



**CALIFORNIA PRUNE BOARD / PRUNE MARKETING COMMITTEE**  
(posted Monday, September 16, 2019)

**NOTICE OF JOINT MEETING**  
of the  
**EXECUTIVE COMMITTEES**  
of the  
**CALIFORNIA PRUNE BOARD**  
and the  
**PRUNE MARKETING COMMITTEE**

Thursday, September 26, 2019, 11:00am PT  
3001 Douglas Blvd (adjacent to CPB office), 1<sup>st</sup> Floor Conf Rm, Roseville CA 95661

A joint meeting of the Executive Committees of the California Prune Board and the Prune Marketing Committee has been called to discuss subjects shown on the following agenda. A working lunch will be provided, so please RSVP to Becky at [bpoland@californiaprunes.org](mailto:bpoland@californiaprunes.org) by Friday, September 20, 2019 for an accurate headcount.

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](http://www.cdfa.ca.gov/exec/EEO/EEO_Docs.html).

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.

Best Regards -

Donn Zea  
Executive Director

cc: CDFA  
USDA  
All Processors

**Executive Committee**

- Brendon Flynn
- Dane Lance
- Neill Mitchell
- \*\*Ranvir Singh
- George Sousa Jr.
- John Taylor
- \*Joe Turkovich

- \*Chair – CPB
- \*\*Chair – PMC

## AGENDA

### EXECUTIVE COMMITTEES of the CALIFORNIA PRUNE BOARD and PRUNE MARKETING COMMITTEE

Thursday, September 26, 2019, 11:00am PT  
3001 Douglas Blvd (adjacent to CPB office), 1<sup>st</sup> Floor Conf Rm, Roseville CA 95661

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| 1. CALL TO ORDER | J. Turkovich/R. Singh |
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| 2. ROLL CALL / INTRODUCTION OF GUESTS | B. Poland |
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| 3. PUBLIC COMMENTS / CHAIR COMMENTS | J. Turkovich/R. Singh |
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| 4. EXECUTIVE DIRECTOR'S REPORT | D. Zea/J. Ruggles |
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- 2018/19 Inventory and Shipments Final Report
  - USDA Purchases
  - Ag Trade Promotion (ATP)
  - CY19 Revised Crop Estimate
  - 2019/20 Budget Discussion - *Alternatives to address revenue reduction*
  - Strategic Planning Retreat
  - Prune Summit
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| 5. PROGRAMMING UPDATE/HIGHLIGHTS | D. Zea |
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- Nutrition Research
  - Sunset Partnership Activation
  - Japan Fall Campaign – ATP1
  - Market Allocation – ATP2
  - EMP Proposals Status
  - Branding Integration
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| 6. ADMINISTRATIVE CONSIDERATIONS | D. Zea/B. Poland |
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- 2020 Nominations and Elections
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| 7. STATE OF THE INDUSTRY DISCUSSION | J. Turkovich/R. Singh |
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| 8. OTHER BUSINESS | J. Turkovich/R. Singh |
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| 9. ADJOURNMENT | J. Turkovich/R. Singh |
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*The next meeting of the Executive Committee is scheduled for Thursday, December 5, 2019.*

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