



California Cherry Board

Export Marketing Trade Policy and Statistics Committee

Meeting Notice
Thursday, October 20th, 2016
2:00PM

Sambado Headquarters
16461 East Comstock Road, Linden, CA 95236

AGENDA

1. Trade Policy Update
 - a. MRL and Technical Issues
 - b. Phytosanitary Issues
 - c. Other
2. Export Market Development Program
 - a. BCI Marketing Team Roles & Responsibilities
 - b. 2016 Export Results
 - c. 2016 Budget and Expenditures Review
 - d. 2016 Export Program Review:
 - i. Canada
 - ii. China/Hong Kong
 - iii. South Korea
 - iv. Japan
 - v. Australia
3. 2017 – Preliminary Considerations
 - a. Identify target markets, importers, and retailers
 - b. Establish preliminary operating budget
4. Other Business
5. Adjourn

Action may be taken on any of the above items

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