



**CALIFORNIA PRUNE BOARD**  
(posted Tuesday, March 7, 2023)

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

Friday, March 17, 2023, 9:00am PT

**In-Person: California Farm Bureau Federation, 2600 River Plaza Drive, Centennial Room, Sacramento, CA 95833**

Zoom Link: <https://us02web.zoom.us/j/85798825868>

A meeting of the Export Committee of the California Prune Board has been called to discuss subjects shown on the following agenda. This meeting will be held in-person, but a virtual option is available as well. Lunch will be provided immediately following this meeting. **Please RSVP to Becky at [bpoland@californiaprunes.org](mailto:bpoland@californiaprunes.org) by Tuesday, March 14<sup>th</sup> 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: Export Committee Members, All Processors and CDFA

Export Committee

Bob Amarel  
Jaswant Bains  
John Friend  
Junko Fuwa  
Jeff McLemore  
Sandra Mitchell  
Rishi Raj  
Brad Schuler  
Steve Sousa  
Sekul Spaich

## AGENDA

### EXPORT COMMITTEE of the CALIFORNIA PRUNE BOARD

Friday, March 17, 2023, 9:00am PT

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| (9:00am) | 1. CALL TO ORDER | S. Sousa |
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| (9:05am) | 2. ROLL CALL/INTRODUCTION OF GUESTS | B. Poland |
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| (9:10am) | 3. CHAIR/PUBLIC COMMENTS | S. Sousa |
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| (9:10am) | 4. SITUATION ANALYSIS – Mid-Year Review  | D.Zea/E. Ritson-Elliott/A. Burns |
|          | <ul style="list-style-type: none"><li>• Executive Committee – December Strategic Meeting &amp; Directive to Export Committee</li><li>• Export Committee – Roles and Responsibilities</li><li>• FAS/USDA Relations</li><li>• Export Markets Update – YTD 2022/23: How We Got Here/What’s Going On/How Are We Doing<ul style="list-style-type: none"><li>○ Our Strategic Approach</li><li>○ Market Program : Key MAP &amp; EMP Activities</li><li>○ Export Markets: Headwinds/Data</li></ul></li></ul> |                                  |
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| (10:00am) | 5. LOOKING FORWARD – Markets and Budget Overview  | E. Ritson-Elliott/D. Zea |
|           | <ul style="list-style-type: none"><li>• Budget Overview 2023/24</li><li>• Aligning the Committee on the Top-line Summary of Where We Plan to Invest in 2023/24</li><li>• Market and Budget Allocation Considerations for the 2023/24 Program Year: Recommendation to the Board (vote)</li></ul> |                          |
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| (10:30am) | 6. MARKET PLANNING DISCUSSION  | E. Ritson-Elliott/D. Zea |
|           | <ul style="list-style-type: none"><li>• Overview of the 2024/25 UES Process Timelines</li><li>• Branded Allocation 2024/25: Recommendation to the Board (vote)</li><li>• Market and Budget Allocation Considerations for the 2024/25 UES: Recommendation to the Board (vote)</li></ul> |                          |
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| (10:55am) | 7. OTHER BUSINESS | D. Zea |
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| (11:00am) | 8. ADJOURNMENT | S. Sousa |
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*The next meeting of the Export Committee is scheduled for Thursday, November 9, 2023.*

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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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