VOLUME 3, ISSUE 2
SUMMER 2011

MARKETING QUARTERLY

California Department of Food and Agriculture
Marketing Division, Marketing Branch

Photo by Ed Williams, Ag Natural Photography

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BRANCH BRIEFING BY BOB MAXIE, BRANCH CHIEF

In this briefing:

- Office move to Gateway Oaks Drive
- Welcome new staff member David Hillis
- Quarterly contract reports
- Statements of Economic Interest for boards/councils

Office move to Gateway Oaks Drive

As reported at our June 21st meeting of program executives, the divisions of Marketing Services, Animal Health and Food Safety Services, Inspection Services and Pierce's Disease Control Program will be moving to a new office facility at 2800 Gateway Oaks Drive. Roughly half of CDFA's Information Technology staff and the department's Audit Office will also be moving to Gateway Oaks.

CDFA's Executive Office, along with the divisions of Administrative Services and Plant Health and Pest Prevention Services will remain in the headquarters building at 1220 N Street.

The Division of Marketing Services is scheduled to move during the last week of August. We ask for your patience during the last half of August and early September as we clear out our offices in the Downtown Plaza and get settled in our new location.

Our new facility is just southwest of the junction of Interstate 5 and Interstate 80. For those familiar with the California Farm Bureau's headquarters building, our new offices are in the same neighborhood (about one mile north).

With this move, the department will finish vacating the annex building at 1220 O Street, which is scheduled to be demolished.

Welcome, David Hillis!

We are pleased to have David Hillis join the Division of Marketing Services. David will be working on several projects for the division. One of his projects will be working for the Marketing Branch in helping to streamline our accounting and invoicing system. Our current system is in a Microsoft Excel format and must have data manually transferred each month from the state's "CalSTARS" reporting system. While the current system is dependable, we look to automate as much of the monthly data transfer as possible. This will help the branch stay current with our invoicing and also free up staff to work on other services.

Quarterly contract reports

Under current policy, advisory boards and councils are expected to provide the Marketing Branch with a quarterly report showing each active contract that the board or council has with firms/vendors. Some boards and councils have been meeting this obligation better than others. To streamline this process, we propose that each board and council submit the report once a year to the branch. The report would be due to the branch six months into the board's or council's fiscal year.

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BRANCH BRIEFING, CONTINUTED

Statements of Economic Interest for boards and councils

The annual exercise of collecting Form 700s from board members and key staff is finally complete for this year. There are always a few board members who fail to file a form, even after multiple reminders. The department's policy has been to remove these persons from their positions rather than forwarding their names to the Fair Political Practices Commission for further collection efforts and fines. This year, the department removed 20 persons from their positions on advisory boards and councils.

We received a question as to whether the department would consider reappointing members who were removed for failure to comply with the law, if they were ready to now submit a Form 700. The department's answer to this inquiry is that a member will not be eligible for reappointment to a board for a period of time as defined by the program's term of office. For example, if a program's term of office is three years, then the member may be not reappointed for a period of three years. Please note that those removed for not filing the Form 700 should not be recommended to the department for appointment until such time period has elapsed.

SEND US YOUR LOGO

From time to time, when we feature a story on one of the marketing programs, we would like to include a high-resolution image of the program's logo.

This is a request for each program to send us your current logo for use in the *Marketing Quarterly*.

File formats: EPS, JPEG, TIFF — 300 dpi

To: aizumi@cdfa.ca.gov

Thank you for your attention to this request!

got logo?

TABLE OF DUE DATES

The table below is a reminder of upcoming due dates. If you have questions, call your Marketing Branch program liaison at 916-341-6005.

Item	Applies To	Due Date
Annual Contract Report, also listing UC Research Contracts	Marketing Orders Agreements Councils	Electronic report due to the Marketing Branch six months into the board's or council's fiscal year.
Financial and Compliance Audits	Marketing Orders Agreements Councils Commissions	Electronic copy to the Marketing Branch 30 days after completion.
Member Lists	Marketing Orders Agreements Councils Commissions	As soon as possible after any changes. Include address, phone and email.
Form 700	Marketing Orders Agreements Councils	**April 1st** Program lists of members and alternates filings due to Marketing Branch.
Ethics Training	Marketing Orders Agreements Councils	Members must complete training within time frames below and submit certificate to program executive: • **New:** within six months of assuming position. • **Continuing:** every two calendar years. Program executives retain signed original certificates. List of board members and alternates, with dates they completed orientation, must be emailed to the Marketing Branch via Beth Jensen.

REVISED: 07.25.2011

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MARKETING PROGRAM NEWS

"SENIOR STATESMAN" LEAVES A LEGACY

Rich Peterson is well versed in the art of industry leadership. Working in the commodity marketing world for nearly three decades, he has earned a solid reputation as a skillful and respected leader.

Rich will officially step down as executive director of the California Dried Plum Board and its federal counterpart, the Prune Marketing Committee, on July 31. To mark this occasion, it is fitting to look at some of his contributions to California agriculture.

Rich began working with the marketing programs in 1982 when he served as general manager of the California Cling Peach Advisory Board. In 1984 he became president of the California Tree Fruit Agreement.

He joined the dried plum programs in 1986 as marketing director and was subsequently promoted to executive director in 1990. He helped the industry address important issues, including the following highlights:

- Renaming "prunes" to "dried plums" to change the commodity's image and make it more desirable for younger consumers.
- Moving the program office to Sacramento to be closer to the industry's major production area.
- Facilitating a tree-pull program to lessen a crippling industry oversupply situation.
- Transitioning away from mandatory inspections.
- Implementing an assessment credit-back program to incentivize processors to conduct more advertising.
- Securing substantial federal promotion funds to create and expand international sales opportunities.

Rich has also been active with California Grown, the California Dried Fruit Coalition, Agricultural Issues Forum, Alliance for Food and Farming and a class participant in the California Agricultural Leadership Program.

Branch Chief Bob Maxie said, "Rich has served his industry and California agriculture well. He also contributed to the marketing program system by his willingness to proactively assist the department in formulating and implementing policies for effective program administration. He is a true statesman with a lasting legacy. Now that he is retiring, he'll have more time to follow his beloved Iowa Hawkeyes. We wish him the best!"

CHERRY BOARD SEEKS NEW MANAGEMENT SERVICES

The California Cherry Advisory Board is recruiting a firm to serve under contract to provide management services for a term to be specified.

General Responsibilities: The contractor is expected to oversee administration and management of the board's operations, including development and implementation of a sales promotion and market development program, industry initiatives regarding research and surveys, dissemination of information and education regarding California cherries, and provision of advocacy for California cherries.

Specific Responsibilities:

- Develop and manage an annual work program under direction of the board, serve as an industry representative, and maintain cherry grower and packer communications.
- Manage and administer an assessment collection program, board finances and an annual budget.
- Provide strategic business and organizational guidance for day-to-day operation of the board.
- Serve as liaison with CDFA and other public agencies with authorities affecting the cherry industry.
- Facilitate board and committee business by preparing and distributing notices, agendas and minutes; preparing annual or interim reports; collecting statistics and preparing statistical reports; processing proposals and contracts; and conducting correspondence and maintaining board records.
- Oversee the domestic and export promotion programs, facilitate new market access, direct pre- and post-harvest research, monitor and recommend action regarding pest and disease issues affecting cherries.

Qualifications: Experience in management of California marketing programs. Excellent communication (written and verbal) and collaborative skills. Organizational planning and supervision experience helpful. Ability to take initiative, work with minimum guidance, and be adaptable to working with a variety of people and personalities.

Compensation: Depending on qualifications.

Application: Submit proposal, statement of qualifications, compensation or salary history and expectations no later than August 1, 2011. Send to Jeff Colombini, Chairman, California Advisory Board, 11292 North Alpine Road, Stockton, CA 95212, or email to jeff@lodifarming.com.

PROGRAM FEATURED ARTICLE...

PLANNING A LODI WINE TOUR?

The Lodi Winegrape Commission's new iPhone app will help you to get there! Whether you are new to Lodi or a dedicated Lodi wine enthusiast, this app will let you search for a particular winery or discover new favorites.

Since its launch in mid-May, more than 1,750 individuals have downloaded and are using this new app.

Users can get driving directions while navigating from one winery to the next using the integrated mapping feature. The app will also allow users to view tasting room hours, special events, local activities, wine specials as well as links to local restaurants, shops and hotels.

Added features allow users to search for wineries by varietal, for instance to see which Lodi wineries produce an Albarino or Cabernet Sauvignon. With social media integrated into the app, you can post to Facebook or Twitter without even leaving the app.

Lodi has been a major winegrape growing region since the 1850s.

Today, Lodi boasts more than 80 wineries and 100,000 acres of winegrapes. Each year the number of wineries continues to grow. Nestled between San Francisco Bay and the Sierra Nevada Mountains, the Lodi wine region offers a rural experience where visitors can enjoy its beautiful vineyards and relaxed pace.

Lodi wines are tended by generations of farming families rooted to the land, yielding wines that are full of flavor, yet soft and supple on the palate.

Lodi is best known for its full-bodied Old Vine Zinfandel wines. Lodi also leads all other California wine districts in the production of Cabernet Sauvignon, Merlot, Chardonnay, Sauvignon Blanc and Viognier.

SEC. ROSS FOCUSES HER REMARKS ON THE MISSION

PARTNERSHIPS, COLLABORATION AND PROCESS IMPROVEMENT ARE HIGH PRIORITIES

At a meeting last month of the marketing program executives, held in coordination with the California Commodity Committee, Secretary Karen Ross emphasized her commitment to open communication across the entire spectrum of agricultural and governmental entities—from USDA, CDFA, UC, CSU and to county agricultural commissioners and commodity marketing groups.

Given the rising prices of food, a lackluster economy and global population growth, the Secretary talked about a new, global "focus on food" that she says presents an opportunity to start a conversation regarding food that the agricultural community should take advantage of.

Given also the tough budget situation in Sacramento, Sec. Ross worked with a consortium of industry members to reach $15 million in general fund cuts for 2011-2012 and another $15 million for 2012-2013. The recently signed budget by Gov. Brown included an additional $4 million in cuts beyond the originally proposed reduction of $15 million for fiscal year 2011-2012.

Sec. Ross' main objective throughout this process was to keep in mind CDFA's core mission to protect agricultural resources for the production of food and fiber. The solutions identified include fund shifts, new or increased fees identified by industry groups, and reduction or elimination of programs.

The choices were unpleasant, but as Sec. Ross explained, "This is a tough budget for tough times." She went on to say that we all know of this Governor's frugal nature, and he is bringing those values to the job of protecting tax payers.

Guiding this budget process has also been the Governor's priority to focus on California's innovators: Agriculture in this state has an impressive record of innovation, including our fast growing export markets.

A big priority of Sec. Ross and Gov. Brown is greater collaboration among sister state agencies to look at regulations that are conflicting or redundant. Their overall priority is to grow jobs and the economy: Enhancing agriculture's viability will help to contribute to the state's economic, environmental and public health.

MARKETING QUARTERLY

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WE WANT TO HEAR FROM YOU!

1. Do you have an announcement or news to share via the *Marketing Quarterly*?
2. Do you have commodity beauty shots that we can feature in this newsletter?
3. Do you have suggestions for improving this newsletter?

Please send comments or news items for inclusion in the next *Marketing Quarterly* to April Izumi at aizumi@cdfa.ca.gov.

Marketing Branch Mission
We assure the fair and practical operation of marketing programs for the benefit of California agriculture and the citizens of California.

CONTINUATION NEWS

The **California Walnut Commission** law requires the California Department of Food and Agriculture to hold a public hearing every six years to receive testimony from walnut growers regarding whether they support continuing the operations of the California Walnut Commission. Such a hearing was conducted on April 19, 2011. After evaluating testimony and evidence received at the hearing, the department determined that no substantial question existed among walnut producers regarding continuation of the commission. It will be operational for another six years through to July 31, 2017.

The California Walnut Commission conducts advertising, promotion, issues management, and health and production research activities on behalf of California's walnut producers. These activities are funded by a mandatory assessment on the state's walnut producers.

ON THE 2011 LEGISLATIVE CALENDAR

BILLS OF INTEREST TO THE MARKETING PROGRAMS...

BILL	VERSION	SUBJECT	STATUS
AB 222	June 15	**Food and Agriculture Omnibus Bill** Includes a section relating to reimbursable travel and meal expenses for California Walnut Commission members.	Governor signed bill on July 25, 2011
AB 727	May 27	**Healthy and Sustainable Food Procurement** Requires that specified nutritional standards be met in concession stands and vending machines located in state-owned and state-leased buildings.	Re-referred to Committee on Appropriations
AB 914	June 13	**State Commissions: Market Information** Provides that the California Avocado Commission and California Cut Flower Commission may collect market information. As it relates to avocados, the commission could require avocado producers to provide data regarding the location and volume of production. As it relates to cut flowers, the commission could collect market price information. In both cases, only aggregate data could be disclosed publically.	Ordered to Senate Special Consent Calendar