



# OnTarget

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## 86<sup>TH</sup> ANNUAL MEETING REGISTRATION TO LAUNCH NEXT WEEK



On behalf of CFFA Chairman Kevin Herman and his wife, Diane, the Association is pleased to announce that the 86<sup>th</sup> Annual Meeting is set to take place March 13<sup>th</sup> to 15<sup>th</sup>, 2022 at The Montage in beautiful Laguna Beach!

Registration is set to open on Monday, November 1<sup>st</sup>. Sponsorship opportunities are available by visiting (<http://events.constantcontact.com/register/event?llr=tcpx4zdab&oei=dk=a07eilp6s9c23deae9b>).

We look forward to seeing you in Laguna Beach!

## CFFA PRESIDENT MEETS GOVERNOR NEWSOM AND L.T. GOVERNOR KOUNALAKIS



On Tuesday, October 26<sup>th</sup>, CFFA President Ian LeMay met with Governor Gavin Newsom and Lieutenant Governor Eleni Kounalakis in Sacramento. LeMay thanked the Governor for his veto on AB 616 and conveyed the Association's willingness to engage with the Administration. For additional

information, please contact Ian LeMay ([ilemay@cafreshfruit.com](mailto:ilemay@cafreshfruit.com)).

## 2022 WAGE AND BENEFIT SURVEY AVAILABLE

CFFA is conducting a wage and benefit survey among its membership to provide a market reference for Association members making important labor decisions for their businesses in 2022. Results from the survey will be compiled anonymously in an aggregated, tabulated manner based on commodity, contract labor, and type of operation.

To complete the survey, please see attached. If you have any questions, please contact Adam Borchard ([aborchard@cafreshfruit.com](mailto:aborchard@cafreshfruit.com)).

## END OF LEGISLATIVE SESSION UPDATE

The California Legislature adjourned the first year of the 2021-22 session at 9 p.m. on Friday, September 10<sup>th</sup>. Over 800 bills that were

passed out of the Assembly and Senate have been acted on by Governor Gavin Newsom. Please see attached for an overview of bills of particular interest to CFFA members. For more information contact Director of Government and Public Policy Adam Borchard ([aborchard@cafreshfruit.com](mailto:aborchard@cafreshfruit.com)).

## CFFA OPPOSES INTERIM WATER PROJECT OPERATIONS PLAN

On October 26<sup>th</sup>, CFFA joined a coalition of statewide agricultural organizations, including the **California Apple Commission** and California Blueberry Association, to oppose new court filings in the state's litigation over the 2019 Biological Opinions (BiOps) for the operations of the Central Valley Project and the State Water Project. These court filings include an unprecedented interim operations plan for the upcoming water year that, unlike the 2019 BiOps, was not expert peer-reviewed and has been thoroughly criticized by water agencies. The plan was also opposed in two separate letters by California's Republican Congressional delegation and Democratic members, including U.S. Senator Dianne Feinstein and Congressmen Jim Costa, John Garamendi, and Josh Harder.

You can view the attached letter. If you have any questions, please contact Adam Borchard ([aborchard@cafreshfruit.com](mailto:aborchard@cafreshfruit.com)).

## 42<sup>ND</sup> ANNUAL HARVEST EVENT JUST TWO WEEKS AWAY

On Friday, November 12<sup>th</sup>, the California Fresh Fruit Association PAC will hold its 42<sup>nd</sup> Annual Harvest Event, taking place from 6-9 p.m. at the Vintage Press Restaurant (216 N. Willis, Visalia).

Ticket cost is \$300 and includes dinner for two. All proceeds benefit the Association's political action committee, FruitPAC. We hope you will plan to join us!

**Sponsorship Opportunities:** Our Associate Members may also use our online registration to become event sponsors! The cost of a Silver Sponsorship is \$1,000 and includes two dinners. The cost of a Gold Sponsorship is \$1,500 and includes four dinners.

Both Sponsorship levels will also receive promotional consideration before, during, & after the event, in the form of recognition in OnTarget, our Harvest Event program, Annual Report & more! We hope that you will support this very important event.

For more information, including registration and sponsorship, please contact Allyson Calderon ([acalderon@cafreshfruit.com](mailto:acalderon@cafreshfruit.com)).

**A VERY SPECIAL THANK YOU TO OUR SPONSORS!**

**GOLD SPONSORS**



### SILVER SPONSORS



## CALIFORNIA TABLE GRAPE COMMISSION ACCEPTING SCHOLARSHIP APPLICATIONS



The California Table Grape Commission has announced there are three types of college scholarships available for students in the table grape growing regions of California to apply for.

Two types of scholarships are offered for field workers: one for \$25,000 for those attending a four-year California university or college and one for \$14,500 for those attending two years of community college followed by two years at a California university or college. A third type of \$25,000 scholarship is for those interested in studying agriculture at a California university or college and building a career in the table grape industry. Three of each scholarship will be awarded.

The deadline for all scholarship applications is Friday, February 11, 2022. For more information please visit (<https://www.grapesfromcalifornia.com/community-outreach/>).

## GRAPE, NUT & TREE FRUIT EXPO SET FOR NOVEMBER 12<sup>TH</sup>

The Annual Grape, Nut & Tree Fruit Expo will be held on Friday, November 12<sup>th</sup> at The Big Fresno Fair. CFFA President Ian LeMay will be providing an update on the state of the table grape and fresh fruit industries.

Attendees of the expo have the opportunity to earn 3.5 hours of PCA credits or 5 hours CCA credits. The event will feature an industry trade show and attendees will be provided a complimentary breakfast and Tri-Tip lunch. For the complete event agenda please visit (<https://agexpo.biz/2021-grape-nut-tree-fruit-expo-schedule/>). To register visit (<https://agexpo.biz/register/>).



GRAPE, NUT & TREE FRUIT EXPO  
November 12, 2021

Ian LeMay

President, California Fresh Fruit Association  
State of the Table Grape & Tree Fruit Industry

Grape, Nut & Tree Fruit Expo

NOVEMBER  
12

PREREGISTER FREE  
visit [agexpo.biz](https://agexpo.biz) today!

## FOOD SAFETY SEMINAR FOCUSING ON ADJACENT LAND USE SET FOR NOVEMBER 4<sup>TH</sup>

Brought to you as part of the CONTACT Food Safety Webinar Series

ADJACENT LAND USE RISK:  
DONE TALKING ABOUT IT?  
READY TO DO SOMETHING?

Who

Dr. Trevor Suslow  
Extension Research Specialist, Food Risk  
University of California, Davis  
Department of Plant Sciences

When

Thursday, November 4, 2021

3:30pm - 5:00pm Pacific / 10:30am - 7:00pm Pacific  
Register in advance for this webinar:  
[https://agexpo.biz/webinar/register/WN\\_iB3HD7znS963ZfnsPPvG7Q](https://agexpo.biz/webinar/register/WN_iB3HD7znS963ZfnsPPvG7Q)

What

Dr. Suslow is a leading expert in produce safety, and will provide a presentation followed by a Q&A, site and trust, on-site specific data on adjacent land use risks, and how to incorporate it into your industry with clear and sensible. Some practice guidelines and metrics for prevention controls and standards for verification of mitigation measures. This talk will cover the broad landscape of adjacent land concerns and make the case that it is time to find solutions and resources to overcome this barrier.

[contactproduce.safetyifas.org/](https://contactproduce.safetyifas.org/) | CONTACT

This work is licensed under the Creative Commons Attribution 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by/4.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

The CONTACT Food Safety Webinar Series will hold a presentation focusing on "Adjacent Land Use Risk: Done Talking About It? Ready to Do Something?" presented by produce safety expert Dr. Trevor Suslow.

The webinar will be held on Thursday, November 4<sup>th</sup> from 12:30 to 2 p.m. The talk will cover the broad landscape of adjacent land concerns and make the case that it is time to find solutions and resources to overcome this barrier.

Advanced registration is requested. To register, please visit ([https://virginiatech.zoom.us/webinar/register/WN\\_iB3HD7znS963ZfnsPPvG7Q](https://virginiatech.zoom.us/webinar/register/WN_iB3HD7znS963ZfnsPPvG7Q)). For additional information, please see the attached flyer.

## CFFA BOARD OF DIRECTORS SET TO MEET NEXT WEEK

The California Fresh Fruit Association's next Board of Directors meeting is scheduled for next Friday, November 5<sup>th</sup>. The meeting will begin at 8:30 a.m. and will be held at the Monterey Plaza Hotel & Spa. Inquiries & RSVPs regarding the upcoming meeting should be directed to Courtney Razor at ([crazor@cafreshfruit.com](mailto:crazor@cafreshfruit.com)).



MONTEREY PLAZA  
HOTEL & SPA