

**MINUTES
CALIFORNIA CHERRY BOARD MEETING**

April 10, 2014
Modesto, California

I. **Chairman Chiles Wilson called the meeting of the California Cherry Board to order at 9:00am**

II. **Introductions**

Roll Call was completed and Self-Introductions were done

Members in attendance:

Jeff Colombini
Joe Cataldo
Rick Cook
Tom Gotelli
Steve Blizzard
Guy Cotton
Lawrence Sambado
Skip Foppiano

Mike Collins
Anthony Guido
Chiles Wilson
Erick Stonebarger
Patrick Archibeque
Dominic Zaninovich
Tim Sambado
Mitch Mariani

Members Absent

Steve Lagorio
Ryan Logoluso
Ralph Santos
Sarjit S Malhi

Angelo Confessi
Ryan Zaninovich
Michael Jameson
Blake Ueki

Other Attendees:

Rich Handel
Debroah Olsen
Waine Aalto
Andrew Dasso Jr
Michael Dasso
Joe Hain

Michelle Paul
Kathy Diaz Cretu
Daniel Moznnett
Jim Hanson
Cameron Cooper

There was a quorum

III. Approval of October 9, 2013 and March 26, 2014 Meeting Minutes

It was moved by Cook seconded by Collins and unanimously approved to approve the minutes as presented. {14-09}

IV. Estimating Team Report

Mr. Collins provided the recap from the estimating team meeting held on April 8, 2104. Given the unpredictable nature of this crop it was recommended that the board accept an estimate of 5 million for budget purposes, not to be used for public dissemination and that the board would finalize/update the estimate on April 29, 2015.

It was moved by Collins seconded by Sambado and unanimously approved to approve the estimate as recommended. {14-10}

V. Committee Reports

a) Finance Committee Report

Mr. Colombini reported that the board had approved the budget at the March 26 meeting but that was under the assumption of a crop of 8 million and a combined assessment rate at \$0.12.

Given the smaller crop there was a lengthy discussion about the budget and whether or not cuts to the budget should be made. It was agreed that the board needs to look at the long term and agreed to keep the budget as approved and to increase the assessment rate to a combined total of \$0.18. It was also stated that the crop that does go to market will be valuable and a slightly higher assessment rate is tolerable.

It was moved by Colombini seconded by Blizzard and unanimously approved to keep the budget as approved. {14-11}

It was moved by Colombini seconded by Gotelli and unanimously approved to set the assessment rate at a combined rate of \$0.18 (\$0.09 to the grower and \$0.09 to the packer) {14-12}

b) Export/Marketing/Trade Policy and Statistics

Tim Sambado turned the report over to Michelle Paul, James Christie and Joe Hein who provided an overview of the export program and current trade policy issues and priorities.

It was recommend that the board approve the export committees recommendation to allocate the following amounts in each market

Australia	\$40,500
Canada	\$140,000
China	\$114,000
Japan	\$185,000
South Korea	\$155,000
Miscellaneous	\$16,000

It was moved by Collins seconded by Colombini and unanimously approved to approved the allocation of MAP funds as presented. {14-13}

c) Research

Rich Handel reported that all researchers have been notified of their projects and that the work of the research committee would resume after the season.

Mr. Handel also provide further information on the hiring of an research director that would handle all aspects of the research projects and facilitate further research between the research community and the industry.

Mr. Zanobini indicated that this would be done in late August/September.

d) Cherry Health and Nutrition Committee Report

Tom Gotelli reported that volunteers to serve on the Nutrition Research Committee were being sought to work with the Northwest Growers on furthering the nutrition research on cherries. The following individuals volunteered for the committee (Jake Samuel, Joe Cataldo, Daniel Moznnett, Deborah Olsen and Lawrence Sambado)

e) Invasive Species Committee Report

Greg Costa indicated that the committee was set and ready to act when and if necessary.

VI. **California Cherry Growers and Industries Foundation Report**

The foundation is providing scholarships for the Cherry Festival in Linden.

VII. **California Cherry Export Association**

The CCEA is currently operating programs for Japan and Australia.

VIII. **Other Business**

Next Meeting will be a conference call meeting on April 22, 2013 at 2:00pm to finalize the crop estimate.

It was recommended that the committee rosters be in the board book along with their contact information.

IX. **No Closed Session**

X. **Adjournment**

There being no further business the meeting was adjourned to lunch

I, Chris Zanobini do hereby certify that, to the best of my knowledge, the foregoing is a true and correct copy of the minutes of the California Cherry Board meeting held on April 10, 2014.

Chris A Zanobini
Executive Director