



**CALIFORNIA PRUNE BOARD**  
(posted Monday, April 26, 2021)

**NOTICE OF MEETING**  
of the  
**MARKETING COMMITTEE**  
of the  
**CALIFORNIA PRUNE BOARD**

Thursday, May 6, 2021, 10:00 – 11:30am PT  
VIDEO/TELECONFERENCE (**Registration Link Below**)

A meeting of the Marketing Committee of the California Prune Board has been called to discuss subjects shown on the following agenda. This meeting will be held via Zoom video/teleconference. **To attend this virtual meeting, please register in advance: [REGISTER HERE](#). After registering, you will receive a confirmation email containing information about joining the meeting.**

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.

cc: Marketing Committee Members, All Processors and CDFA

Marketing Committee

Roberto Avila  
Jaswant Bains  
Matt Bozzo  
Stephanie Harralson  
Dave Loquaci  
Jeff McLemore  
Sandra Mitchell  
Pete Righero  
Brad Schuler  
John Taylor

AGENDA (corrected)

MARKETING COMMITTEE  
of the  
CALIFORNIA PRUNE BOARD

Thursday, May 6, 2021, 10:00 – 11:30am PT

VIDEO/TELECONFERENCE: [REGISTER HERE](#) (if you have not done so already)

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| 1. CALL TO ORDER | B. Schuler |
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| 2. ROLL CALL / INTRODUCTION OF GUESTS | B. Poland |
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| 3. PUBLIC COMMENTS / CHAIR COMMENTS | B. Schuler |
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| 4. PROGRAM SUMMARY   | K. Locy |
| <ul style="list-style-type: none"><li>• Mid-year Activity Recap</li><li>• Update on Current Activity</li><li>• Research &amp; Insights</li><li>• Constraints &amp; Opportunities</li></ul> |         |
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| 5. NUTRITION COMMUNICATIONS DISCUSSION  | D. Zea/A. Giancoli |
| <ul style="list-style-type: none"><li>• Bridging the Science and Consumable Messages</li><li>• Aligning the Committee on Objectives and Strategic Direction</li></ul> |                    |
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| 6. <b>2021/22</b> U.S. MARKET PLANNING  | K. Locy |
| <ul style="list-style-type: none"><li>• Marketing Plan Framework Recommendations</li><li>• Recommendations for Domestic Marketing Budget Allocation</li></ul> |         |
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| 7. OTHER BUSINESS | B. Schuler |
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| 8. ADJOURNMENT | B. Schuler |
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*The next meeting of the Marketing Committee is scheduled for Thursday, October 7, 2021.*

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