

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

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

Contact: Joshua Eddy, Executive Director
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MEETING MINUTES OF MAY 2, 2017

Item
No.

(1) CALL TO ORDER

The meeting was called to order on Tuesday, May 2nd at approximately 10:05 a.m., President Craig McNamara presiding.

(2) ROLL CALL

Roll call taken by Joshua Eddy, Executive Director.

Present:

Craig McNamara	Don Cameron	Nancy Casady
Mike Gallo	Ben Drake	Mary Holz-Clause
Ashley Boren	Helene Dillard	Bryce Lundberg
Donald Bransford		

Absent:

Martha Montoya	Eric Holst	Joy Sterling
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(3) APPROVAL OF MINUTES – April 4th

Board member Ben Drake moved to approve the minutes of the April 4th meeting. Board member Don Cameron seconded the motion and a unanimous vote (10-0) carried the motion. Board members Eric Holst and Joy Sterling were not present for the vote.

(4) DEPARTMENTAL UPDATE

Secretary Karen Ross provided a brief update to the Board. The update include a recognition of Public Service Recognition Week; a report on current invasive pests findings and issues associated with huanglongbing (HLB) and the polyphagous shot hole borer (PSHB); as well as an update on the California State Water Efficiency and Enhancement Program (SWEEP). The Secretary also referenced the Executive Order, ending drought restrictions but maintaining conservation provisions that were put in place. The Secretary also attended the FFA Convention in Fresno, the opening of a dairy digester in Hanford, and recognized Sue Sigler for her great work on farm to food bank contributions at California Association of Food Banks recent meeting.

The update concluded without formal action by the Board.

(5) PRESENTATION TO THE BOARD – Retail Marketing

The Board heard a presentation from a representative of the retail sector concerning trends and initiatives that connect with consumers.

Speaker:

- Walter Robb, Whole Foods Markets

The presentation concluded without formal action by the Board.

(6) **PANEL DISCUSSION – Marketing, Outreach and Communication**

The Board held a panel discussion with representatives from the Buy California Marketing Agreement, the Center for Ecoliteracy and CDFA’s Farm to Fork Office concerning consumer communication and marketing.

Speakers included:

- Zenobia Barlow, Center for Ecoliteracy
- Karen Brown, Center for Ecoliteracy
- Cherie Watte, Buy California Marketing Agreement/CA GROWN
- Sarah Hanson, CDFA’s Office of Farm to Fork,

The panel discussion concluded without formal action by the Board.

(7) **BREAK**

(8) **BOARD DISCUSSION – Ag Vision**

The Board held a discussion on a variety of Ag Vision issues and strategic priorities. One item of discussion focused on the inclusion of farmland conservation within the priority of ‘Resource Preservation and Stewardship.’ The Board elected to have a committee of Board members evaluate this provision and provide a recommendation to the Board at its next meeting.

The panel discussion concluded without any formal action by the Board.

(9) **OTHER BUSINESS**

Following the presentations and Ag Vision discussion, the Board took the following actions:

ACTION: By recommendation of the President and by unanimous consent the Board (10-0), the following actions were authorized.

- Letter to Governor Brown on California Thursdays initiative
- Letter to Secretary Karen Ross on Specialty Crop Block Grant Program (SCBGP) priorities.
- Letter to Marketing Orders, Boards and Commissions on CA GROWN participation.

Further, President McNamara requested the Board’s Water Committee discussion issues related to groundwater recharge and provide a recommendation to the Board at its next meeting.

The panel discussion concluded without any further action by the Board.

(10) **PUBLIC COMMENT**

No public comments were provided.

(11) **CLOSING COMMENTS AND ADJOURNMENT**

The meeting concluded at approximately 2:30 p.m.