



**CALIFORNIA PRUNE BOARD**  
(posted Monday, November 27, 2023)

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

Thursday, December 7, 2023, 10:00am PT  
In-person: California Farm Bureau, 2600 River Plaza Dr, Centennial Room, Sacramento, CA  
Virtual: <https://us02web.zoom.us/j/83766849951>

A meeting of the California Prune Board has been called to discuss subjects shown on the following agenda. This meeting will be held in-person; a virtual option is also available (see details above). Lunch will be served immediately following the meeting. **Please RSVP to Becky at [bpoland@californiaprunes.org](mailto:bpoland@californiaprunes.org) by Monday, December 4<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 California Prune Board, its 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: CPB Members, All Committee Members, All Processors and CDFA

## AGENDA

### CALIFORNIA PRUNE BOARD

Thursday, December 7, 2023, 10:00am PT

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

Virtual: <https://us02web.zoom.us/j/83766849951>

- 
- |           |   |                         |
|-----------|---|-------------------------|
| (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.           |
|           | 4. APPROVAL OF MINUTES  | G. Sousa, Jr.           |
|           | • Committees and Board Minutes – June through October 2023 (Vote)     |                         |
| (10:11am) | 5. ADMINISTRATIVE REPORT  | J. Ruggles/D. Zea       |
|           | • CY23 1 <sup>st</sup> Quarter Statistical Reports                    |                         |
|           | • CY23 Crop Update  |                         |
|           | • CY23 1 <sup>st</sup> Quarter Budget Update                          |                         |
|           | • Revised 2023/24 Budget (Executive Committee Recommendation) (Vote)  |                         |
|           | • CY24 Budgeting – Assessment Review                                  |                         |
|           | • Staff Offsite Recap   |                         |
| (10:25am) | 6. AUDIT COMMITTEE REPORT   | M. Vereschagin          |
|           | • Review 2022/23 Audit Report (Audit Committee Recommendation) (Vote) |                         |
| (10:35am) | 7. PROGRAM UPDATES  |                         |
|           | • Export – Regional Agricultural Promotion Program                    | E. Ritson-Elliott       |
|           | • Marketing – Top-line Research Insights                              | K. Locy/Guest           |
|           | • Nutrition Research – Checking-in On the Roadmap                     | A. N. Giancoli          |
|           | • Production Research Conference Preview                              | Z. Bagley               |
| (11:15am) | 8. EXECUTIVE DIRECTOR'S REPORT  | D. Zea                  |
|           | • Government Purchase Considerations                                  |                         |
|           | • USDA - Pit Tolerance Request  |                         |
|           | • Farm Bill Status  |                         |
| (11:45am) | 9. OTHER BUSINESS   | B. Poland/G. Sousa, Jr. |
|           | • 2024 Election Season  |                         |
|           | • Schedule of Meetings and Events – Calendar Year 2024 (Vote)         |                         |
| (12:00pm) | 10. ADJOURNMENT   | G. Sousa, Jr.           |
- 

*Reminder: The next meeting of the California Prune Board is scheduled for March 21, 2024*

---

Each of the agenda items will include discussion and possible action by the CPB. The California Prune Board, its 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.

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).