



California Cling Peach Board Meeting Minutes

November 7, 2016

California Farm Bureau Building

A meeting of the California Cling Peach Board was called to order by Chairman Sarb Johl at 11:38 a.m. on Monday, November 7, 2016 at the California Farm Bureau Federation Building in Sacramento, California. Roll was taken, showing there was a quorum present, with the following in attendance:

Board Members

Anthony Laney
Rick Zolezzi
Suki Bains
Lou Boer
Richard Lial
Brian Noeller
Lance Jackson
Trent Voss
Bob Jawanda
Rajeev Davit
Sarb Johl
Harinder Bains
Rich Hudgins, Ex- Officio

Board Alternates

Jared Davit

Guests

Ajayab Dhaddey, CCPA
Steve Mobley, CCPA
Katy McNinch, Del Monte
Ron Yushimurh, Del Monte
Pete Hansen, PCP
Elizabeth Coon, PCP
Ginny Hair, Echo
Adrienne Hegarty, Echo
Ghila Kapelke, Echo
James Christie, BCI
Will Callis, BCI
Sarah Gelpi- Hooker, BCI
Amy Uber, CDFA
Carolyn Gleason, MWE

California Cling Peach Board

Chris Zanobini
Ann Quinn
Karli Quinn

Ben Kostrzewa, MWE

Following self-introductions and the anti-trust statement, Chairman Johl said that with the absence of Justin Micheli, alternate Jared Davit would have voting rights at this meeting.

Approval of Minutes

The minutes of the meeting of May 19, 2016 were unanimously approved with a motion and a second.

Executive Report

Executive Committee Chairman Rajeev Davit reported on what was discussed at the Executive Committee meeting held earlier that morning.

Policy Manual- *A motion was moved and seconded, the Board unanimously approved, with no abstentions, the Executive Committee will review, make changes to the Policy Manual, and report their recommendation to the Board.*

Domestic Promotions Request for Proposal- *Following Executive Committee's advice, a motion was moved and seconded, the Board unanimously approved, with no abstentions, to proceed with a Request for Proposals for Domestic Promotions.*

Investment- *Following Executive Committee's advice, a motion was moved and seconded, the Board unanimously approved, with no abstentions, to allow the Executive Committee to oversee investing an appropriate amount into a low risk, interest bearing account with USB Financial Services, while maintaining a minimum of \$500,000 in reserves.*

Nominations Meeting

District 1 will be held February 2, 2017 at UCCE Sutter/ Yuba County Office. Still working to get the other District Nominations Meetings booked.

Crop Report

Hudgins reported on CCPA's 2016 Season Results of 320,721 tons to be delivered to processors, on 17,975 bearing acres representing 17.8 tons per acre, a 2 percent decrease from last season's average of 18.1 tons per acre yield. He also reported on the Buy American School Audit that will be taking place this year, auditing all California Schools to ensure all schools are buying American products.

Financial Report

Zanobini reported on the current financial reports as of September 30, 2016, noting the 2016-17 budget was based on 300,000 tons, with the actual paid tonnage coming in at 321,605. *A motion was made, seconded and carried by unanimous consent, with no abstentions, to accept the financial report.*

Domestic Promotions

Ginny Hair, Adrienne Hegarty, and Ghila Kapelke of Echo Communications reported on the year's activities. Echo walked the Board through the report, noting some key elements, including Sarb Johl being awarded Agriculturalist of the Year, CCPB's partnership with California Grown, new website updates, partnerships with new bloggers and new infographics.

Trade Report

Carolyn Gleason of McDermott, Will & Emery (MWE) joined the meeting via phone. Gleason presented the Board with a complete update and projection for the future trade market depending on the Presidential election.

Foreign Promotions

James Christie of Bryant Christie, Inc (BCI) introduced Will Callis and Sarah Gelpi- Hooker. Callis presented the Board with a report of the Canadian and Mexican programs, noting 2015-16 MAP expenditures to date of \$490,171,19 of total allocations \$502,182 for the program year. Final claim and contribution report is due by December 31, 2016. Callis stated the current 2016-17 MAP allocation is \$520,498 with MAP expenditures to date \$38,744.07.

Canadian Update: Callis reviewed the Canadian retail/ wholesale promotion which include flyer ads, in-store sampling, and restaurant and foodservice news articles. On the Public Relations front, Callis reported they have contracted with Impact Communications for TV, Radio, Print, and Blogger Advertising. Callis stated exports to Canada have dropped significantly, mainly due to price and the Canadian exchange rate.

Mexican Update: Callis reviewed the Mexican retail promotions which focus on cooking demonstrations with celebrity chef Omar Sandoval. The wholesale promotions ran 228 days with in-store sampling, brochures and promotional materials. Callis reported on Buy Californian and 30 recipes that were developed specifically for the Mexican market.

Buy American School Audit

Karli Quinn presented the Board with information on the Buy American School Audit dating back to August 2009. This audit was approved by the California State Joint Legislative Audit Committee on August 10, 2016 and will take place in the coming year.

Other Business

Chairman Johl reported he appointed Anthony Laney to chair the Public Relations Committee.

Chairman Johl appointed Jared Davit and Trent Voss to serve on the Research Committee and work with Chris Zanobini. Research Committee Chairman Rick Zolezzi reported the Research Committee will meet in early February.

There being no further business, the meeting was adjourned at 2:43 p.m.

I, Chris Zanobini, Executive Director of the California Cling Peach Board, do hereby certify that to the best of my knowledge, the foregoing is a true and correct copy of the minutes of the meeting of the California Cling Peach Board held in Sacramento, California on November 7, 2016.

A handwritten signature in black ink, reading "Chris Zanobini". The signature is written in a cursive style with a large, looping initial "C".

Chris Zanobini, Executive Director