



**PRUNE MARKETING COMMITTEE / CALIFORNIA PRUNE BOARD**

(posted Friday, March 10, 2023)

**NOTICE OF MEETINGS**  
of the  
**PRUNE MARKETING COMMITTEE**  
and the  
**CALIFORNIA PRUNE BOARD**

Wednesday, March 22, 2023, 9:30am PT

In-person: California Farm Bureau, 2600 River Plaza Dr, Centennial Room, Sacramento, CA

Zoom Link: <https://us02web.zoom.us/j/86745765216>

Meetings of the Prune Marketing Committee (PMC) and the California Prune Board (CPB) have been called to discuss subjects shown on the following agendas. These meetings will be held in-person. A virtual option is also available, but in-person attendance is encouraged. Lunch will be served immediately following the Board meeting. **Please RSVP to Becky at [bpoland@californiaprunes.org](mailto:bpoland@californiaprunes.org) by Friday, March 17<sup>th</sup> to confirm your attendance.**

The schedule is planned as follows:

PMC: 9:30 – 10:00am PT

CPB: 10:00am – 12:00pm PT

Lunch: 12:00pm PT

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: PMC and CPB Members, All Committee Members, All Processors, CDFA and USDA

## AGENDA

### PRUNE MARKETING COMMITTEE

Wednesday, March 22, 2023, 9:30am PT

In-person: California Farm Bureau, 2600 River Plaza Dr, Centennial Room, Sacramento, CA

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(9:30am)	1. CALL TO ORDER	R. Singh
	2. ROLL CALL/INTRODUCTION OF GUESTS	B. Poland
	3. PUBLIC COMMENTS/CHAIR COMMENTS	R. Singh
(9:35am)	4. APPROVAL OF MINUTES <ul style="list-style-type: none"><li>Committee and PMC Minutes (vote)</li></ul>	R. Singh
(9:36am)	5. MANAGEMENT REPORT <ul style="list-style-type: none"><li>CY22 2<sup>nd</sup> Quarter Budget Update</li></ul>	J. Ruggles/D. Zea
(9:40am)	6. PMC OPERATIONAL STATUS SUSPENSION (roll call vote)	D. Zea
(9:55am)	7. OTHER BUSINESS	D. Zea/B. Poland
(10:00am)	8. ADJOURNMENT	R. Singh

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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## AGENDA

### CALIFORNIA PRUNE BOARD

Wednesday, March 22, 2023, 10:00am PT

In-person: California Farm Bureau, 2600 River Plaza Dr, Centennial Room, Sacramento, CA

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(10:00am)	1. CALL TO ORDER	G. Sousa, Jr.
	2. ROLL CALL/INTRODUCTION OF GUESTS	B. Poland
	3. PUBLIC COMMENTS/CHAIR COMMENTS	G. Sousa, Jr.
(10:10am)	4. APPROVAL OF MINUTES	G. Sousa, Jr.
	• Committee and Board Minutes (vote)	
(10:12am)	5. MANAGEMENT REPORT	J. Ruggles/D. Zea
	• CY22 2 <sup>nd</sup> Quarter Budget Update	
	• CY22 2 <sup>nd</sup> Quarter Statistical Update	
(10:20am)	6. 2023/24 CROP STATUS	G. Sousa, Jr.
(10:30am)	7. COMMITTEE REPORTS AND RECOMMENDATIONS	
	• 2022/23 Revised Budget (vote)	J. Ruggles/G. Sousa, Jr.
	• 2023/24 Budget Planning Overview	D. Zea/G. Sousa, Jr.
	• 2023/24 Crop Management & Sustainability Research Committee (vote)	G. Obenauf/J. Taylor
	• Export Committee	E. Ritson-Elliott/S. Sousa
	o 2023/24 Budget and Markets (vote)	
	o 2024/25 Branded Budget Allocations (vote)	
	o 2024/25 UES Markets (vote)	
	• 2023/24 Nutrition Research Budget (vote)	A. Giancoli/T. Gerst
	• 2023/24 Government & Issues Management Committee (vote)	D. Zea/B. Flynn
(11:25am)	8. TORREY ADVISORY GROUP	
	• Introduction	D. Zea
	• Federal Advocacy Update	M. Torrey/B. Patterson
(11:50am)	9. EXECUTIVE DIRECTOR'S REPORT	D. Zea
	• 2023 California Prune Summit Final Update	
	• Upcoming Program Committee Meetings	
(11:58am)	10. OTHER BUSINESS	G. Sousa, Jr.
(12:00pm)	11. ADJOURNMENT	G. Sousa, Jr.

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*Reminder: The next meeting of the California Prune Board is scheduled for June 8, 2023.*

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