
CALIFORNIA PEAR ADVISORY BOARD

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

MEETING NOTICE

December 11, 2024

10:00am

California Farm Bureau Building
2600 River Plaza Drive
Sacramento, California

AGENDA

- I. Call to Order
- II. Roll Call/Introductions
- III. Public Comment Period
- IV. Approval of June 20, 2024, Meeting Minutes
- V. Crop Review/Budget Update and Discussion
 - 2024 Crop Report
 - 2024 Budget Update as of November 30, 2024
 - 2025 Crop and Market Discussion
 - 2024 YE Audit Report
- VI. Research
 - Call for 2025 Proposals
 - 2025 Research Meeting Dates
 - Product Updates
 - CSCC Tour

Action may be taken on any of the above items

VII. Marketing Programs

- Review 2024 Marketing Program and Results
 - Domestic Promotion and Public Relations
 - ✓ 2024 Review
 - ✓ 2025 Plan
 - Export Promotion
 - ✓ 2024 Review
 - ✓ 2025 Plan

VIII. Other Business

- Northwest Crop Update
- Import Outlook/Report

IX. Adjourn

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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