



CALIFORNIA PRUNE BOARD

(posted Monday, March 4, 2024)

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

Thursday, March 14, 2024, 9:00am PT

In-Person: 3001 Douglas Blvd, First Floor Conference Rm, Roseville, CA 95661

Zoom Link: <https://us02web.zoom.us/j/84825685617>

A meeting of the Export 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 available as well. Lunch will be provided immediately following this meeting. **Please RSVP to Becky at bpoland@californiaprunes.org by Monday March 11th 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, 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.

cc: Export Committee Members, All Processors and CDFA

Export Committee

Bob Amarel
Jaswant Bains
John Friend
Junko Fuwa
Jeff McLemore
Sandra Mitchell
Rishi Raj
Brad Schuler
Steve Sousa
Sekul Spaich

AGENDA

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| (9:00am) | 1. CALL TO ORDER | S. Sousa |
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| (9:05am) | 2. ROLL CALL/INTRODUCTION OF GUESTS | B. Poland |
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| (9:10am) | 3. CHAIR/PUBLIC COMMENTS | S. Sousa |
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| (9:10am) | 4. SITUATION ANALYSIS – Mid-Year Review | D.Zea/E. Ritson-Elliott/A. Burns/China Agency |
| | <ul style="list-style-type: none">• Export Committee – Roles and Responsibilities• RAPP Update• EMP Update• MAP Update<ul style="list-style-type: none">○ China Market Intel Report○ Updates and Upcoming○ Export Markets: Headwinds/Data | |
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| (10:00am) | 5. LOOKING FORWARD – Markets and Budget Overview | E. Ritson-Elliott/D. Zea |
| | <ul style="list-style-type: none">• Strategic Approach• MAP/EMP Budget Overview 2024/25• RAPP Budget Overview 2024/25• Aligning the Committee on the Top-line Summary of Where We Plan to Invest in 2024/25• Market and Budget Allocation Considerations for the 2024/25 Program Year: Recommendation to the Board (vote) | |
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| (10:30am) | 6. MARKET PLANNING DISCUSSION | E. Ritson-Elliott/D. Zea |
| | <ul style="list-style-type: none">• Overview of the 2025/26 UES Process Timelines• Branded Allocation 2025/26: Recommendation to the Board (vote)• Market and Budget Allocation Considerations for the 2025/26 UES: Recommendation to the Board (vote) | |
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| (10:45am) | 7. OTHER BUSINESS | D. Zea |
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| (11:00am) | 8. ADJOURNMENT | S. Sousa |
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The next meeting of the Export Committee is scheduled for Thursday, November 14, 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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