



## CALIFORNIA PRUNE BOARD / PRUNE MARKETING COMMITTEE

(posted June 10, 2019)

**NOTICE OF MEETINGS**  
of the  
**PRUNE MARKETING COMMITTEE**  
and the  
**CALIFORNIA PRUNE BOARD**

Thursday, June 20, 2019, 9:30am PT  
California Farm Bureau Federation  
2600 River Plaza Drive, Centennial Conference Rm, Sacramento, CA 95833  
*(New building behind the old Farm Bureau building)*

Meetings of the Prune Marketing Committee and the California Prune Board (a.k.a. California Dried Plum Board) have been called to discuss subjects shown on the following agendas.

Please RSVP to Becky at [bpoland@californiaprunes.org](mailto:bpoland@californiaprunes.org) by Monday, June 17<sup>th</sup> for an accurate headcount.

The Prune Marketing Committee and the California Prune Board are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity.

Persons with disabilities who require alternative means of communication for program information (Braille, large print, audiotape, etc.) should contact Becky at 916-749-3442 at least five business days prior to the meeting date.

The Prune Marketing Committee and 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.

Pursuant to Section 11125(a) of the Bagley Keene Open Meetings Act, a copy of this meeting notice can be found on the CDFA website at [Marketing Branch Meeting Notices](#) and on the CPB website at [CPB Meeting Schedule](#).

Best regards-

Donn Zea  
Executive Director

cc: All Processors  
DFA  
CDFA  
USDA

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## AGENDA

### PRUNE MARKETING COMMITTEE

Thursday, June 20, 2019, 9:30am PT

California Farm Bureau Federation

2600 River Plaza Drive, Centennial Conference Rm, Sacramento, CA 95833

*(New building behind the old Farm Bureau building)*

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| 1. CALL TO ORDER | R. Singh |
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|---------------------------------------|-----------|
| 2. ROLL CALL / INTRODUCTION OF GUESTS | B. Poland |
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| 3. PUBLIC COMMENTS / CHAIR COMMENTS | R. Singh |
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| 4. APPROVAL OF MINUTES      | R. Singh       |
| • Prune Marketing Committee | March 21, 2019 |
| • Executive Committee       | June 12, 2019  |
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| 5. YEAR-TO-DATE REPORTS | J. Ruggles |
| • 2018/19 Budget        |            |
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| 6. EXECUTIVE COMMITTEE REPORT / ACTION REQUIRED | R. Singh |
| • 2019/20 Assessment Rates                      |          |
| • 2019/20 Budget, which incorporates:           |          |
| • 2019/20 Production Estimate                   |          |
| • Assessment Billing Schedule                   |          |
| • 2019/20 PMC e-Compliance Plan                 |          |
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| 7. OTHER BUSINESS | R. Singh |
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| 8. ADJOURNMENT | R. Singh |
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*The next meeting of the Prune Marketing Committee is scheduled for December 12, 2019.*

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## AGENDA

### CALIFORNIA PRUNE BOARD (a.k.a. CALIFORNIA DRIED PLUM BOARD)

Thursday, June 20, 2019, 10:00am PT

California Farm Bureau Federation

2600 River Plaza Drive, Centennial Conference Rm, Sacramento, CA 95833

*(New building behind the old Farm Bureau building)*

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| 1. CALL TO ORDER | J. Turkovich |
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|---------------------------------------|-----------|
| 2. ROLL CALL / INTRODUCTION OF GUESTS | B. Poland |
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| 3. PUBLIC COMMENTS / CHAIR COMMENTS | J. Turkovich |
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| 4. APPROVAL OF MINUTES   | J. Turkovich   |
| • California Prune Board | March 21, 2019 |
| • Export Subcommittee    | April 25, 2019 |
| • Marketing Subcommittee | May 16, 2019   |
| • Executive Committee    | June 12, 2019  |
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| 5. YEAR-TO-DATE REPORTS | J. Ruggles |
| • Statistical           |            |
| • 2018/19 Budget        |            |
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| 6. EXECUTIVE DIRECTOR'S REPORT        | D. Zea |
| • NASS CY19 Estimate                  |        |
| • Ag Trade Promotion Package – Part 2 |        |
| • Government Purchases                |        |
| • Strategic Planning                  |        |
| • Prune Summit 2020                   |        |
| • 2020 Five-Year Hearing              |        |
| • Legal Name Change                   |        |
| • IPA Management                      |        |
| ○ Global Demand Campaign              |        |
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| 7. REPORT & RECOMMENDATIONS OF THE MARKETING SUBCOMMITTEE | D. Zea/B. Schuler |
| • 3 <sup>rd</sup> Quarter Report                          |                   |
| • 2019/20 Campaign  |                   |
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| 8. REPORT & RECOMMENDATIONS OF THE EXPORT SUBCOMMITTEE                                       | D. Zea/S. Sousa |
| • 3 <sup>rd</sup> Quarter Report   |                 |
| • 2019/20 Market Allocation  |                 |
| • 2020/21 Unified Export Strategy, including 2020/21 MAP funding 75 generic/25 branded split |                 |
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| 9. ADJOURN TO CLOSED SESSION - <i>Pursuant to California Government Code 11126(a) regarding the appointment, employment or evaluation of performance of employees</i> | J. Turkovich |
| • Appointment of Executive Director and confirmation of employee salaries and benefits  |              |

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10. RETURN TO OPEN SESSION	J. Turkovich
• Announcement(s) from Closed Session	
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11. EXECUTIVE COMMITTEE REPORT / ACTION REQUIRED	J. Turkovich
• 2019/20 Assessment Rates	
• 2019/20 Budget, which incorporates:	
• 2019/20 Production Estimate	
• 2019/20 Credit-back Program	
• Administrative:	
• Assessment Billing Schedule	
• Processor Reporting Requirements	
• Prune Summit 2020	
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12. OTHER BUSINESS	J. Turkovich
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13. ADJOURNMENT	J. Turkovich

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*The next meeting of the California Prune Board is scheduled for December 12, 2019.*

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