

MEETING OF THE CALIFORNIA STATE BOARD OF FOOD AND AGRICULTURE
(ALL MEETINGS OPEN TO THE GENERAL PUBLIC)

Location: CA Department of Food and Agriculture
1220 N Street – Main Auditorium
Sacramento, CA 95814

Contact: Joshua Eddy, Executive Director
Office: (916) 654-0462

BOARD MEETING OF MAY 2, 2017
AGENDA ITEMS

<u>Approx. Time</u>	<u>Item No.</u>	
10:00 a.m.	(1)	CALL TO ORDER/ROLL CALL
	(2)	APPROVAL OF MINUTES
	(3)	DEPARTMENTAL UPDATE
10:15 a.m.	(4)	PRESENTATION TO THE BOARD – Retail Marketing <ul style="list-style-type: none">• Walter Robb, Whole Foods Market
11:00 a.m.	(5)	PANEL DISCUSSION – Marketing, Outreach and Communication <ul style="list-style-type: none">• Zenobia Barlow, Center for Ecoliteracy• Karen Brown, Center for Ecoliteracy• Cherie Watte, CA GROWN• Sarah Hanson, CDFA Office of Farm to Fork,
Noon	(6)	BREAK
12:30 p.m.	(7)	BOARD DISCUSSION – Ag Vision
2:30 p.m.	(8)	PUBLIC COMMENTS/ADJOURNMENT

EACH BOARD MEETING PROVIDES AN OPPORTUNITY FOR MEMBERS OF THE PUBLIC TO ADDRESS THE BOARD ON SUBJECT MATTERS WITHIN THE JURISDICTION OF THE BOARD.

Although no formal Board action may be taken, the Board is allowing an opportunity to interested members of the public to address the Board on items of interest that are within the Board's jurisdiction, but that do not specifically appear on the agenda. Each person will be allowed a maximum of three minutes to ensure that everyone has a chance to speak. Note: *Agenda order is tentative and subject to change by Board without prior notice. To request special accommodations for those persons with disabilities contact Joshua Eddy at (916) 654-0462.*

ACTION IS POSSIBLE ON ANY ITEM CONTAINED IN THIS AGENDA
http://www.cdfa.ca.gov/State_Board/Agendas-2017.html