

COMMITTEE DESCRIPTIONS

PRUNE MARKETING COMMITTEE

CALIFORNIA PRUNE BOARD

Audit Committee

Oversees the financial reporting and audit process, monitors the system of internal controls, and provides guidance to staff on various contracts and financial agreements. Generally meets once a year.

Crop Management & Sustainability (CM&S) Research Committee

Sets production research priorities, reviews project proposals from the University of California, USDA and other researchers, and makes funding recommendations to the CPB. Generally meets once a year. Members are also invited to attend the following events each year: Field Tour of Research (May/June); Variety Meeting (prior to harvest); and UC Research Conference and Workgroup (December).

Export Committee

Provides recommendations on export marketing programs, activities and budgets to increase awareness and consumption of California Prunes in the global marketplace. 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 Market Access Program (MAP) administration including branded MAP funding allocation criteria. Generally meets twice a year.

Government & Issues Management Committee

Reviews issues that may threaten or generally impact the industry, including but not limited to food safety, Maximum Residue Limits (MRLs) and other non-tariff barriers to trade, regulatory and legislative initiatives, crisis communications and risk management, and other matters of industry concern or opportunity. The subcommittee recommends priorities for CPB's state and federal government education and advocacy efforts, as well as the allocation of resources to coalitions and contractors to support those efforts. Generally meets once a year for a planning meeting, and on an emergency basis, as necessary.

Marketing Committee

Provides recommendations on domestic generic marketing activities and budget to increase awareness and consumption of California Prunes. Volunteer members are exposed to the brand strategy and development, digital and social marketing, influencer and event public relations, effective planning processes and measurement. Recommendations are shared with the entire Board for consensus. Generally meets twice a year.

Nutrition Research Committee

Inputs to and ultimately follows high level strategic direction provided by the CPB to oversee all nutrition research activity. Decides specific research projects to solicit and recommends funding to the CPB through rolling three-year and annual formal budgets. Relies heavily on support by staff, the Nutrition Advisor and the Nutrition Advisory Panel. Generally meets twice a year.