



**CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE (CDFA)  
CALIFORNIA CITRUS ADVISORY COMMITTEE (CCAC)  
Meeting Minutes  
Bakersfield, CA  
October 12, 2010**

**MEMBERS PRESENT**

Brett Kirkpatrick, Chair  
David Hines  
Etienne Rabe  
Franco Bernardi  
Gus Gunderson  
James Sherwood  
John S. Gless  
Mark Golden  
Ron Matik

**INTERESTED PARTIES**

Goeffrey Sechter, USDA, NASS  
Ben Blomendahl, USDA, NASS  
Scotti Walker, Fresno County  
Carol Hafner, Fresno County  
Bob Blakely, California Citrus Mutual  
Ruben Arroyo, Kern County  
Don Roark, Tulare County

**CDFA**

Steve Patton  
Susan Shelton  
Maria Hicks  
Andrew Valero

**MEMBERS ABSENT**

John Eliot  
Kevin Severns

**ITEM 1: ROLL CALL/WELCOME NEW MEMBERS**

Mr. Brett Kirkpatrick, Chairperson called the meeting to order at 10:21 a.m. Roll was called; a quorum was not established. Self-introductions were made.

Mr. James Sherwood and Mr. Gus Gunderson arrived at 10:30 a.m. and a quorum was established. Mr. Franco Bernardi arrived at 11:00 a.m. Mr. Mark Golden arrived at 11:10 a.m.

**ITEM 2: ELECTION OF OFFICERS**

Mr. Steve Patton stated that currently Mr. Kirkpatrick is Chairperson and Mr. Kevin Severns is Vice-Chairperson. The floor was opened for nominations.

**MOTION:** Mr. Ron Matik moved to re-elect Mr. Kirkpatrick to serve as Chairperson and re-elect Mr. Severns as Vice-Chairperson. Mr. Sherwood seconded. The motion passed unanimously.

**ITEM 3: APPROVAL OF MARCH 23, 2010 MEETING MINUTES**

**MOTION:** Mr. Matik moved to approve the March 23, 2010 meeting minutes as submitted. Dr. Etienne Rabe seconded. The motion passed unanimously.

**ITEM 4: COMMITTEE VACANCIES AND TERMS**

Ms. Maria Hicks informed the committee that there is currently one producer vacancy; a press release will be sent out shortly.

**ITEM 5: CASH STATUS UPDATE**

Mr. Patton provided the committee with a brief overview of the cash status update highlighting that there is approximately \$1.2 million in the reserves. Mr. Patton stated that there was approximately \$1.5 million in the reserves in 2007 during the freeze.

Dr. Rabe asked what the expenditures will be for the upcoming year. Mr. Patton stated that the proposed amount is approximately \$500,000 for county contracts, of which approximately \$300,000 is typically spent on maturity enforcement and an additional \$160,000 for the crop estimate.

Mr. Kirkpatrick asked if there is a revenue estimate in the budget. Mr. Sherwood stated that the revenue estimate was approximately 15% higher than last year. Mr. Patton stated that the revenue will depend on when the change in legislation occurs.

**ITEM 6: ASSEMBLY BILL 1795**

Mr. Patton stated that Assembly Bill (AB) 1795 will go into effect on January 1, 2011. Mr. Patton stated that since a regulatory change is necessary, a subcommittee would be beneficial to review the current assessments, which are at the top, and make a recommendation to the Secretary when the assessment needs to be changed and to what amount.

Dr. Rabe asked if the assessment rates could be left at the current rate. Mr. Patton stated that yes they can, however a regulatory change would be necessary based on the recommendation of the aforementioned sub-committee. Mr. Patton stated that a regulation change will take approximately 30-45 days after the Secretary is notified. Mr. Patton recommended forming a subcommittee; a subcommittee was formed. The members of the subcommittee are: Dr. Rabe, Mr. Sherwood, and Mr. Gus Gunderson. A teleconference will be held in late October or early November. Mr. Patton stated that the purpose of forming a subcommittee and changing legislation is to gain consistency, and to reduce the duplication of figuring assessments. Discussion ensued regarding assessment rates.

**ITEM 7: RESERVE INVESTMENT**

Ms. Susan Shelton stated that at the previous California Citrus Advisory Committee (CCAC) meeting, the body decided to put the reserve money into a gross cash maximizer account after several options were advised. Ms. Shelton stated that an issue arose with Bank of America when she attempted to open a gross maximizer account. Ms. Shelton stated that Bank of America informed her that certificate of deposit's (cd) and savings accounts are the only option available to the State.

Mr. Patton stated that that there is minimal differences between cd's and savings accounts, with the main difference being that cd's may not be available if there was a freeze.

Mr. Sherwood asked why a gross maximizer account was not available to the State. Ms. Shelton stated that she is unsure of the reasoning, but the State does not have as

many options as other people or entities. Ms. Shelton stated that she will look into cd rates for the December meeting.

Mr. Matik stated that he is not happy with Bank of America. Mr. Sherwood stated that Bank of America is not an agricultural friendly bank. Mr. Mark Golden stated that it is unnecessary to waste staff time because someone doesn't like a specific bank. Ms. Shelton stated that she will bring a list of other available banks to the December meeting.

**ITEM 8: BRIM A (The California Standard)**

Mr. Don Roark from Tulare County attended the CCAC meeting on behalf of California Citrus Mutual (CCM) to provide the committee with a presentation on BRIM A/California Standard (brix minus acid). The BRIM A/California Standard is a different way to calculate maturity. Mr. Roark stated that CCM supports the concept of BRIM A/California Standard for navel oranges only. Mr. Roark stated that BRIM A/California Standard will put better tasting fruit on the market earlier in the year. Mr. Roark stated that the CCM marketing board has received data from consumers stating that the sugar ratio needs to be 10.0 to be sweet enough in early season. Mr. Roark stated that the citrus industry should raise harvesting standards. Navel orange consumption has continued to decline for over 20 years, even though overall fruit consumption has increased. Traditional fruits have been declining in consumption while other fruits have become more popular. Mr. Roark stated that consumers are faced with more produce options than ever before; increases in imports are affecting consumers' fresh fruit purchases. Mr. Roark stated that the current standards allow a significant amount of unacceptable fruit into the marketplace.

Mr. Matik asked if BRIM A/California Standard was implemented, would certain geographical areas that produce navels benefit more than others. Mr. Roark stated that this data did not see a bias. Mr. John Gless commented that BRIM A/California Standard would favor areas for packers that have more northern fruit. It may condense their season by reducing time they have to pack and market their fruit.

Mr. James Sherwood stated that his concern as a grower, with regard to the impact on the entire citrus industry, is if BRIM A/California standard is adopted, it will delay the picking of the fruit in certain areas and will reduce the market prices in January. It creates a preference with the southern region versus the northern region. Mr. Sherwood stated that it might not be necessary because the industry is already moving forward with providing the industry with sweeter fruit.

Mr. Golden commented that the big picture is being missed; product should be grown that the consumer wants and consumption is driven by taste.

Mr. Matik stated that he is very glad to see this because the market needs consistent, good tasting navel oranges. Mr. Matik stated that with consistent, better tasting navel oranges, sales would increase tremendously. Mr. Franco Bernardi stated that there is a lot of momentum on this issue, and asked if there is something that can be done

bilaterally to move this idea forward. Mr. Bob Blakely stated that based on the feedback at meetings, regulations can start moving forward in 2011.

Mr. Kirkpatrick thanked Mr. Roark for his presentation and stated that his presentation was educational.

Mr. Roark stated he is encouraging people to look through their season and see how it would affect them to reap a better tasting fruit; the goal is to put a better piece of fruit on the market.

**ITEM 9: COUNTY REPORTS ON MATURITY**

Counties that were in attendance reported on maturity. The consensus was that fruit is not ready in most counties; sugar acid ratios and color do not meet quality standards at this time. Fruit is expected to be ready sometime between the end of October and the beginning of November.

**ITEM 10: NEW BUSINESS-DISCUSSION ONLY**

Mr. Patton stated he brought a resolution for Mr. Robert LoBue for his assistance, knowledge, and dedication to the CCAC. Mr. LoBue was not in attendance to receive his resolution.

Mr. Golden requested that in the future, agendas include phone numbers of the meeting location to assist the committee in case directions are needed.

The committee requested that an updated committee list be emailed to them.

**ITEM 11: NEXT MEETING**

The next committee meeting will be on December 14, 2010 in Kern County. There will be a teleconference prior to the December meeting that will be scheduled for late October or early November.

**ITEM 12: ADJOURNMENT**

The meeting was adjourned at 12:15 p.m. by Mr. Kirkpatrick, Chairperson.

Respectfully submitted by:



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Steve Patton, Compliance Chief  
Inspection and Compliance  
Inspection Services