



## **BOARD OF DIRECTORS MEETING**

**Friday, September 30, 2011**

**10:00 a.m. – 1:00 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 – July 12, 2011
  
- II. MANAGEMENT REPORT**
  
- III. FINANCIAL REPORT**
  
- IV. WIND DOWN OF THE COMMISSION**
  - A. Transfer of Year End Sales Reports to KAC
  - B. Records Management
  - C. Transfer of Website
  - D. Final Audit
  - E. Grower Assessment Refunds
  
- V. INDUSTRY UPDATE**
  - A. CROP REPORT
  - B. BACTERIAL CANKER – Report on New Zealand
  
- VI. MARKET DEVELOPMENT**
  - A. 2010-2011 MARKET DEVELOPMENT & EDUCATION PROJECTS
    - 1. California Grown – Marketing Program Update
  
- VII. INTERNATIONAL MARKETING**
  - A. Wind Down of MAP & EMP Programs
  
- VIII. IKO**
  - A. Report by John Fagundes, Hillary Brick and Doug Wilson
  - B. “Overview of Health Benefits of Kiwifruit Intake” by Keith W. Singletary PhD.
  - C. IKO 2012

**IX. CULTURAL, PROCESSING & RESEARCH**

1. Bacterial Canker – Response/Action Plan – Report from Subcommittee on Psa
2. Formation of Kiwifruit Vine Health (KVHC), California
3. Solutions for Funding KVHC
4. 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](http://www.cdfa.ca.gov/mkt/mkt/meetings.html)