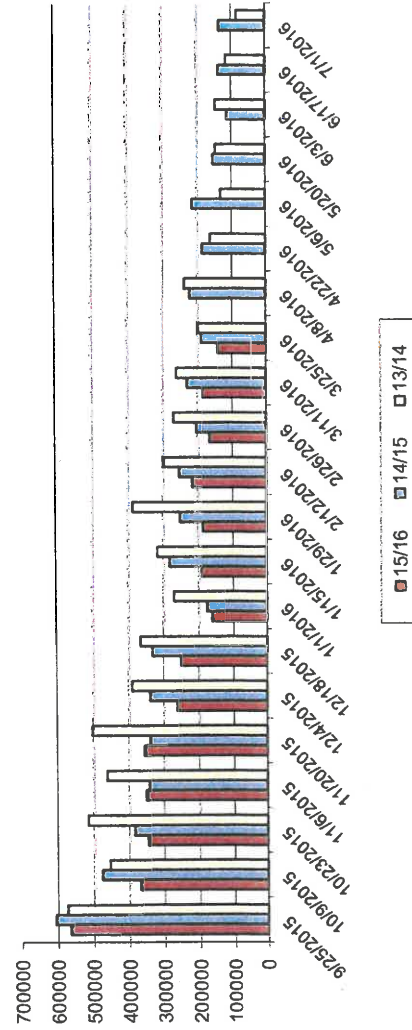
	2010-2011 01-Apr-2011	2011-2012 30-Mar-2012	2012-2013 29-Mar-2013	2013-2014 28-Mar-2014	2014-2015 27-Mar-2015	Five Year Average	2015-2016 25-Mar-2016
Packout	17,802,593	20,544,049	19,494,610	21,619,767	20,691,305	20,030,464	18,534,871
Moved	14,597,263	16,418,436	16,701,060	18,154,918	16,873,547	16,549,044	15,480,865
Available	3,205,330	4,125,613	2,793,550	3,464,849	3,817,758	3,481,420	3,054,006
Percent Moved	82.00%	79.92%	85.67%	83.97%	81.55%	82.62%	83.52%
Percent Available	18.00%	20.08%	14.33%	16.03%	18.45%	17.38%	16.48%
Pears Imported	3,684,979	2,958,922	3,527,464	3,078,570	3,095,629	3,269,112	1,079,892
2012-2013	2014-2015						2015-2016
Canada & Domestic	Export	Canada & Domestic	Export	Canada & Domestic	Export	Canada & Domestic	Export
1,363,733	493,044	1,608,988	605,173	1,323,569	523,455	1,586,386	589,298
843,342	470,184	873,866	475,042	785,959	430,982	817,386	464,397
994,000	426,615	925,716	382,933	917,044	454,639	961,295	448,511
1,008,265	445,994	1,047,631	342,405	917,968,391	451,685	1,012,849	401,508
836,350	454,009	1,096,305	338,071	882,758	455,991	1,065,492	419,190
1,089,113	437,767	902,009	338,149	1,010,187	393,639	932,215	363,187
841,113	361,662	963,707	331,260	862,573	343,231	945,321	347,843
625,651	208,261	669,771	174,583	665,373	217,789	675,709	222,068
955,005	302,228	1,089,112	280,798	967,845	292,324	1,063,069	298,041
886,112	285,648	846,332	250,410	872,819	284,588	940,296	317,491
814,448	239,961	747,638	251,821	769,227	251,871	796,147	273,707
596,242	218,839	605,538	201,725	646,085	215,763	690,137	234,676
583,713	220,014	615,325	228,794	600,588	231,461	651,724	243,666
448,007	251,740	492,293	188,152	515,433	213,763	560,333	192,284
11,885,094	4,815,966	12,484,231	4,389,316	11,787,851	4,761,181	12,698,359	4,815,867
379,649	172,451	426,228	219,769	458,197	187,620	501,870	227,769
362,500	167,666	401,352	183,430	417,096	164,497	439,167	172,102
300,965	112,168	378,182	211,835	357,274	146,995	354,465	171,254
282,270	118,541	289,111	151,944	295,320	147,559	280,892	148,679
197,139	121,467	221,824	111,764	231,055	132,052	215,472	128,975
143,574	97,823	185,929	136,637	184,518	111,747	173,302	126,059
89,734	28,854	184,732	133,635	138,142	100,938	158,155	108,780
13,640,925	5,634,936	14,571,589	5,538,330	13,869,453	5,752,589	14,821,682	5,899,485

FRESH PEAR MOVEMENT Domestic & Canada

Domestic & Canada



Export (w/o Canada)



Organic Pear Crop Report as of March 25, 2016

Standard Box Equivalents (44#) for all numbers

Varieties	Anjou	Bosc	Comice	Red Anjou	Concorde	Seckel	Organic Winter Pear Total 2015-16	3/27/15 W/P Total 2014-15	Green Bartlett	Red Bartlett & Other (1) Summer / Fall	Starkrimson	Organic Summer/Fall Total 2015-16	3/27/15 S/F Total 2014-15	2015-2016 Organic Pear Total	2014-2015 Organic Pear Total
Total Projected															
Packout (std. box)	387,553	211,972	3,010	45,340	14,251	1,938	664,064	691,519	255,772	27,092	31,181	314,045	405,351	978,109	1,096,870
Packout to Date	387,553	211,972	3,010	45,340	14,251	1,938	664,064	691,519	255,772	27,092	31,181	314,045	405,351	978,109	1,096,870
Total Loose (in Std. Box Equiv. 44#)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
CA Storage (included in above)	52,188	9,383	0	0	0	0	61,571	61,036	6,848	20	0	6,868	22,590	68,439	83,626
Offshore Shipped	592	303	0	97	0	0	992	3,179	0	0	0	0	0	992	3,179
Brazil Shipped	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Q. lexico Shipped	3,056	1,886	0	44	131	0	5,117	818	0	131	0	131	335	5,248	1,153
Canada Shipped	24,997	13,863	0	1,181	143	18	40,202	46,798	19,961	233	238	20,432	28,357	60,634	75,155
Domestic Shipped	354,390	193,075	3,010	43,855	13,977	1,920	610,227	631,074	235,811	26,728	30,943	293,482	376,659	903,709	1,007,733
Total Shipped	383,035	209,127	3,010	45,177	14,251	1,938	656,538	681,869	255,772	27,092	31,181	314,045	405,351	970,583	1,087,220
Shipped C.A. (included in above)	52,188	9,368	0	0	0	0	61,556	59,216	6,848	20	0	6,868	22,440	68,424	81,656
Total % Shipped	98.83%	98.66%	100.00%	99.64%	100.00%	100.00%	98.87%	98.60%	100.00%	100.00%	100.00%	100.00%	100.00%	99.23%	99.12%
Total Available	4,518	2,845	0	163	0	0	7,526	9,650	0	0	0	0	0	7,526	9,650

1. Other Summer/Fall Pears include: Red Sensation, Rosi Red, Red Gold, Canal, Early Red and Tosca
2. Other Winter Pears include: Packham, Forelle, Taylor's Gold

Organic Winter Pears as of March 25, 2016

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Standard Box Equivalents (44#) for all numbers

Varieties	Anjou	2014-15 Anjou	Bosc	2014-15 Bosc	Comice	2014-15 Comice	Red Anjou	2014-15 Red Anjou	Concorde	2014-15 Concorde	Seckel	2014-15 Seckel	Organic Winter Pear Total	3/27/15 W/P Total
Total Projected														
Packout (std. box)	387,553	408,882	211,972	205,225	3,010	3,198	45,340	53,912	14,251	17,093	1,938	3,209	664,064	691,519
Packout to Date	387,553	408,882	211,972	205,225	3,010	3,198	45,340	53,912	14,251	17,093	1,938	3,209	664,064	691,519
Total Loose (in Std. Box Equiv. 44#)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
CA Storage (included in above)	52,188	51,612	9,383	3,273	0	0	0	6,151	0	0	0	0	61,571	61,036
Offshore Shipped	592	909	303	2,203	0	0	97	67	0	0	0	0	992	3,179
Brazil Shipped	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mexico Shipped	3,056	325	1,886	493	0	0	44	0	131	0	0	0	5,117	818
Canada Shipped	24,997	28,802	13,863	16,780	0	0	1,181	1,189	143	27	18	0	40,202	46,798
Domestic Shipped	354,390	371,700	193,075	183,741	3,010	3,198	43,855	52,160	13,977	17,066	1,920	3,209	610,227	631,074
Total Shipped	383,035	401,736	209,127	203,217	3,010	3,198	45,177	53,416	14,251	17,093	1,938	3,209	656,538	681,869
Shipped C.A. (included in above)	52,188	50,980	9,368	2,173	0	0	0	6,063	0	0	0	0	61,556	59,216
Total % Shipped	98.83%	98.25%	98.66%	99.02%	100.00%	100.00%	99.64%	99.08%	100.00%	100.00%	100.00%	100.00%	98.87%	98.60%
Total Available	4,518	7,146	2,845	2,008	0	0	163	496	0	0	0	0	7,526	9,650

1. Other Summer/Fall Pears include: Red Sensation, Rosi Red, Red Gold, Canal, Early Red and Tosca
2. Other Winter Pears include: Packham, Forelle, Taylor's Gold

Organic Summer Fall Pears as of March 25, 2016

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Varieties	Green Bartlett	2014-15 Green Bartlett	Red Bartlett & Other (1) Summer Fall	2014-15 Red Bartlett & Other (1) Summer Fall	Starkrimson	2014-15 Starkrimson	Organic Summer Fall Total 2015-16	3/13/15 S/F Total 2014-15
Total Projected								
Packout (std. box)	255,772	331,644	27,092	41,879	31,181	31,828	314,045	405,351
Packout to Date	255,772	331,644	27,092	41,879	31,181	31,828	314,045	405,351
Total Loose (in Std. Box Equiv. 44#)	0	0	0	0	0	0	0	0
CA Storage								
(included in above)	6,848	22,590	20	0	0	0	6,868	22,590
Offshore Shipped	0	0	0	0	0	0	0	0
Brazil Shipped	0	0	0	0	0	0	0	0
Mexico Shipped	0	0	131	335	0	0	131	335
Canada Shipped	19,961	26,662	233	1,232	238	463	20,432	28,357
Domestic Shipped	235,811	304,982	26,728	40,312	30,943	31,365	293,482	376,659
Total Shipped	255,772	331,644	27,092	41,879	31,181	31,828	314,045	405,351
Shipped C.A.								
(included in above)	6,848	22,440	20	0	0	0	6,868	22,440
Total % Shipped	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Total Available	0	0	0	0	0	0	0	0



California Pear Update

NEWSLETTER FOR THE CALIFORNIA PEAR ADVISORY BOARD

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CPAB Board Meeting on April 12, 2016

**9:00am - 12:00pm
April 12, 2016**

**California Farm Bureau
Harvest Room
2300 River Plaza Dr.
Sacramento, CA 95833**

[\[Click here to view agenda\]](#)

Governor Brown Signs Legislation to Raise California's Minimum Wage



Contact: Governor's Press Office
(916) 445-4571

LOS ANGELES - Governor Edmund G. Brown Jr. joined supporters from across the state Monday in Los Angeles to sign landmark legislation that makes California the first state in the nation to commit to raising the minimum wage to \$15 per hour statewide.

"This is about economic justice, it's about people," said Governor Brown. "This is an important day, it's not the end of the struggle but it's a very important step forward."

Under the legislation - SB 3 by Senator Mark Leno (D-San Francisco) - minimum wage will rise to \$10.50 per hour on January 1, 2017 for businesses with 26 or more employees, and then rise each year until reaching \$15 per hour in 2022. The bill also recognizes the contributions of small businesses - those with 25 or fewer employees - to California's economy and allows additional time for these employers to phase in the increases.

The legislation increases the minimum wage over time, consistent with economic expansion, while providing safety valves - known as "off-ramps" - to pause wage hikes if negative economic or budgetary

conditions emerge. The Governor can act by September 1 of each year to pause the next year's wage increase for one year if there is a forecasted budget deficit (of more than one percent of annual revenue) or poor economic conditions (negative job growth and retail sales).

Once the minimum wage reaches \$15 per hour for all businesses, wages could then be increased each year up to 3.5 percent (rounded to the nearest 10 cents) for inflation as measured by the national Consumer Price Index.

The new law also phases in sick leave for In-Home Supportive Services workers starting in July 2018.

Governor Brown [signed AB 10](#) in September 2013 to raise California's minimum wage 25 percent, from \$8 to \$10 per hour, effective January 1, 2016. There are approximately 7 million hourly workers in California, of which about 2.2 million earn the minimum wage.

A fact sheet on the new legislation can be found [here](#). For full text of the bill, visit: <http://leginfo.legislature.ca.gov>

Postharvest Technology Center Workshops

June 2016 Postharvest Technology Short Course

Don't miss your opportunity to attend the 2016 edition of the Postharvest Technology of Horticultural Crops Short Course, June 13-17 & 20-24 (optional tour). This course provides comprehensive instruction on the biology and current technologies used for handling fruits, nuts, vegetables and ornamentals, an excellent educational and networking opportunity. It is designed for produce industry professionals working in packing, shipping, cooling, transportation, quality control, food safety, service providers, as well as research and extension workers and other professionals interested in current advances in postharvest technology of horticultural crops.

Course topics will include: maturity indices, measuring quality, packinghouse facilities and equipment, packaging, containers, unitization, cooling, storage, managing ethylene, transport, sanitation and other procedures related to decay and insect control, food safety assurance, standardization and inspection, energy use, and marketing, harvesting and postharvest handling systems for various commodity groups.

For complete information or to register for this course, please visit the [webpage](#), or contact [Ms. Penny Stockdale](#).

2016 Fresh-cut Workshop-Enrollments are starting to Roll In

This September 13-15 workshop, organized by Dr. Marita Cantwell, will be held on the UC Davis campus, and will provide an overview of many aspects of the production, processing, packaging, distribution and quality assurance of fresh-cut products. With a dynamic team of instructors from both academia and industry who offer a wide range of fresh-cut expertise, this popular workshop features both lectures and a series of hands-on and interactive sessions.

We have held the registration fee at \$1150. Participants may [register on-line](#), or contact our Registration Coordinator, [Ms. Penny Stockdale](#), for more information.

CDFA Drought Update

State Water Project Allocation Increased: Storms Improve Conditions, but Drought Remains: With March storms boosting reservoir levels, the Department of Water Resources (DWR) on March 17 increased its water delivery estimate (allocation) for most recipients to 45 percent of requests for the calendar year. DWR's initial State Water Project (SWP) allocation of 10 percent of requests, announced in December, was increased to 15 percent on January 26 and to 30 percent on February 24 after January storms increased the Sierra snowpack and brought significant rainfall to the drought-parched state. [More Information](#)

Long-Term Drought Resilience- Federal Action Plan of the National Drought Resilience Partnership: On World Water Day, March 22, the administration released a Federal Action Plan of the National Drought Resilience Partnership which accompanied the Presidential Memorandum on Drought. It lays out a series of activities to fulfill the President's Drought Resilience goals. These actions will be carried out in FY 16 and FY 17 by the federal agencies of the National Drought Resilience Partnership- including USDA. Multiple USDA agencies' work is highlighted in the Action Plan including Natural Resources Conservation Service, US Forest Service, Rural Development, the National Institute for Food and Agriculture, Agricultural Research Service, Economic Research Service, Office of the Chief Economist, and others. [Action Plan](#)

March 22: White House Water Summit: In conjunction with the United Nations World Water Day, the Administration hosted a White House Water Summit to raise awareness of water issues and potential solutions in the United States, and to catalyze ideas and actions to help build a sustainable and secure water future through innovative science and technology. USDA Natural Resources and Environment Under Secretary Robert Bonnie hosted a panel on the role of agriculture and forestry in providing solutions to water quality and quantity issues. The panel was comprised of Tom Martin, President of American Forest Foundation; Tina May, Former U.S. Senate Committee on Agriculture Professional Staff and USDA Official; and Congressman Jared Huffman, U.S. Representative for California's 2nd District [Watch the Event](#)

Fact Sheet: Working Together to Build a Sustainable Water Future: Water challenges are facing communities and regions across the United States, impacting millions of lives and costing billions of dollars in damages. These challenges are particularly problematic in predominantly poor, minority, or rural communities, where water inequality can go hand-in-hand with socioeconomic inequality. Recent events, including record-breaking drought in the West, severe flooding in the Southeast, and the water-quality crisis in Flint, MI, have elevated a national dialogue on the state of our Nation's water resources and infrastructure. This dialogue is increasingly important as a growing population and changing climate continue to exacerbate water challenges. Accordingly, we must work together to build a

sustainable water future-one in which everyone has access to the safe, clean, and affordable water they need, when and where they need it. [More Information](#)

Presidential Memorandum: Building National Capabilities for Long-Term Drought Resilience: By the authority vested in me as President by the Constitution and the laws of the United States of America, I hereby direct the following: Section 1. Purpose. Our Nation must sustain and expand efforts to reduce the vulnerability of communities to the impacts of drought. Every year, drought affects millions of Americans and poses a serious and growing threat to the security and economies of communities nationwide. Drought presents challenges to the viability of agricultural production and to the quantity and quality of drinking water supplies that communities and industries depend upon. Drought jeopardizes the integrity of critical infrastructure, causes extensive economic and health impacts, harms ecosystems, and increases energy costs. In responding to and recovering from past droughts, we have learned that focused collaboration across all levels of government and the private sector is critical to enable productive and workable solutions to build regional resilience to drought. [Full Memorandum](#)

Groundwater law and winter rain trigger flood of aquifer-recharge projects around California: "A historic 2014 law requiring water agencies across California to replenish the state's imperiled aquifers created a new problem: Many local officials just weren't sure how to do it. But this winter's abundant rains are triggering a flood of experiments that have turned the state's agricultural regions into aquifer-recharge laboratories. Farmers in Modesto inundated an almond orchard with the city's stormwater. Water managers in and around Fresno have more than 20 new groundwater recharge projects in the works. On the Central Coast, researchers in the Pajaro Valley are carefully designing percolation basins to capture rainfall before it gushes out into the Pacific. ... " Read more from the San Jose Mercury News here: [Groundwater law and winter rain trigger flood of aquifer-recharge projects around California](#)

CDFA's Planting Seeds blog - Sustainable Groundwater Grants: The Department of Water Resources (DWR) has announced it is awarding 21 counties a total of \$6.7 million in grants to help with sustainable groundwater planning. The Proposition 1 Sustainable Groundwater Planning Grant Program provides funding for county projects that will develop groundwater plans consistent with the Sustainable Groundwater Management Act (SGMA) enacted by Governor Edmund G. Brown, Jr. in 2014. The awards were made to counties with high and medium priority groundwater basins, some of which are in critical over-draft. The blog post at <http://plantingseedsblog.cdca.ca.gov/wordpress/?p=10607>

Valley counties receive money for water studies: "Four central San Joaquin Valley counties have been awarded state grants to improve their understanding of underground water so they can prepare for a state law that takes effect in four years. Fresno, Tulare, Kings and Madera counties each will get \$500,000 in Proposition 1 funding set aside for local governments to adhere to guidelines of California's Sustainable Groundwater Management Act. The money will help local governments undertake projects in cooperation with other agencies to bring their basins into balance and make them sustainable long

term, said Lauren Bisnett, the Sacramento-based information officer for the state's program overseeing the groundwater management act program. ... " Read more from the Fresno Bee here: [Valley counties receive money for water studies](#)
[\[Full Report\]](#)

General Issues of Interest

U.S. Trade Representative Publishes 2016 National Trade Estimate Report

- On March 31, U.S. Trade Representative (USTR) Michael Froman released the 2016 National Trade Estimate Report (NTE). The annual report examines foreign barriers to U.S. exports and outlines the recent accomplishments as well as the ongoing work by USTR and the Obama administration to reduce and eliminate these barriers.
- The report addresses trade barriers and U.S. actions to remove these obstacles in over 50 countries and provides summaries of key issues relating to trade enforcement, sanitary and phytosanitary (SPS) measures, technical barriers to trade (TBT), and digital trade. The report highlights a number of key achievements, including 1) the conclusion of Trans-Pacific Partnership (TPP) negotiations; 2) the signing of an organic equivalency agreement with Switzerland; and 3) progress made toward addressing the challenges originating from China's protracted biotech approval process and limited regulatory transparency.
- The full 2016 NTE Report is available [here](#).

U.S. Department of Agriculture Examines U.S.-EU Trade

- The U.S. Department of Agriculture (USDA) recently published a [report](#) assessing the challenges faced by U.S. agricultural exports to the European Union (EU).
- Between 2014 and 2015, the U.S. trade deficit with the EU for farm and food products rose 15 percent to reach \$12 billion. While U.S. imports from the EU rose to a record \$25 billion, exports to the EU fell 4 percent to less than \$13 billion.
- The trade deficit is largely due to established preferential trade agreements between the EU and many important agricultural and food-producing countries such as South Africa, Chile, Peru, and Mexico. For example, South African farm and food exports to the EU have more than doubled since 2000 while Chilean agricultural exports have tripled. For both of these countries, trade expansion was primarily the result of significant growth in exports of fresh fruit and other horticultural products.
- According to the report, the Transatlantic Trade and Investment Partnership (TTIP)-which is currently being negotiated between the U.S. and EU-would improve U.S. agricultural export opportunities and benefit producers and consumers in both regions. To underscore the importance of the TTIP, USDA Secretary Tom Vilsack is visiting with officials in Berlin and Paris this week.

EU-India Summit Highlights Potential for Greater Trade

- The 13th Summit between the European Union (EU) and India was held March 30 in Brussels, Belgium. At the summit, European Commission President Jean-Claude Juncker and Indian Prime Minister Narendra Modi reaffirmed their commitment to strengthen cooperation between India and the EU.
- In a [joint statement](#) published after the summit, the two sides addressed a number of issues of mutual interest and agreed to expand their economic partnership. Notably, the leaders expressed support for continuing discussions regarding the EU-India Broad-based Trade and Investment Agreement (BTIA). BTIA negotiations began in 2007 but stalled due to a number of disagreements. Despite the challenges to concluding BTIA negotiations, the two sides committed to upholding their strategic partnership by updating the EU-India Agenda for Action through 2020.
- The EU is India's largest trading partner, accounting for 13 percent of the country's total trade. India is the EU's ninth-largest trading partner. In 2015, two-way trade surpassed \$43 billion.

Korea, Mexico Agree to Expand Bilateral Relationship, Resume Free Trade Agreement Talks

- At a summit held in Mexico City on April 4, Korean President Park Geun-hye and Mexican President Enrique Peña Nieto agreed to expand bilateral ties between the two countries, according to a Mexican government [press release](#).
- Importantly, the two leaders agreed to resume bilateral free trade agreement (FTA) negotiations and hold working-level talks in the fourth quarter of 2016. Negotiations for a bilateral FTA between Korea and Mexico began in 2007 but stalled in 2008 due to opposition from Mexico's automobile industry. Of note, Mexico is a prospective member of the Trans-Pacific Partnership (TPP), which was signed in February, while Korea has expressed interest in joining the multilateral trade deal. As such, the TPP is likely to be a point of discussion during the working-level talks.
- During the summit, Korean and Mexican officials also signed a number of memorandums of understanding (MOU) to facilitate bilateral trade expansion. Korea is Mexico's sixth-largest trading partner while Mexico is Korea's largest trading partner in Latin America. Bilateral trade between the two countries has risen from approximately \$4 billion in 2005 to more than \$14 billion in 2015.

China's Ministry of Finance Announces New Tax Policy for Imported E-Commerce Products

- China's Ministry of Finance (MOF) recently published a [notice](#) introducing changes to its tax system for foreign goods purchased online. The new rules will enter into force on April 8, 2016.
- The policy change will modify the treatment of foreign retail products that enter China via e-commerce platforms. These items-which include food, health care, and cosmetic products-

will no longer be subject to the personal postal articles tax, which was previously the only tax imposed on the goods. Instead, the products will now be subject to tariffs as well as value-added and consumption taxes based upon the product type and value.

- According to media sources, although tax rates for many products are expected to rise, the change is not likely to cause a large decline in demand as Chinese consumers are willing to pay more for high quality products produced in foreign countries. E-commerce sales in China have doubled since 2012 to reach a value of approximately \$773 billion in 2015.

European Union Amends Regulation Regarding Bisphenol A in Food Contact Material

- The European Union (EU) recently [notified](#) the World Trade Organization (WTO) of a [draft regulation](#) specifying proposed amendments to European Commission regulation No 10/2011 regarding bisphenol A (BPA) in materials that come into contact with food.
- The draft regulation contains two key amendments to regulation No 10/2011, which authorizes the use of BPA in the production of plastic materials. The first amendment lowers the specific migration limit (SML) from 0.6 milligrams (mg) of BPA per kilogram (kg) of food to 0.5 mg of BPA per kg of food for all plastic materials coming into contact with food. This change is based on the European Food Safety Authority's (EFSA) latest scientific advice regarding BPA.
- The second amendment contained in the draft regulation addresses the use of BPA in varnishes and coatings for items such as food cans. Following industry reports of practical burdens caused by divergent national measures, the European Commission has proposed to extend the SML of 0.5 mg of BPA per kg of food to varnishes and coatings. Due to the extended application of the SML, the European Commission also included a [draft regulation](#) that would require business operators to include a written declaration with such items to verify compliance.
- According to the WTO notification, the proposed date of adoption and publication for these amendments is September 2016. The new requirements will enter into force 20 days after publication and will be applied six months following entry into force.

CPAB Pear Import Report- April 5, 2016

The total number of 18 kilo cartons imported year to date is 1,876,500. This is compared to 1,381,750 imported in 2016.

[\[Click here to view the CPAB Pear Import Report\]](#)

2015 - 2016 FPC Pear Crop Reports

[Organic Crop Report as of March 25](#)

[2015-16 FPC Pear Crop Report as of March 25](#)

[2015 Summer Fall Pear Crop Report as of March 04](#)

[FPC Pear Size and Grade Report](#)