



BOARD OF DIRECTORS MEETING

**Tuesday, July 12, 2011
10:00 a.m. – 12:00 p.m.**

**Double Tree Hotel
1150 Ninth Street
Modesto, CA 95354**

AGENDA

- I. CALL TO ORDER – JOHN FAGUNDES, Chairman (10:00 a.m.)**
 - A. ROLL CALL
 - B. ESTABLISH QUORUM
 - C. APPROVAL OF MINUTES – March 17, 2010

- II. MANAGEMENT REPORT**

- III. FINANCIAL REPORT**

- IV. WIND DOWN OF THE COMMISSION**
 - A. Review of Wind Down Plan
 - B. Transfer of Year End Sales Reports to KAC
 - C. Website and Records Management
 - D. California Grown
 - E. Final Audit
 - F. Grower Assessment Refunds

- V. INDUSTRY UPDATE**
 - A. CROP REPORT – Preliminary Crop Evaluation (KAC)
 - B. BACTERIAL CANKER – Report on New Zealand

- VI. MARKET DEVELOPMENT**
 - A. 2010-2011 MARKET DEVELOPMENT & EDUCATION PROJECTS
 - 1. California Grown Economic Impact and Grower Profile Promotions
 - 2. California Grown International Promotions

- VII. INTERNATIONAL MARKETING**
 - A. MAP & EMP – Report by Kris Marceca, Townsend Management
 - B. Wind Down of MAP & EMP Programs

- VIII. IKO**

- A. Delegation for 2011 IKO – New Zealand
- B. “Overview of Health Benefits of Kiwifruit Intake” by Keith W. Singletary PhD.
- C. IKO 2012

IX. CULTURAL, PROCESSING & RESEARCH

- 1. Bacterial Canker
- 2. Bacterial Canker – Response/Action Plan
- 3. Specialty Crop Block Grant Research to Develop Best Practices

X. CLOSED SESSION

XI. OTHER BUSINESS

XII. NEW BUSINESS

XIII. ADJOURNMENT

All agenda items are subject to discussion and possible action. This notice and agenda are also available on the Internet at www.cdfa.ca.gov/mkt/mkt/meetings.html