



California Cherry Board

Export Marketing Trade Policy and Statistics Committee

Meeting Notice Thursday, February 1, 2018 1:00PM

Sambado Headquarters
16461 East Comstock Road, Linden, CA 95236

AGENDA

1. Call To Order
2. Public Comment Period
3. Trade Policy Update
 - a. MRL and Technical Issues
 - b. Phytosanitary Issues
 - c. Other
4. Export Market Development Program
 - a. Review of 2017 export program
 - i. Final expenditures
 - ii. Update on display bins
 - iii. China program evaluation and market assessment
 - b. 2018 Export Program Recommendations
 - i. Priority markets, retailers, and importers
 - ii. MAP allocation and 2018 program budget
 - c. Southeast Asia Trade Mission
5. Other Business
6. Adjourn

Action may be taken on any of the above items

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