



## **BOARD OF DIRECTORS MEETING**

**Tuesday, June 15, 2010  
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 – September 29, 2009, February 23, 2010
  
- II. MANAGEMENT REPORT**
  
- III. FINANCIAL REPORT**
  - A. APPROVAL OF BUDGET FOR 2010 – 2011 FY
  
- IV. INDUSTRY UPDATE**
  - A. CROP REPORT
  - B. REPORT ON BACTERIAL CANKER IN ITALY AND CHILE
  - C. KISS REPORTING
  
- VI. MARKET DEVELOPMENT**
  - A. 2009 – 2010 MARKET DEVELOPMENT & EDUCATION PROJECTS
    - a. Public Relations Program
    - b. Collaborative efforts with Zespri
    - c. CA Grown Grant Projects
    - d. Early Season Promotion
  
- VII. INTERNATIONAL MARKETING**
  - A. MARKET ACCESS PROGRAM (MAP) REPORT – Presentation by Kris Marceca, Townsend Management
    - a. KOREA
    - b. MEXICO
    - c. CENTRAL AMERICA
    - d. CANADA
    - e. BRAZIL
    - f. INDIA



- B. ANTAD
- C. IKO – Selection of Delegation

**VIII. CULTURAL, PROCESSING & RESEARCH**

- A. Report from Carlos Crisosto regarding study of maturity of imported Chilean fruit.
- B. Soluble Solids – Dry Weight Testing

**IX. REPORT FROM CDFA**

- A. CONTINUATION REFERENDUM
- B. GROWER OUTREACH

**X. OTHER BUSINESS**

- A. REDISTRICTING

**XI. CLOSED SESSION**

Closed Session pursuant to California Government Code 11126 regarding personnel matters and potential litigation.

**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)

Lunch will be served following the Board of Director's meeting.