

Export Committee Members : Roles and Responsibilities

MARCH 2024



Prunes. For life.



**CALIFORNIA PRUNE BOARD
EXPORT COMMITTEE
Roles and Responsibilities**

I. PURPOSE

The Export Committee (ExC) provides recommendations on export marketing programs, activities and budgets to increase awareness and consumption of California Prunes in the global marketplace, while supporting premium positioning. Volunteer members are exposed to data analysis, market prioritization process, implementation of the CPB brand strategy, consumer advertising, digital and social marketing, influencer and event public relations, effective planning processes and measurement marketing activities. Oversees USDA/FAS export programs, including but not limited to, Market Access Program (MAP), Regional Agricultural Promotional Program (RAPP) & Emerging Markets Program (EMP) administration including branded funding allocation criteria. Generally, meets twice a year.

II. KEY PRINCIPLES

- A.** The ExC is appointed by the CPB Chair, with approval of the California Secretary of Food & Agriculture, to assist the Board and the Executive Director with administration of the program (CPB Policy Manual, *Committees*). Terms of membership are aligned with the Board's terms of office (2 years) and are coordinated to ensure representation of all industry segments, as possible (CPB Policy Manual, *Committees*). The Committee Chair is selected by consensus of the Committee in consultation with the CPB Chair.
- B.** The ExC follows strategic direction from the Executive Committee, in concurrence with the Board.
- C.** Workload on ExC members largely consists of two meetings annually, unless otherwise necessary:
 - Preparation for meetings as determined by the staff in consultation with the Committee Chair/Vice Chair
 - Participation at Committee meetings
 - Committee Chair and Vice Chair engagement is expected to be somewhat greater than with other committee members, primarily due to communication and planning throughout the year.

III. OPERATIONAL GUIDELINES

A. PLANNING

- **Export Market Selection / Strategic Approach** – Strategy and budgeting begins with input from the Executive Committee, which oversees budget considerations and establishes the general framework for overall CPB spending capacity. ExC are responsible for making recommendations to the Board for annual MAP Generic marketing support as well as branded percentage of overall MAP annual award.

Staff and ExC conduct planning discussions focused on budget allocation across defined focus markets. Staff review marketing plans in those markets and related KPI's. Every three years staff and ExC review and evaluate strategic approach, choosing focus priority markets for support (allowing for flexibility should trade situations arise during that period and necessitate pivoting out of or into a particular market). The ExC are responsible for ensuring timely delivery of FAS MAP administrative documentation (conducted by staff).

At the Spring (usually March) meeting ExC agrees recommendations on MAP and CPB budgets and markets for support to the Board (for approval at the March Board meeting) so that funding can be included in the full budget proposal presented for approval during the CPB June Board meeting. Funding would be available beginning August 1.

- **Export Committee Meetings/Role of Chair & Vice Chair** – The Chair and Vice Chair's advice and concurrence is sought throughout the planning process for all Export Committee meetings. The Executive Director and CPB staff prepare for and support Committee meetings, including communications, agendas, materials and meeting minutes. The Chair conducts the proceedings of ExC meetings. If the Chair is unavailable to conduct any of the activities, the Vice Chair fulfills the role of Chair.

B. COORDINATION

- The Board is ultimately the approving body for all export activities that are conducted with funding by the CPB and MAP (or other USDA allocated funding for export markets, such as EMP). Recommendations developed by the ExC are vetted by the Executive Committee, ideally through reporting at the next EC meeting by the ExC Chair/Vice Chair with the support of staff.

C. EVALUATION

- Quarterly reports are provided by staff to ExC to ensure KPI's are on track. Annual data and annual KPI results final results are reported to ExC at the Autumn meeting annually. Staff also report periodically and annually to USDA through documentation and personal meetings in Washington and in export markets to MAP administration requirements. Other participants in the ExC program (e.g., International Market Agencies) are managed/evaluated by the CPB's Director of International Marketing and Communications and the Executive Director. The Executive Director will share information about evaluations with the ExC/EC, as appropriate.

IV. ROSTERS

CPB Executive Director and Key Staff

Donn Zea (Executive Director)

Esther Ritson-Elliott (Director of International Marketing and Communications)

Becky Poland (Executive Coordinator)

CPB Consultants

International Market Agencies (as required)

Export Committee (ExC)

Bob Amarel

Jaswant Bains

John Friend

Junko Fuwa

Jeff McLemore

Sandra Mitchell

Rishi Raj

Brad Schuler (Vice Chair)

Steve Sousa (Chair)

Sekul Spaich