



**CALIFORNIA PRUNE BOARD**

(posted Friday, January 20, 2023)

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

Tuesday, January 31, 2023, 12:00pm PT

California Farm Bureau Federation, 2600 River Plaza Drive, Centennial Room, Sacramento, CA 95833

A meeting of the Joint PMC/CPB Executive Committees has been called to discuss subjects shown on the following agenda. This meeting will be held in-person (see location/address above). A working lunch will be provided immediately prior to this meeting. **Please RSVP to Becky at [bpoland@californiaprunes.org](mailto:bpoland@californiaprunes.org) no later than Tuesday, January 24th to confirm your attendance.**

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: Executive Committee Members, All Processors, CDFA and USDA

Executive Committee

Jaswant Bains  
Brendon Flynn  
Dane Lance  
Sandra Mitchell  
Ranvir Singh  
George Sousa, Jr.  
John Taylor  
Joe Turkovich

## AGENDA

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

Tuesday, January 31, 2023, 12:00pm PT

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(12:00pm)	1. CALL TO ORDER	G. Sousa, Jr.
	2. ROLL CALL/INTRODUCTION OF GUESTS	B. Poland
(12:05pm)	3. PUBLIC /CHAIR COMMENTS	G. Sousa, Jr.
(12:10pm)	4. PRODUCTION AND MARKET DISCUSSION	D.Zea/G. Sousa, Jr.
(12:30pm)	5. COMMITTEE REPORTS	
	• CM&S Research Committee Meeting Recap	J. Taylor
	• NAP Planning Session Recap	D. Zea
(12:50pm)	6. EXECUTIVE DIRECTOR'S REPORT	D. Zea
	• Executive Strategic Planning Summary	
	• PMC Suspension Discussion – Review and Recommendation	
	• Washington DC Delegation Trip (Tentative Date: May 15-17, 2023)	
	• 2023 California Prune Summit Update	
(1:20pm)	7. DOMESTIC MARKETING PROGRAM	K. Locy
	• Agency RFP Process	
	• Open Position	
(1:40pm)	8. OTHER BUSINESS	G. Sousa, Jr.
(2:00pm)	9. ADJOURNMENT	G. Sousa, Jr.

### **MARK YOUR CALENDARS!**

- 03/17/23 - Executive Committee
- 03/22/23 – PMC/Board Meeting
- 03/23/23 – California Prune Summit, Orchard Creek Lodge, Sun City Lincoln Hills, Lincoln CA

Each of the agenda items will include discussion and possible action by the PMC/CPB. 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.

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