



CALIFORNIA PRUNE BOARD
(posted Friday, October 11, 2019)

NOTICE OF JOINT MEETING
of the
EXPORT AND MARKETING SUBCOMMITTEES
of the
CALIFORNIA PRUNE BOARD

Wednesday, October 23, 2019, 10:00am PT
3001 Douglas Blvd (adjacent to CPB office), 1st Floor Conf Rm, Roseville CA 95661

A joint meeting of the CPB Export and Marketing Subcommittees 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 by Friday, October 18th, 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.

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, All Processors

Export Subcommittee Members

- Jaswant Bains
- John Friend
- Ana Klein
- Dane Lance
- David Mazzola
- Jeff McLemore
- Sandra Mitchell
- **Brad Schuler
- *Steve Sousa
- John Taylor

*Chair
**Vice-Chair

Marketing Subcommittee Members

- John Amarel
- Jaswant Bains
- Karen Berke
- Stephanie Harralson
- Dane Lance
- Christine Lewis
- Christopher Mariani
- David Mazzola
- Jeff McLemore
- *Brad Schuler
- John Taylor

*Chair
**Vice-Chair

AGENDA

EXPORT and MARKETING SUBCOMMITTEES of the CALIFORNIA PRUNE BOARD

Wednesday, October 23, 2019, 10:00am PT
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| 1. CALL TO ORDER | B. Schuler/S. Sousa |
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| 2. ROLL CALL/INTRODUCTION OF GUESTS | B. Poland |
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| 3. PUBLIC COMMENTS/CHAIR COMMENTS | B. Schuler/S. Sousa |
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| 4. GLOBAL MARKETING ALIGNMENT | K. Locy/E. Ritson-Elliott |
| • Planning and Strategy | |
| • Messaging and Communication | |
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| 5. THE CALIFORNIA PRUNES BRAND | K. Locy |
| • Putting the Brand Story to Work | |
| • Industry Integration | |
| • Brand Strategy and Execution | |
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| 6. DOMESTIC PR PROGRAM | K. Locy |
| • Market Challenges and Successes | |
| • Moving the Needle | |
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| 7. EXPORT MARKETS OVERVIEW | E. Ritson-Elliott/K. Verbruggen |
| • Top 10 Export Markets Review 2018/19 | |
| • Snapshot of Export Markets Performance and Observations for the Future | |
| • Tariff Updates | |
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| 8. FAS ADDITIONAL FUNDING | E. Ritson-Elliott |
| • Agricultural Trade Program (ATP) | |
| • Emerging Markets Program (EMP) – New Markets Assessment Update | |
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| 9. FAS REPORTING REQUIREMENTS | D. Zea |
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| 10. GOVERNMENT PURCHASES | D. Zea |
| • Current and Pending Solicitations | |
| • New Opportunities and Related Strategies | |
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| 11. OTHER BUSINESS | B. Schuler/S. Sousa |
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| 12. ADJOURNMENT | B. Schuler/S. Sousa |
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The next meetings of the Export and Marketing Subcommittees will be scheduled in 2020.

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