

CALIFORNIA PEAR ADVISORY BOARD

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

MEETING NOTICE

March 31, 2015

**Putah Creek Lodge
La Rue Rd to Putah Creek Lodge Drive
University of California, Davis,
Davis, CA**

9:00 a.m – Noon

From Sacramento or Bay Area to the Visitor Parking -Putah Creek Road

- *Take Interstate 80 West to Highway 113 north.*
- *Exit on Hutchison and turn right on Hutchison Drive.*
- *Turn right onto Putah Creek Road and follow the road by keeping right to the end parking lot.*

AGENDA

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| I. Call to Order | 9:00 am |
| II. Roll Call | 9:00 am |
| III. Introductions | 9:15 am |
| IV. Approval of December 16, 2014, Meeting Minutes | 9:20 am |
| V. Board Elections | 9:25 am |
| • Nominations | |
| VI. Research | 9:30am |
| • Update of Research Activities | |
| • Northwest Coordination | |
| • Product Updates | |

Action may be taken on any of the above items

- Research Meetings and Funding Request
 - Approval of Research Projects and Funding
 - Other
- VII. Export Marketing Program 10:00am
- 2014 Recap
 - 2015 Program and Activities
 - Export Market Activities and MAP Funding
 - Trade Missions
 - Other
 - Canadian Report – Ken Berger
 - CPAB – GBI’s
 - Approval of Export Program and Funding
- VIII. Public Relations and Marketing Activities 10:45am
- Sales Training/Messaging Session
 - Costco Cookbook
 - Breast Cancer Research Foundation
 - August Pear Month
 - Targeted Sacramento/Bay Area Activities
 - Farm to Fork
 - Social Media Program
 - Lake County SF Promotion
 - Website Update
- IX. Food Safety 11:30am
- Recent Outbreaks
 - Food Safety Committee
 - Next Steps
- X. Budget Review and Approval 11:45am
- 2014/15 Budget Review
 - 2015/16 Preliminary Working Budget
- XI. Other Business
- Next Meeting – Pear BBQ
- XII. 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>.

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