

**Minutes  
California Tree Fruit Marketing Board  
February 18, 2010  
Parlier, California**

Chairman Michael Reimer called the meeting of the California Tree Fruit Marketing Board to order on February 18, 2010, at 2:26 p.m. in the Nectarine Room of the Kearney Agriculture Center in Parlier, CA.

**California Tree Fruit Marketing Board Members Present:**

John Blalock	Craig Ito	Harold McClarty	Vernon Peterson
Wayne Brandt	Rick Jackson	Jon McClarty	Mike Reimer
Bill Chandler	Marco Luna	Rick Milton	Steve Strong
			Gordon Wiebe

**California Tree Fruit Marketing Board Alternates Present:**

Mark Bybee (A) *	Doug Phillips (A) *	Denver Schutz (A)
John Kaprielian (A)	Vincent Ricchiuti (A)	Jim Simonian, Sr. (A)

(\*Seated on the board for meeting)

**California Tree Fruit Marketing Board Members and Alternates Absent:**

Jeff Boldt (A)	Leroy Huerta, Jr.	Jose Marin (A)	Marco Rinaldi (A)
Cliff Brown (A)	Casey Jones (A)	Andy Muxlow (A)	Tony Supino (A)
Blake Carlson	Mike Jost	Ryan Metzler (A)	Russ Tavlan
Andrew Casado, Jr.	Wayde Kirschenman	Grant Parnagian	John Tos (A)
Melvin Enns (A)	Don D. Klassen (A)	Justin Parnagian	John Warmerdam (A)
Greg Feaver (A)	Mark Laemmlen	Brian Richardson (A)	Kerry Whitson (A)
David Gonzalez (A)	Duane Lamm	Rod Riffel	

**Government Representatives:**

Dennis Manderfield, CDFFA

**Others Present:** See register at the CTFA office.

The Chairman indicated it would be necessary to have a motion to seat alternates in place of absent members.

*It was moved by Mr. Vernon Peterson, seconded by Mr. Gordon Wiebe, to seat Mr. Mark Bybee and Mr. Doug Phillips in place of absent alternates. The motion passed unanimously. [09-21]*

**Minutes**

*It was moved by Mr. Bill Chandler, seconded by Mr. Jim Simonian Sr., to approve the Joint Minutes of December 10, 2009 and the California Tree Fruit Marketing Board minutes of December 10, 2009. The motion passed unanimously. [09-22]*

**2010 International Market Development Subcommittee Recommendations**

*It was moved by Mr. Vincent Ricchiuti, seconded by Mr. Wayne Brandt, to recommend approval of the 2010 International Market Development Subcommittee budget, with a MAP contribution of \$2,484,271 and a contribution from CTFA of \$882,000, to provide authority to the International Market Development Subcommittee to spend target funds with USDA/CDFFA approval, to add new markets in the Middle East and Brazil, to discontinue programs in Venezuela, to recommend approval to conduct a search for a UES consultant and to approve other international resources. The motion passed unanimously. [09-23]*

**2010 Domestic Market Development Subcommittee Recommendation**

*It was moved by Mr. Wayne Brandt, seconded by Mr. Rick Jackson, to approve the 2010 Domestic Market Development revised program with a budget of \$1,069,000. The motion passed unanimously. [09-24]*

**2010 Research Subcommittee Project Recommendations** (Attached)

*It was moved by Mr. Bill Chandler, seconded by Mr. Harold McClarty, to recommend approval and funding of the 2010 research budget in the combined amount of \$496,166, to provide authority to the Research Subcommittee to expend contingency funds for emergency projects approved by CDFR and to pay the pro-rata portion of research expenses on behalf of the California Tree Fruit Marketing Board. The motion passed unanimously. [09-25]*

**2010 Crop Assumption/Budget/Assessment Rate Recommendation** (Budget attached)

*It was moved by Mr. Gordon Wiebe, seconded by Mr. Jim Simonian Sr., to recommend approval of the 2010 crop assumption of 36.8 million, the 2010 budget of \$3,188,311, to recommend approval of the 2010 assessment rate at \$0.04 and to recommend approval of a line of credit.*

Mr. Harold McClarty commented that he would like to see the budgets established by targeting a specific assessment rate and then building the budget to fit that particular rate. Mr. Vernon Peterson concurred and stated he would like to see the same process for next season.

The Chairman then called for the vote on the motion.

*The motion passed unanimously. [09-26]*

**Authorities**

*It was moved by Mr. Wayne Brandt, seconded by Mr. Rick Jackson, to provide the Chairperson the authority to appoint subcommittees and pay for group lunches, to provide the President/Designee authority for inter-item transfers, to sign contracts, authority to hire outside counsel on personnel issues up to \$10,000 with CDFR approval and to accept grant funds. The motion passed unanimously. [09-27]*

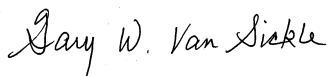
**Update Bylaws** (Attached)

*It was moved by Mr. Bill Chandler, seconded by Mr. Harold McClarty, to update the bylaws to provide for the Executive Committee Chairperson and Vice Chairperson to sign checks for any amount and to revise several staff titles. The motion passed unanimously. [09-28]*

**Issues to Discuss at Future Meetings**

The Chairman asked if there were any issues to discuss at future meetings or a need for a closed session. Hearing none, he adjourned the meeting at 2:32 p.m.

Respectfully submitted,



Gary W. Van Sickle  
President

GWV/ss

Attachments

## 2010 California Tree Fruit Agreement Research Proposals for Funding

Researcher	Project Title	Dollar Amount to Be Funded		Subcommittee Member Liaison
Adas,aveg	Epidemiology and Management of Pre- and Postharvest Diseases of Peach, Plum, & Nectarine	\$42,000	(cont.)	Mike Reimer Alan Butterfield
Cisneros (Byrne)	Promoting stone fruits for Protection against the Metabolic Syndrome	\$49,705	(cont.)	Eric Gaarde Joe Bezerra Mike Reimer
Byrne	RosBreed Supplement: Development of Cultivars with Higher Soluble Solids	\$9,528	(new)	Mike Reimer Christeen Abbott
Crisosto	Updating Peach, Nectarine and Plum Marketing and/or Skin Discoloration Development Information	\$88,820	(cont.)	Rod Riffel, Rod Milton, Bill Tos, Wayne Stogbauer, Steve Frauenheim
Crisosto	Development of Predictive Tools for Brown and Sour Rot Resistance in Peaches and Nectarines	\$27,703	(cont.)	Rod Riffel Bill Tos
Crisosto	Testing a Fall Ethrel Application for Flower Removal: A New Thinning Approach	\$7,646	(cont.)	Rod Riffel Bill Tos
Crisosto	Establishing a Tree Fruit trained panel evaluation sensory tool to evaluate pre and postharvest technology on consumer acceptance.	\$27,013	(cont.)	Ty Parkinson Ryan Metzler Eric Gaarde Mike Reimer
Day	Development and Testing of Pedestrian Orchard Concepts	\$16,975	(cont.)	Bill Tos Rod Milton Bill Chandler
DeJong	Using a 3-D Computer Simulation Model of Peach Tree Architectural Growth and Dry Matter Partitioning to Evaluate the Production Potential of Peach Trees on Size-controlling Rootstocks	\$16,873	(cont.)	Mike Reimer Ryan Metzler
DeJong	Improved Rootstock of Peach and Nectarine	\$37,692	(cont.)	Bill Chandler Mike Reimer
Johnson, M.	Better Understanding and Management of Tentined June Beetle	\$0	(cont.)	Wayne Stogbauer Rod Milton Alan Butterfield
Johnson, S	Mechanical Blossom Thinning Using a Darwin String Thinner	\$28,355	(cont.)	Christeen Abbott Joe Bezerra Rod Riffel
Johnson, S	Improving the Efficiency of Foliar Zinc Sprays in Peach Orchards	\$12,103	(new)	Mike Reimer Rod Riffel Rod Milton
Mckenry	Field Confirmation of the Value of a New Approach to Replanting Stone Fruits	\$25,000	(cont.)	Bill Chandler Mike Reimer Alan Butterfield
Michailides	Sources of Inoculum, Biology, Epidemiology and Management of Sour Rot in Stone Fruit Orchards	\$14,750	(cont.)	Christeen Abbott Wayne Stogbauer
Suslow	Microbial Food Safety and Postharvest Fruit Disinfection	\$58,000	(cont.)	Ty Parkinson Blake Carlson Mike Reimer
Waise	The Treatment of Stone Fruit to Australia with Methyl Bromide or Phosphine to Eliminate the Possible Introduction of Peach Twig Borer	\$2,000	(cont.)	Mike Reimer Gordon Smith
Primus	Primus Residue Study	\$20,000	(cont.)	Mike Reimer
	Emergency Research Project (s), original budget was \$10,000	\$10,000		
Total		\$496,166		

*California Tree Fruit Marketing Board*  
**Budget Report**  
*Projected Budget through February 28, 2011*

	2010		Prior Year		Variance to FY Budget
	Peach/Nectarine	Projected to 2/28/2010	Budget 2009		
<b>PACKAGES SHIPPED</b>	36,800,000	36,527,253	41,000,000		89.8%
Assessment Rates	4.00	2.50	2.50		160.0%
Prior Year Carry-In	\$ 967,714	\$ 1,945,022	\$ 1,252,480		77.3%
<b>INCOME</b>					
Assessments	\$ 1,472,000	\$ 913,181	\$ 1,025,000		89.1%
<b>OTHER INCOME</b>					
Delinquency Charges	\$ 1,000	\$ -	\$ 1,000		100.0%
Interest	\$ 15,000	\$ 16,326	\$ 11,586		129.5%
USDA Map Grant *	\$ 1,040,000	\$ 1,040,035	\$ 1,066,000		97.6%
Inspection Billings	\$ -	\$ -	\$ -		0.0%
Miscellaneous	\$ 3,000	\$ 2,326	\$ -		0.0%
<b>TOTAL INCOME</b>	<b>\$ 2,531,000</b>	<b>\$ 1,971,868</b>	<b>\$ 2,103,586</b>		<b>120.3%</b>
<b>TOTAL INCOME &amp; CARRY-IN</b>	<b>\$ 3,498,714</b>	<b>\$ 3,916,890</b>	<b>\$ 3,356,066</b>		<b>104.3%</b>
<b>EXPENSES</b>					
ADMIN. SALARIES/BENEFITS	\$ 280,513	\$ 292,509	\$ 344,104		81.5%
OVERHEAD	\$ 72,731	\$ 83,071	\$ 87,857		82.8%
<b>GENERAL EXPENSES</b>					
Auto Operation/Travel	\$ 50,985	\$ 28,241	\$ 24,921		204.6%
Audits	\$ 14,682	\$ 12,800	\$ 15,049		97.6%
Handler Compliance Audit	\$ 19,960	\$ 19,641	\$ 20,131		99.2%
Committee Expenses	\$ 34,280	\$ 28,841	\$ 29,561		116.0%
Consultants	\$ 35,333	\$ 35,335	\$ 36,217		97.6%
Strategic Planning	\$ 4,400	\$ 4,400	\$ 4,510		97.6%
Liability Insurance	\$ 8,720	\$ 6,081	\$ 11,029		79.1%
Miscellaneous	\$ 12,560	\$ 11,559	\$ 3,567		352.1%
Prior Year	\$ 8,696	\$ 6,618	\$ 8,846		98.3%
<b>TOTAL GENERAL EXPENSES</b>	<b>\$ 189,616</b>	<b>\$ 153,716</b>	<b>\$ 153,831</b>		<b>123.3%</b>
<b>INDUSTRY ACTIVITIES</b>	<b>\$ 83,800</b>	<b>\$ 83,803</b>	<b>\$ 85,895</b>		<b>97.6%</b>
<b>OTHER EXPENSES</b>					
CDFA Marketing Branch	\$ 80,000	\$ 80,002	\$ 50,000		160.0%
Legal - State Atty General	\$ 100	\$ 100	\$ 100		100.0%
Inspection	\$ -	\$ -	\$ -		0.0%
Economic Research	\$ -	\$ -	\$ -		0.0%
Compliance Audits-CDFA	\$ -	\$ 9,290	\$ 16,400		0.0%
Export Protocol Support	\$ 4,000	\$ 4,000	\$ 4,100		97.6%
Uncollected Accounts	\$ 14,720	\$ 1,270	\$ -		0.0%
Critical Response Contingency	\$ -	\$ -	\$ -		0.0%
<b>TOTAL OTHER EXPENSES</b>	<b>\$ 98,820</b>	<b>\$ 94,662</b>	<b>\$ 70,600</b>		<b>140.0%</b>
<b>INSPECTION/COMPLIANCE ACTIVITIES</b>	<b>\$ 108,237</b>	<b>\$ 100,720</b>	<b>\$ 108,335</b>		<b>99.9%</b>
<b>REG./RESEARCH ACTIVITIES</b>	<b>\$ 354,396</b>	<b>\$ -</b>	<b>\$ -</b>		<b>0.0%</b>
<b>INDUSTRY RELATION ACTIVITIES</b>	<b>\$ 42,916</b>	<b>\$ 41,297</b>	<b>\$ 42,693</b>		<b>100.5%</b>
<b>DOMESTIC MARKET DEVELOPMENT &amp; RESEARCH</b>	<b>\$ 386,799</b>	<b>\$ 530,033</b>	<b>\$ 541,820</b>		<b>71.4%</b>
<b>EXPORT MARKET DEVELOPMENT &amp; RESEARCH *</b>	<b>\$ 1,570,483</b>	<b>\$ 1,569,364</b>	<b>\$ 1,609,907</b>		<b>97.6%</b>
<b>TOTAL ALL EXPENSES</b>	<b>\$ 3,188,311</b>	<b>\$ 2,949,176</b>	<b>\$ 3,045,042</b>		<b>104.7%</b>
<b>NET INCOME</b>	<b>\$ (657,311)</b>	<b>\$ (977,308)</b>	<b>\$ (941,456)</b>		<b>69.8%</b>
<b>NET INCOME &amp; CARRY FORWARD</b>	<b>\$ 310,404</b>	<b>\$ 967,714</b>	<b>\$ 311,024</b>		<b>99.8%</b>

\*Due to differences in fiscal year ends, these numbers contain both current year program costs as well as unused funds from the prior season carried forward into this year

# Update Bylaws

- **Check signing authorities**
- Section 3. Authorization from the Chairperson or Vice Chairperson of the Executive Committee, President, Vice President/Assistant Manager/designee, Director of Marketing or Director of Regulatory Compliance shall be required on all checks or electronic payments issued by the California Tree Fruit Agreement for \$10,000 or less. Authorization from the Chairperson or Vice Chairperson of the Executive Committee, President, Vice President/Assistant Manager/designee or Director of Regulatory Compliance shall be required on all checks or electronic payments issued by the California Tree Fruit Agreement for \$50,000 or less. The authorization of the Chairperson or Vice Chairperson of the Executive Committee or President shall be required on all checks or electronic payments issued by the California Tree Fruit Agreement for up to \$100,000. The authorization of the Chairperson or Vice Chairperson of the Executive Committee shall be required on all checks or electronic payments issued by the California Tree Fruit Agreement in excess of \$100,000.

