



CALIFORNIA PRUNE BOARD
(posted Friday, January 26, 2024)

NOTICE OF MEETING
of the
MARKETING COMMITTEE
of the
CALIFORNIA PRUNE BOARD

Tuesday, February 6, 2024, 9:00am – 3:00pm PT
In-Person: Hotel Winters, 12 Abbey Street, Grove and Vineyard Rooms, Winters, CA 95694
Virtual: <https://us02web.zoom.us/j/84639757962>

A meeting of the Marketing Committee of the California Prune Board has been called to discuss subjects shown on the following agenda. This meeting will be held **in-person**, but a virtual option is also available (see details above). **Please RSVP to Becky at bpoland@californiaprunes.org by Thursday, February 1st to confirm your attendance.**

Individuals with disabilities who require reasonable accommodations or alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact Becky at (916) 749-3442 or contact us through the Federal Relay Service at (800) 877-8339, at least five business days prior to the meeting date. Additionally, program information may be made available in languages other than English.

In accordance with USDA, the CPB prohibits discrimination based on race, color, national origin, religion, sex, gender identity (including expression), sexual orientation, disability, age, marital status, family/parental status, income derived from public assistant program, political beliefs, or reprisal or retaliation for prior civil rights activity (not all prohibited bases apply to all programs).

The CPB also must follow the Bagley Keene Open Meeting Act (see Section 11125[a]), which covers all state boards and commissions. It requires these bodies to publicly notice their meetings, prepare agendas, accept public testimony and conduct their meetings in public unless specifically authorized by the Act to meet in closed session. A copy of the meeting notices must be posted on the California Department of Food and Agriculture website at: [Marketing Branch Meeting Notices](#). They are also found on the CPB website at: [CPB Meeting Schedule](#). The CDFA EEO Policies can be found at: http://www.cdfa.ca.gov/exec/EEO/EEO_Docs.html.

The California Prune Board, their members, and staff, strictly comply with all state and federal antitrust laws. Discussions regarding setting prices and price terms, restrictions on competition, and boycotts are prohibited at all program functions. Should any meeting attendee observe discussions that involve antitrust sensitivity, the attendee should raise his or her concern and request the discussion be stopped. If the discussion continues, the discussion should be reported to the program CEO and Department staff.

cc: Marketing Committee Members, All Processors, CPB Staff and CDFA

Marketing Committee

Jaswant Bains
Terence Billingsley
Matt Bozzo
Stephanie Harralson
Dave Loquaci
Jeff McLemore
Sandra Mitchell
Brad Schuler
Jesus Valdez

AGENDA

MARKETING COMMITTEE of the CALIFORNIA PRUNE BOARD

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| (9:00am) | 1. CALL TO ORDER | B. Schuler |
| | 2. ROLL CALL/INTRODUCTION OF GUESTS | B. Poland |
| (9:10am) | 3. PUBLIC COMMENTS/CHAIR COMMENTS | B. Schuler |
| (9:15am) | 4. Market Research Data & Learnings | K. Locy / SRG |
| | <ul style="list-style-type: none">• Opportunities to increase purchase frequency of prunes• Target Audience & Buyer Persona• Opportunities and barriers for focused messages and usages. | |
| (11:15am) | <i>BREAK</i> | |
| (11:30am) | 5. Brand Strategy | K. Locy / Wild Hive / Cal Pom |
| | <ul style="list-style-type: none">• Key Insights, partner learnings and program cohesion• Strategic Recommendations and Framework for Messaging | |
| (12:30pm) | <i>LUNCH</i> | |
| (1:30pm) | 6. Program Performance To Date | CPB / Cal Pom / Wild Hive |
| (2:30pm) | 7. Domestic Consumption Discussion | K. Locy / D. Zea |
| | <ul style="list-style-type: none">• Impact of Government Buys | |
| (2:55am) | 8. OTHER BUSINESS | B. Schuler |
| (3:00pm) | 9. ADJOURNMENT | B. Schuler |

The next meeting of the Marketing Committee is scheduled for Thursday, May 16, 2024.

Each of the agenda items will include discussion and possible action by the CPB. The California Prune Board, its members and staff, strictly comply with all state and federal antitrust laws. Discussions regarding setting prices and price terms, restrictions on competition, and boycotts are prohibited at all program functions. Should any meeting attendee observe discussions that involve antitrust sensitivity, the attendee should raise his or her concern and request the discussion be stopped. If the discussion continues, the discussion should be reported to the program CEO and Department staff.

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