

# Creating a World Enthusiastic About California Prunes

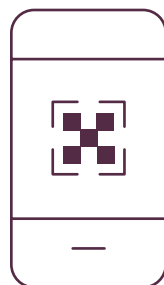
CALIFORNIA PRUNE BOARD  
2019/20 ANNUAL REPORT



# Want to learn more?

Sprinkled throughout the annual report are QR codes for you to learn more about the specific sections.

## How to use the QR codes

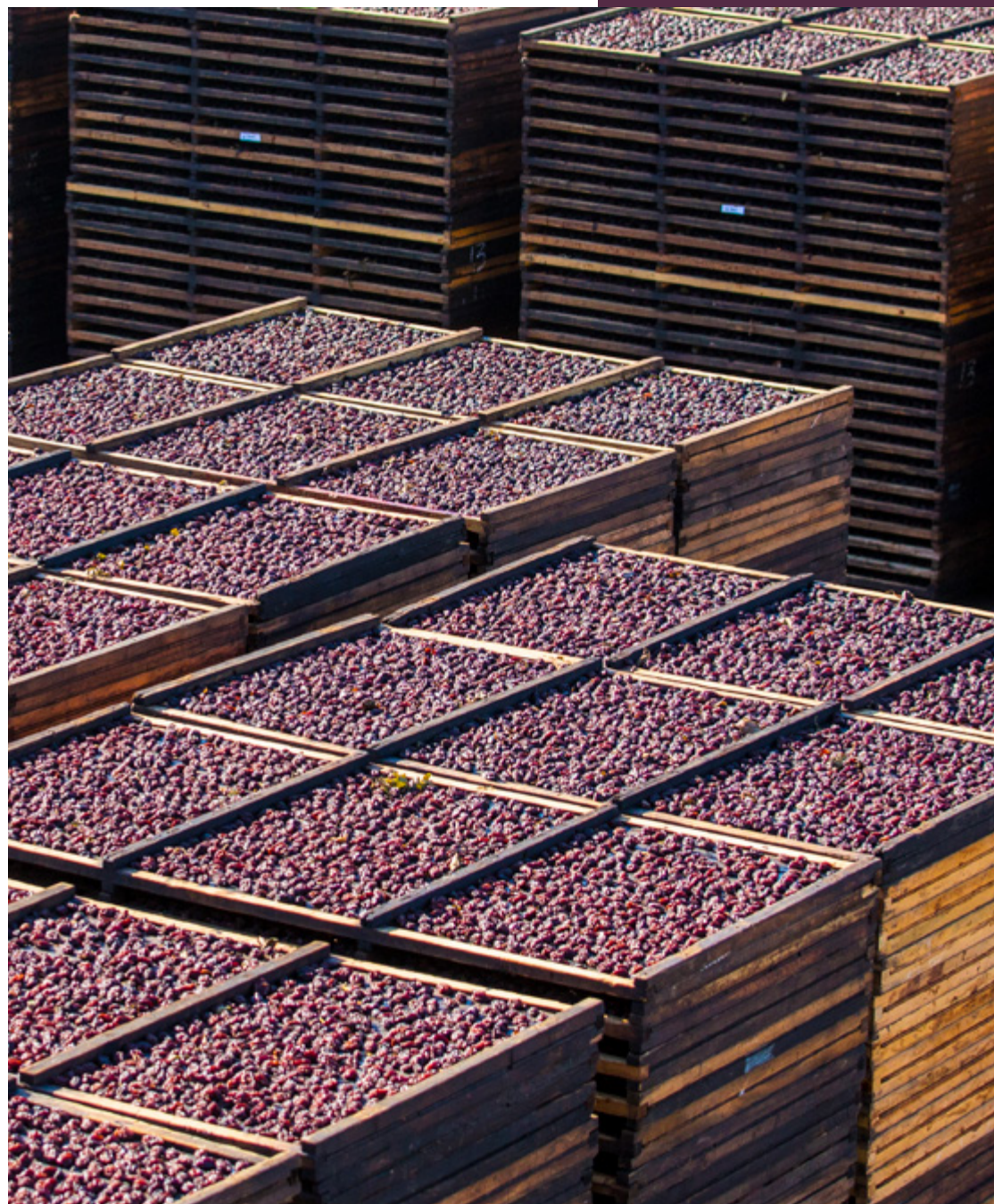


**Step 1:** Open the camera app on your smart phone

**Step 2:** To scan, hold your device so that the QR code appears in the viewfinder

**Step 3:** Tap the URL link pop-up

The statistical analyses found in the California Prune Board Annual Report are prepared on a crop-year basis spanning August 1, 2019 through July 31, 2020 and include both current and historical information. The statistical content is compiled using processor reports required by the State Marketing Order. Additional data including average grower returns are supplied by the USDA National Agricultural Statistics Service Walnut/Raisin/Prune Report State Summary.



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# A Message From The Executive Director

A review of the California Prune Board’s 2019/20 year is really a reflection on two very distinct periods of time. As we know, what transpired in the first half was very different than the latter.

The year began in August 2019 with tepid consumer demand weighed down by excess global inventory, cheap competition and a strong U.S. dollar, creating downward pressure on prices of California Prunes. Yet, a variety of factors including a modest California Prune harvest, steady government purchases, stable domestic sales, and some early positive signs from key export destinations due to a mix of promotional support and tariff relief, among other things, helped to provide some hope of improving conditions.

In the early part of 2020, everything changed due to COVID, and with all the angst came a measurable shift in how people shopped, cooked, and consumed goods and services. Relevance for healthy consumer packaged goods accelerated and as a result, California Prunes was one of many products that consumers turned to when safety, shelf stability,

and health were paramount. We were fortunate to have had a strong foundation in place as a food that consumers recognized and trusted.

The ability to respond effectively to challenges can often determine the measure of success or failure. At the onset of the pandemic, the California Prune Board responded decisively by focusing its promotional activities in the highest priority markets where sales could be supported in the short term. We took particular care to adapt our strategies and messages to ensure that our communication was authentic and reassuring. Our domestic and export promotion budgets, already compromised due to multiple short crops, were bolstered by the decisions of our Committees and Board to utilize reserves in combination with an assessment increase. Furthermore, we were fortunate to once again be in a position to partner with the Foreign Agricultural Service to utilize Market Access Program resources, as well as Agricultural Trade Promotion funding made available to help counter the impacts of the retaliatory tariffs imposed by China.

We now look to build on this momentum, listening and learning from our trade partners and consumers - those frequent, occasional, and new prune purchasers - who have turned to California Prunes during this period, with a goal of earning their continued trust and loyalty.

**When the year came to a close, total shipments of California Prunes had increased by 14% over the previous year, and the most in the past four years.**

We hope you enjoy this report, which summarizes our many activities and offers a snapshot of our financial position through the end of the past fiscal year. As always, we welcome your comments and questions.

Here’s to our vision of A World Enthusiastic About California Prunes!



**DONN ZEA**  
EXECUTIVE DIRECTOR



# A Message From The Chairman

The past year was marked by change and challenges.

The COVID-19 pandemic created so much uncertainty throughout the world. Customer and consumer buying habits were literally altered overnight. Traditional food distribution systems were tested like never before. Macro issues, including trade policies, tariffs, world politics, exchange rates, and the value of the U.S. dollar were, and continue to be, in a state of constant change.

But, these factors – largely beyond our control – do not define our industry. In my mind, here’s what does:

**TEAMWORK.** From the Executive Committee and Committees to the full Board, I am proud of our team approach. This is by far the best commodity board I am involved with. We have united around a strategy to work closely together as a team to find solutions in the best interest of the industry. To that end, I want to thank our immediate past chairman, Joe Turkovich, for his two terms of service during which he helped to foster this spirit of collaboration and teamwork.

**COMMITMENT.** Everyone involved with the Board truly believes in our product and is willing to do what it takes to make meaningful progress. Take, for example, our nutrition research program. Any food commodity’s long-term success is based on having a solid, sustainable research effort. Our dedication in this area is on the brink of paying huge dividends and further positioning California Prunes for widespread interest and acceptance.



**A WORLD-CLASS PRODUCT.** Some of you may know that my favorite saying is that if you were to list the attributes of California Prunes, but didn’t tell people what the product is, everyone would say: “I want to eat that!” We have an exceptional product that health-conscious consumers are looking for and we can further differentiate ourselves with our premium positioning. Let’s make the most of it.

We have so much going for us, yet now is not the time to become complacent. We need to commit as much energy to improving yields and reducing costs for our growers as we do to marketing our product. We have competition worldwide, and as such, we must work together to ensure our growers are able to produce California Prunes that reflect the best food safety and quality standards in the world.

As I look to the future, I do so with optimism. Why? Because we have a strategy and vision that is embraced by the industry. We have a premium product that has generally been sold as a consumer-packaged good but has a great future as an ingredient, as well. And, finally, we have a talented, dedicated group of individuals at all levels who work tirelessly to ensure a bright tomorrow for the California Prune industry.

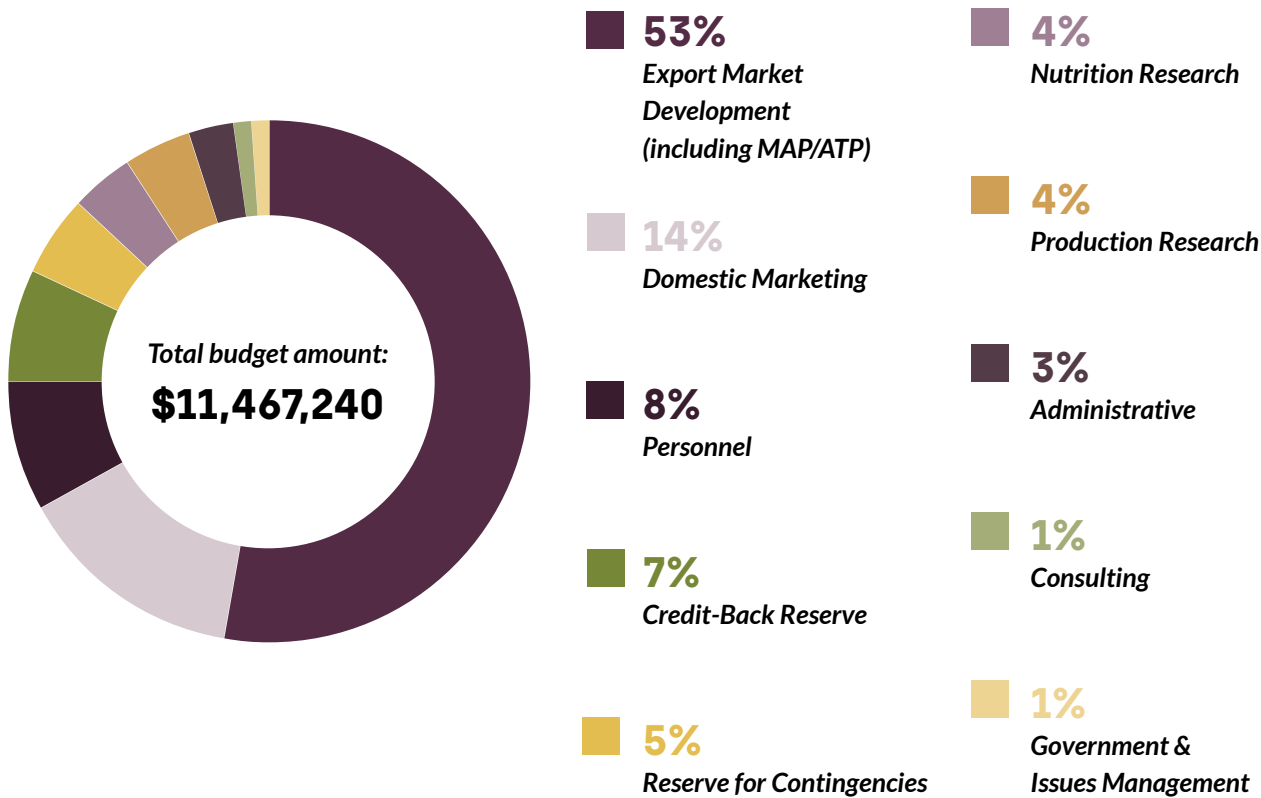
**Let’s keep believing in our product, our industry and all that we are doing to advance its success for years to come.**



**GEORGE SOUSA, JR.**  
CHAIRMAN OF THE CALIFORNIA PRUNE BOARD

# Budget Allocation

The enclosed financial information provides an overview of the 2019/20 budget allocations as established and overseen by the individual Committees and the entire California Prune Board.



## Actual Financial Results

Assessment Income	5,392,261
Generic Market Access Program	2,142,651
Generic Agricultural Trade Promotion Program	1,505,543
Other Income	16,956
<b>TOTAL INCOME</b>	<b>9,057,411</b>
Export Market Development	5,388,257
Domestic Marketing	1,416,333
Personnel	839,642
Credit-Back	637,167
Production Research	447,798
Nutrition Research	355,217
Administrative	271,501
Government & Issues Management	104,778
Consulting	96,710
<b>TOTAL EXPENDITURES</b>	<b>9,557,403</b>
Beginning Balance of Funds	1,435,949
<b>ENDING BALANCE OF FUNDS</b>	<b>935,957</b>

# Establishing Strategic Priorities

## TO ACHIEVE THE VISION

When the California Prune Board embarked on a strategic planning effort in late 2019, the focus was on three questions:



Where are we now as an industry?



Where do we want to be and in what time frame?



And, how do we get there?

While the COVID-19 pandemic certainly threw a curveball and the events that followed were not on the planning horizon, the framework that emerged from the Executive Committee meeting in January 2020 offered the industry flexibility and agility needed to thrive and focus during these times of change.

As the world leader in premium prune production and the most reliable source in the industry, the California Prune Board is committed to promoting lifetime wellness through the enjoyment of California Prunes by uniting growers and packers to drive essential activities that support the California Prune industry.

### OUR VALUES:

- Collaborating with integrity
- Engaging in respectful dialogue
- Embracing change
- Committing to prune quality and continuous improvement

In early 2020, the Executive Committee of the California Prune Board determined the following strategic priority areas:

- 1 Industry Unification**
- 2 Nutrition Research**
- 3 Production Research**
- 4 Trade Policy & Market Support**
- 5 Expanding Visibility**

While the annual execution of programs may carry on from previous years or bridge to future opportunities, these key priority areas will remain constant to allow for both short-term activation and a long-term vision. On the pages ahead, we invite you to learn more about some of the activities and “by-the-number” results that tell part of the story within each of the strategic focus areas for the 2019/20 fiscal year.



# Unified Industry

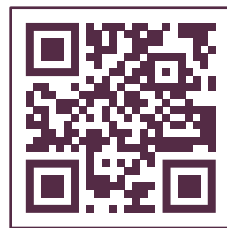
## IMPROVING TOUCHPOINTS WITH GROWERS AND PACKERS

The mission of the California Prune Board is to unite growers and packers with ongoing opportunities that drive essential activities for the industry. Fostering industry connections and improving engagement and the quality of interactions with an authentic approach remains a strategic priority area year after year. The Board activities start with growers and packers driving what matters most for a sustainable future of California Prunes.

# 200+

### California Prune industry members under one roof

The second-ever **California Prune Summit** brought together growers, handlers, and industry leaders in February 2020 to discuss the future of the industry. The summit included:



Scan for Prune Summit Recap



**2**  
PANELS



**14**  
RESEARCH POSTERS  
DISPLAYED

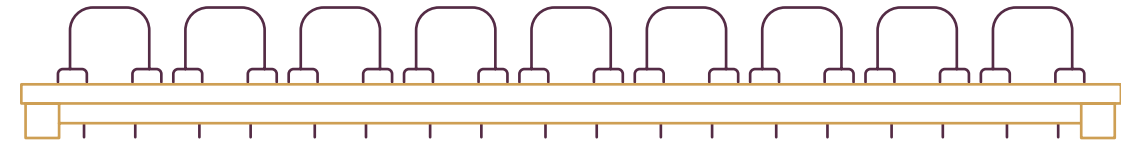


**3**  
SPEAKERS



**11**  
SPONSORSHIPS

## 9 new members seated to the 22-member Board



Nomination meetings kicked off just before COVID hit the U.S. and Board staff made the rounds to prune-growing districts gathering nominations for independent producers. This was followed by a ballot-by-mail process. A separate meeting was held for the independent processor selections as well. In all, **22 members**, along with **13 floating alternates** (serving their respective sectors), were seated on the California Prune Board for the 2020-2022 term including **1 public member**, **8 independent producer members** (7 representing our 7 districts and 1 at-large member), **4 independent processor members**, **6 co-op producer members**, and **3 co-op processor members**. The Board also welcomed many new faces in its 7 Committees further expanding engagement across the industry.

INDEPENDENT PRODUCERS <b>8 members</b>	CO-OP PRODUCERS <b>6 members</b>
INDEPENDENT PROCESSORS <b>4 members</b>	CO-OP PROCESSORS <b>3 members</b>
Public Member <b>1 member</b>	Floating Alternates <b>13 members</b>

\*For a full list of Board members, see page 34

# 5 years **Vote of confidence: trust granted & gratefully accepted**

✓ YES ✓ TO ✓ FIVE ✓ MORE ✓ YEARS!

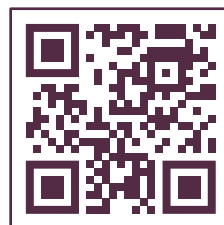
Following an official public comment period and hearing, the California Department of Food and Agriculture authorized the California Prune Board for **another 5 years** underscoring the industry's trust in the Board's ability to navigate the important challenges.



## 11 Newsletters

# 1,700 Readers

More than **1,400** California Prune industry members received the *Positively Prunes* industry updates each quarter and more than **300** readers enjoyed *Orchard Notes* monthly news offering a consistent flow of information, including crop management techniques, statistical reports, resources, meetings, and events.



Scan to sign up  
and subscribe



## 14 **COVID-19 Resource Center updates**

When California went into lockdown mode for nearly **3 months** in Spring 2020, the California Prune Board balanced the need to keep the industry updated with the influx of new information about the novel coronavirus with the desire to limit communication overload.

The solution was a **COVID-19 Resource Center** established on the California Prunes website that included relevant news and assets including financial support, employee resources, and public health information. Additionally, **weekly** emails were provided to draw attention to the resource center materials and other timely news and updates.

The Board continues to provide updates as COVID-19 government relief payment options become available and new guidelines are issued for growers and packers in need.



# Nutrition Research

## DISCOVERING THE REMARKABLE HEALTH BENEFITS OF CALIFORNIA PRUNES

The long-term investment into studying the health and nutrition benefits of California Prunes is yielding exciting results. Guided by the strategic directives of the California Prune Board's Nutrition Research Committee, the nutrition research program is shepherded by the expertise of Research Coordinator, Mary Jo Feeney, and the Nutrition Advisory Panel – a world-class advisory group of scientists, researchers, and nutrition and health experts.

**\$355,000 invested** in the nutrition research pipeline

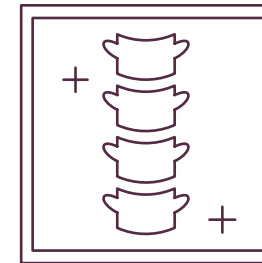
### 3 NEW PROJECTS

The California Prune Board invested **\$355,000** in **3 new research projects** in 2019/20, investigating the positive impact of California Prunes on bone health for a total of **11** projects now underway.

### 2 DECADES

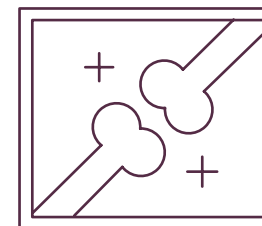
This investment builds on **2 decades (2001 – 2020)** of nutrition exploration on California Prunes' role in human health issues including **heart, bone, and gut health**.

IN THE PAST YEAR ALONE, RECENT RESEARCH PRODUCED VALUABLE NUTRITIONAL INSIGHTS INCLUDING:



## Bone loss prevention and restoration

A study conducted among mice discovered that a diet high in California Prunes **completely prevented bone loss** after spinal cord injury and **partially restored bone** that was previously lost due to injury (Halloran/Liu. *Journal of the Orthopaedic Society – Spine*, July 2020).



## 100g of California Prunes

Consuming **100 grams** of California Prunes each day for 12 months showed modest improvement in the bone health of men (Hooshmand/Kern *Current Developments in Nutrition* June 2020).



## 85% completion rate

Even with the challenges of the COVID-19 pandemic, the Penn State University clinical trial investigating the relationship between prunes and bone health in postmenopausal women achieved an **85% completion rate** by mid-2020 with anticipated study completion planned for early 2021.



## 2 key areas of research

The Nutrition Advisory Panel and Nutrition Research Committee are establishing a roadmap for future studies on bone health and the connection between bone health and the gut as its focus. The roadmap supports the Board's strategic direction to identify research initiatives that are scientifically sound, consumer-relevant, ownable, and financially feasible.

# Production Research

SUPPORTING PRIORITY RESEARCH THAT LOWERS COSTS, IMPROVES QUALITY, AND PROTECTS INVESTMENTS FOR A THRIVING FUTURE

The activities of the California Prune Board's Production Research program are coordinated by Gary Obenauf, agricultural research consultant, and guided by the Crop Management & Sustainability Research Committee. The Committee sets production research priorities, as well as reviews and recommends funding for projects proposed annually by researchers at University of California, California State University, USDA, and other institutions.



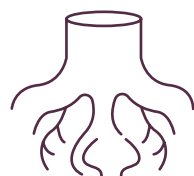
Scan to access the UC ANR Prune Research Reports Database

\$344,594 invested in **11 projects**

The California Prune Board invested \$344,594 in 11 crop production research projects in 2019/20, to discover important findings and advancements related to:



MECHANICAL PRUNING



ROOTSTOCK ANCHORAGE



NEW VARIETAL DEVELOPMENT



PEST AND DISEASE CONTROL



### 3 Promising California Prune varieties

The prune breeding program continues to make steady progress towards the primary goals; selecting traits for improved dry-away ratio, early bearing, and tree structure that may reduce pruning costs. Among a group of interesting selections, 3 are showing promise and were showcased at the Prune Summit and in a recent tasting. Additionally, a gene sequence was identified for self-compatibility which can be used as a marker to eliminate roughly half of all crossed seedlings prior to planting into seedling evaluation blocks. This should dramatically improve the efficiency of the program.



### 3 Reasons for Cytospora

UC Farm Advisors harken the damaging spores of Cytospora as the prune growers' arch nemesis and believe changes in pruning practices, more hedging/topping, and lots of interplanting could be to blame for the damage. Growers should consider less aggressive topping practices and diligent removal of infections when first identified.



### 2 Weeks

Canker project shows that Topsin M reduces cankers when applied within 2 weeks of pruning and before rains. Several years of research have helped in the understanding of how this disease becomes a systemic problem in orchards. Prevention is the key and new management strategies will be an important tool.

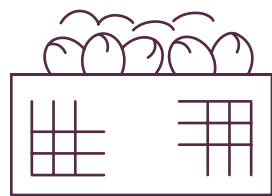
# Trade Policy & Market Support

ENGAGING IN OUTREACH AND EDUCATION TO SUPPORT SOUND FOOD AND AGRICULTURE POLICY, IMPROVED TRADE OPPORTUNITIES, SUSTAINED GOVERNMENT PURCHASES AND ADDITIONAL FUNDING

The Executive Committee assessed all strategic priority areas from the past three years and unanimously agreed that the Board's engagement in ag/trade policy and market support deserved to stand as its own pillar among the strategic priorities. While global events can change in an instant, one factor remains certain: the California Prune Board has navigated these tumultuous times with flexibility and maintained a leadership position on the industry's priority issues, to advocate for California Prunes and cultivate ongoing funding opportunities.

## Securing USDA purchases

The California Prune Board continued to work closely with USDA/AMS to secure **\$17.8 million** in prune sales and **6,031** in tonnage in 2019/20. This adds to the **\$32 million** secured over the past 3 years for school nutrition programs and food banks, effectively making the Board the third largest handler of prune shipments.



**\$17.8 million** | **6,031 tons**



## 6 High-profile discussions

### on U.S. Free Trade Agreement with the U.K.

The California Prune Board has consistently been involved in high-profile meetings with ATO staff and FAS leaders including **6 meetings** with **USDA Under Secretary Ted McKinney** and U.S. Ambassador Robert Wood Johnson to ensure the California Prunes position was amplified by the relationship built with the UK ATO team as part of the negotiations. **Regular requests to provide responses and opinions on different pathways for this ongoing negotiation** reveal the importance of these relationships.

## 2 Consecutive Terms

Executive Director, Donn Zea, was appointed to a second term on the USDA Fruits & Vegetables Industry Advisory Committee ensuring California Prune-industry representation on the national stage while providing dried fruits from California a louder voice for the industry.

# \$5.5 million

## in export market development grant funding

For **3 decades**, the Board has submitted grant proposals to the USDA Foreign Agricultural Service (FAS) for the promotion of California Prunes outside the United States. In 2019/20, the export marketing program activated **\$5,503,139**, of which nearly **\$2.5 million** was granted through the Agricultural Trade Promotion program to help offset the lost sales due to China's retaliatory tariffs. More than **\$3 million** was secured through the Market Access Program (MAP). During this time, Board staff developed and submitted another export proposal and have been awarded **\$2,995,572** in MAP funding to be used in the 2021/22 program year.



## Highly Effective:

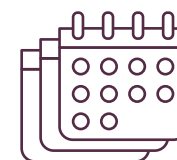
### QUALITY, STRATEGY & COMPLIANCE

The efforts of the California Prune Board staff to develop 'best in class' Export Strategy Applications for Global markets, upweighting our measurements and reporting, staff, and agency liaisons across the globe fostering relationships with Agricultural Trade Offices (ATO) and with contacts at the Foreign Ag Service (FAS) in Washington DC, have combined to, once again, achieve the top ranking from FAS for our MAP export programs; Highly Effective.

# More than \$1.4 million

to address non-tariff barriers

Preemptively acting on the issues that impact the export of dried fruit and tree nuts, the California Prune Board was awarded **\$1,467,281** from the USDA/FAS Technical Assistance for Specialty Crops (TASC) program to preserve sulfuryl fluoride use for dried fruit exports to the European Union.

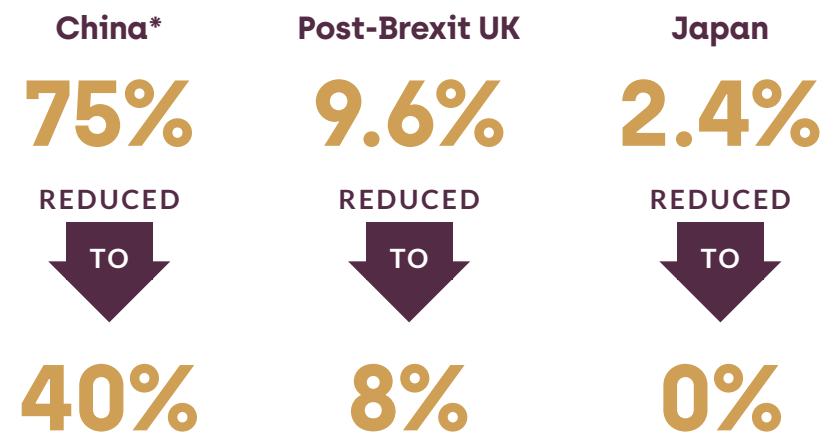


## 3 Years

The **3-year project** will provide access to the data needed to retain access to the critical EU market. The Board-led project will ultimately impact every commodity that deals with sulfuryl fluoride and provides an opportunity to preserve the use of the pre-shipment tool into the future, while maintaining the quality of safe and secure commodities around the world.

## Strategic outreach for tariff relief

The Board continues to provide the California Prune industry with a voice, advocating for industry priorities, and encouraging support among trade negotiators and those who are making decisions about tariffs. Through efforts culminating in 2019/20, prune tariffs were reduced in the following countries:



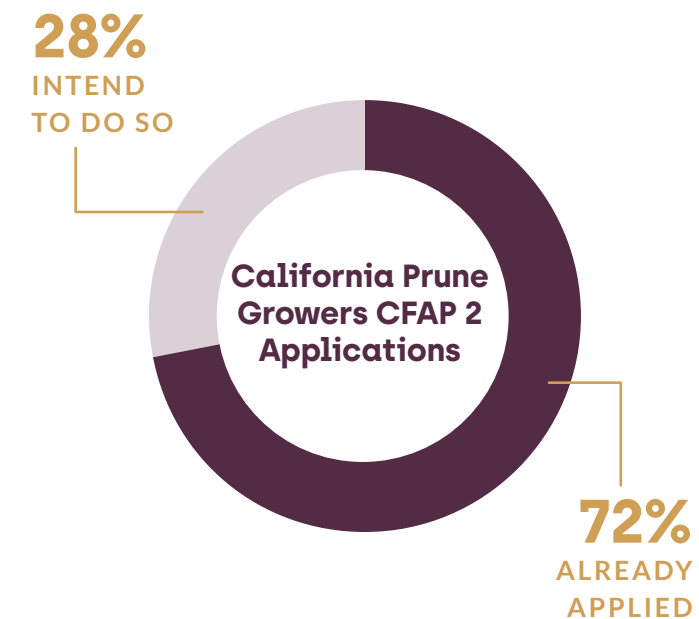
\*With application from China trade partners



## Advocating for CFAP grower payments

The California Prune Board developed and coordinated comments filed to the Federal Register, as well as facilitating industry meetings with USDA officials to secure COVID-19 financial assistance access for California Prune growers via the Coronavirus Food Assistance Program 2 (CFAP 2).

In a survey sent to growers asking about their intent to apply for CFAP 2 payments, 72% of respondents reported that they had already applied, while all the remaining respondents said they intended to do so.

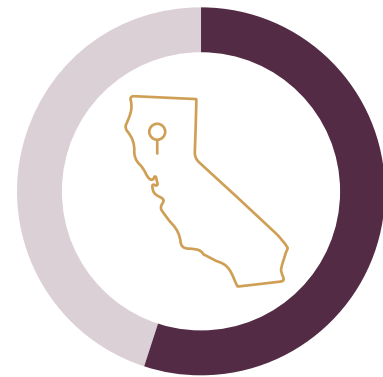


# Expanding Visibility

## DRIVING CONSUMPTION AND AWARENESS THROUGH GLOBAL MARKETING AND PR

Working closely with the Executive Committee and Committee Chairs to strategically narrow the focus on priority export markets, the Board chose markets with headroom for growth and those where we could recapture recent market losses including **Japan, Canada, Italy, the UK and China.**

In the **U.S.**, improved measurement guided marketing and communications efforts and brand awareness served as the foundation for the marketing strategy. The domestic team focused on a steady stream of communications for the new California Prunes brand and big integration programs that increased awareness through influencer activities with chefs, bloggers, Registered Dietitians, and a Sunset media partnership.



**55%**

In California Prune export markets, **55%** of consumers aware of any prune-producing regions, singled out California/USA as producing the best prunes, elevating the importance of the source of origin.



### California Prunes branding adopted on

**26 SKUs** around the world

From August 2019 through July 2020, the California Prune brand logo was adopted on **26 different SKUs** for prune packages containing **100% California Prunes** around the globe. Packages carrying the brand logo indicate to consumers that California Prunes equate to premium quality.



## California Prune Juice ... the California difference

**132,000+**

**consumers, retail buyers, and decision makers reached**

As imports of prune juice exposed consumers to unsatisfactory experiences, the California Prune Board executed a multi-channel, targeted educational campaign to motivate retail buyers and decision makers to choose California Prune juice. Partnerships with Supermarket Guru Phil Lempert and *SmartBrief* for Food Retail Professionals highlighted why sourcing premium California Prune juice matters and why California counts.

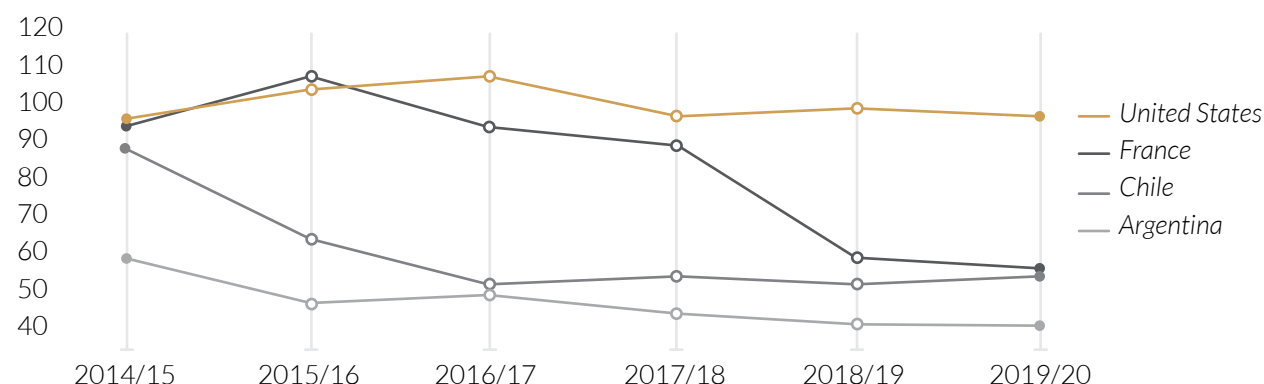
Additionally, more than **250 retail dietitians** enjoyed a dedicated California Prune Juice newsletter offering nutritional information, functional benefits, and California Prune juice recipe inspiration.

California maintained **40% premium price** over competition

In the 2019/20 fiscal year, California Prunes maintained premium pricing in export markets, achieving **40% premium price** (on average) over our nearest competitors in France and Chile's average export price. In the last 4 years, the California Prune premium has retained its value in spite of low pricing from key competitors, and a significant deflation in the average price of French prunes.

**U.S. & Competitor Export Average Price Comparison**

*Competitor price index (benchmarked against U.S. price 2014/15)*



Source: TDM EXPORTS, year ending July

**44 California Prune trade ads**

Readers of *Nutfruit*, *The Clipper*, *The Packer*, *Canadian Grocer*, and Italy's *Handel* magazine, among others, saw print and digital ads translated into **3 languages** featuring the new California Prunes brand with messages about **Leadership**, **Reliability**, **News**, and **Taste**. With a reach of **1,594,332**, the California Prunes brand built awareness and underscored messaging about the California difference with trade partners across the globe. The advertising, along with marketing activities, further establish strong media relationships and support trade editorials.

**Nearly 5 million**

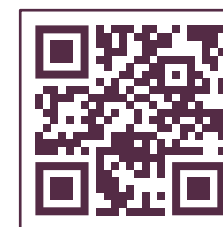
**Educating Nutrition and Health Care Professionals**

**4,998,740** nutrition experts/health care professionals were reached in 7 international markets through a mix of California Prunes educational materials, webinars, e-blasts, newsletters, sampling campaigns, press, and social media to promote the nutritional benefits of the healthy, delicious fruit.



**7 countries | 38 meetings, events, and tours**

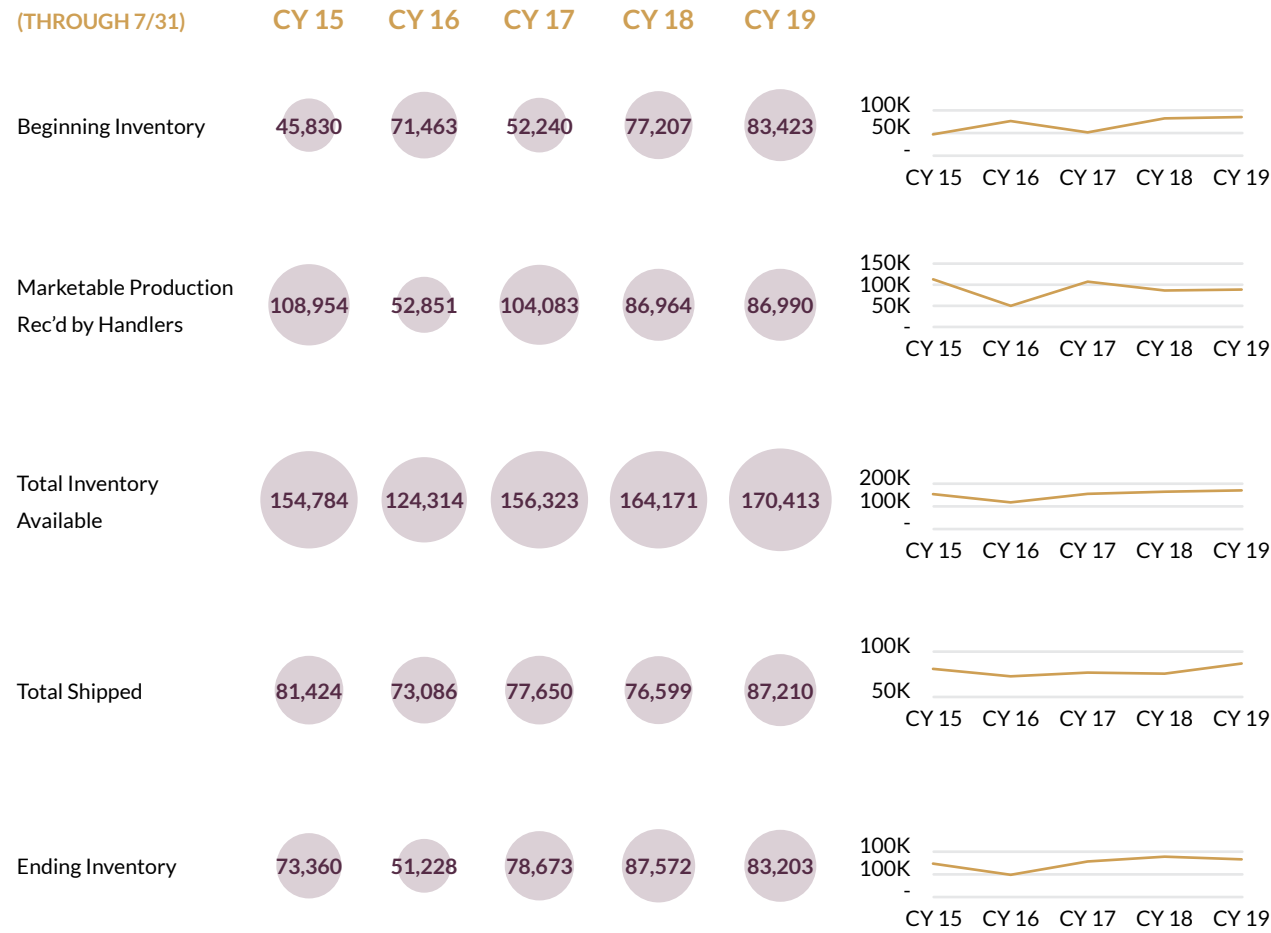
Each year, the California Prune Board's export marketing teams liaise with contacts at USDA/FAS in Washington as well as in-market U.S. Agricultural Trade Offices (ATOs) around the world to keep market programs and strategies front-of-mind and collaborate on ATO-funded promotional campaigns across markets. The 2019/20 program brought new challenges to in-person meetings and events, but Board staff and on-the-ground agency staff worked to maintain long and strong relationships turning to virtual meetings and event opportunities as pandemic-related norms shifted. From presentations and menu creations to samples and brochures, California Prunes had a presence in Italy, the UK, China, Japan, South Korea, UAE, and Canada.



Scan to see marketing recap videos

# Facts & Figures

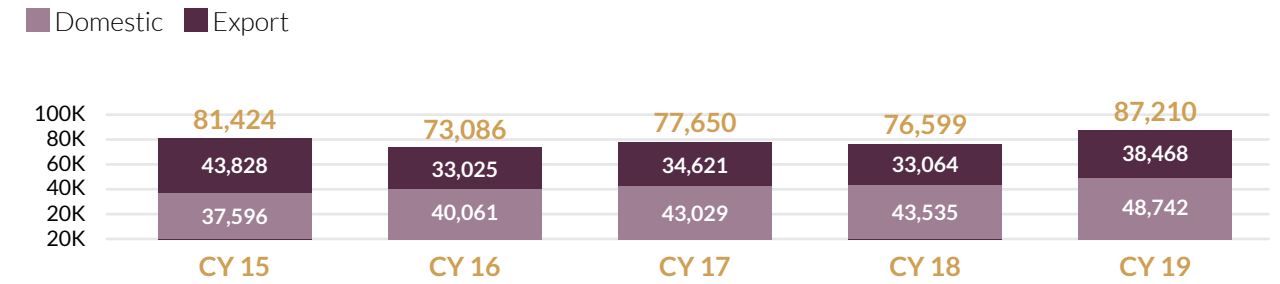
## Inventory For Full Year Ending July 31 in NC Tons



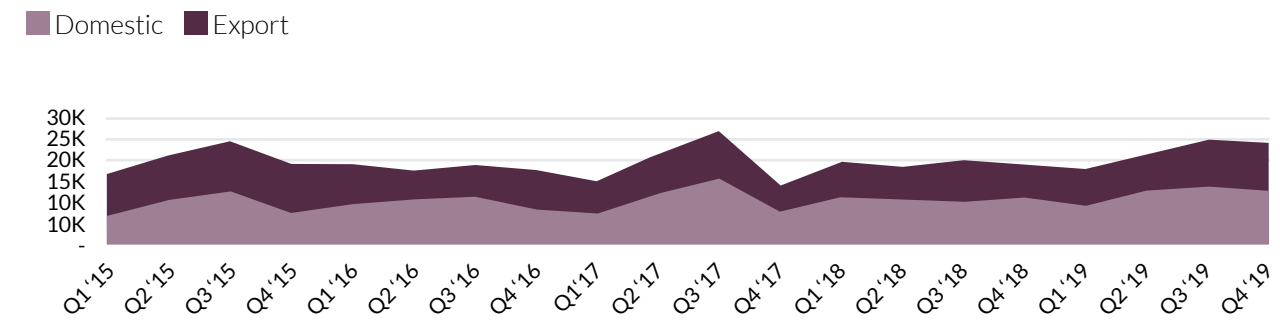
Source: Processors' Reports

## Shipments, Natural Condition Ton Equivalency

### Shipments: By Crop Year



### Shipments: By Quarter



Source: Processors' Reports



**Average Grower Returns**

2015/16	\$2,050
2016/17	\$2,180
2017/18	\$1,980
2018/19	\$1,912
2019/20	\$1,801

Source: USDA, NASS Walnut/Raisin/Prune Report State Summary



**Total Prune Acreage**



Source: Processors' Reports

**2019 Total Production**

**86,990**  
SHORT TONS

**2020 Natural Condition Supply**

**135,000**  
SHORT TONS (projected amount)

The Board's estimate of 50,000 plus the carry-in inventory of 85,000

**2020 Carry-In Inventory**

**85,000**  
SHORT TONS

Exceeding the three-year average of 82,025



**Prune Tree Sales**

**509K**



**404K**



**263K**

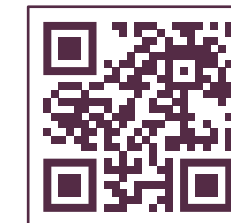


2018

2019

2020

Source: California Prune Board Nursery Survey



Scan to access additional California Prune industry reports & resources

# Thank You To Our Board Members ...

# ... And To Those Who Served

**Board Committees & Chairs:**

- Brendon Flynn  
*Government & Issues Management Committee*
- Tony Gerst  
*Nutrition Research Committee*
- Ana Klein  
*Audit Committee*
- Brad Schuler  
*Marketing Committee*
- George Sousa, Jr.  
*Executive Committee*
- Steve Sousa  
*Export Committee*
- John Taylor  
*Crop Management & Sustainability Research Committee*

**Executive Committee:**

- Jaswant Bains
- Brendon Flynn
- Dane Lance
- Sandra Mitchell
- Ranvir Singh
- George Sousa, Jr.
- John Taylor
- Joe Turkovich

**2020-2022 Board Members:**

- Bob Amarel
- Jaswant Bains
- Dan Bozzo
- Matt Bozzo
- Nick Cubre
- Rajeev Davit
- Phillip Filter
- Brendon Flynn
- John Friend
- Ana Klein
- Dane Lance
- Dave Loquaci
- Sandra Mitchell
- Maxwell Norton
- Pete Righero
- Brad Schuler
- Ranvir Singh
- George Sousa, Jr.
- John Taylor
- Joe Turkovich
- Mike Vereschagin
- David Wohletz

**Alternates:**

- Satpaul S. Bains
- Curt Eller
- Stephanie Harralson
- Jeff McLemore
- Joe Mitchell
- Steve Sousa
- Sekul Spaich
- James Strong
- Gary Thiara
- Harold Upton
- David Waters
- Richard Wilbur
- Scott Workman

**2018-2020 Board Members:**

- Bob Amarel
- Perminder Bains\*
- Karen Berke\*
- Dan Bozzo
- Rajeev Davit
- Jim Demetriff\*
- Phillip Filter
- Brendon Flynn
- Ana Klein
- Bob Kolberg\*
- Dane Lance
- Dave Loquaci
- David Mazzola\*
- Jeff McLemore
- Neill Mitchell\*
- Brad Schuler
- Ranvir Singh
- George Sousa, Jr.
- John Taylor
- Joe Turkovich
- Mike Vereschagin
- David Wohletz

**Alternates:**

- LindaKay Abdulian\*
- John Amarel\*
- Matt Bozzo
- Tyler Christensen\*
- Concetta Cotter\*
- Stephanie Harralson
- Shirley Humphrey\*
- Joe Mitchell
- Sandra Mitchell
- Steve Sousa
- James Strong
- Gary Thiara
- Harold Upton
- Richard Wilbur
- Scott Workman

*\*Retiring members from the Board*

**California Prune Board Staff:**

- Donn Zea  
*Executive Director*
- Esther Ritson-Elliott  
*Director of International Marketing and Communications*
- Kiaran Locy  
*Director of Brand and Industry Communications*
- Jared Ruggles  
*Controller*
- Becky Poland  
*Executive Coordinator*
- Alexis Consulo  
*Marketing Communications Specialist*
- Ginger Holzkecht  
*Bookkeeper*

## Connect with us!

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