

ONTARGET

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CCFA ANNOUNCES MENTORS' AWARD RECIPIENT AND KEYNOTE SPEAKERS FOR UPCOMING 87TH ANNUAL MEETING



CCFA is pleased to announce the recipient for the Mentors' Award along with the speakers that will headline the Industry Workshops during its upcoming 87th Annual Meeting

on March 12-14, 2023, at The Lodge at Torrey Pines.

The Association will honor Harold McClarty, of **HMC Farms** with the prestigious Mentors' Award, which is bestowed to an individual who has demonstrated exceptional dedication to the California fresh grape, berry, and tree fruit communities through their leadership in the industry. McClarty is one of the leading family owned, vertically integrated tree fruit and table grape operations in California. He has served on the Western Growers, California Table Grape Commission and CFFA Board of Directors and has contributed to the future of agriculture by supporting programs at the local community college.



This year's Industry Workshops will feature two sessions, one on Monday and another on Tuesday.

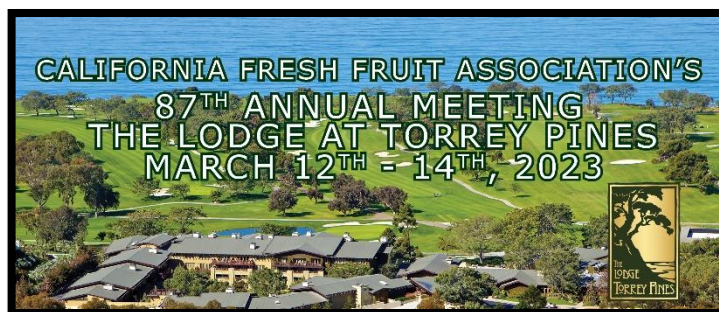
On Monday, March 13th, the Industry Workshop will feature Ron Barsamian of **Barsamian & Moody Attorneys at Law**, who will provide an update on California labor issues.

On Tuesday, March 14th, attendees will hear from Lorren Walker of Elias Walker LLP, on the priorities taking place in Washington, D.C., as preparations begin for the 2023 Farm Bill. He will also discuss trade priorities within the Biden-Harris Administration and what we can



expect from the new leadership in Congress following the midterm elections.

CCFA President Ian LeMay stated, "The Association leadership and staff is looking forward to the 87th Annual Meeting in La Jolla. We are excited to recognize Harold McClarty for his many contributions to the fresh fruit industry as well as to CFFA. Additionally, the Industry Workshops will each offer a vibrant discussion on the key issues the Association is focusing on behalf of the California fresh fruit industry."



REGISTRATION FOR CFFA'S ANNUAL MEETING CLOSES TODAY!

Regular registration for CFFA's 87th Annual Meeting will close today. Starting tomorrow, the late registration price will jump to \$600 for a single registration and \$250 for a guest.

For additional information, please visit (<https://cafreshfruit.com/membership/programs-and-services/3165-2/>).

Sponsorship opportunities are available by visiting (<https://cafreshfruit.com/event/cffa-annual-meeting-sponsorship-opportunities/>).

For questions or additional information, please contact Director of Member Services & Communications, Courtney Razor (crazor@cafreshfruit.com). We hope that you will plan on joining in La Jolla!

CFFA would like to thank **Zenith Insurance Company** for their support as the 87th Annual Meeting Presenting Sapphire Sponsor!



CFFA PRESIDENT SPEAKS TO HOUSE AGRICULTURE COMMITTEE ON FARM BILL PRIORITIES

On Tuesday, February 14th, CFFA President Ian LeMay spoke in front of the House Agriculture Committee representatives during a Farm Bill listening session that took place during the World Ag Expo in Tulare. LeMay communicated the priorities for the upcoming Farm Bill on behalf of the fresh fruit industry and the Specialty Crop Farm Bill Alliance. For additional information, please contact Ian LeMay (ilemay@cafreshfruit.com).



REGISTRATION IS NOW OPEN FOR CFFA'S ANNUAL GOLF TOURNAMENT



The California Fresh Fruit Association is set to hold its 52nd Annual Golf Tournament on Friday, March 3rd.

Save the date and join friends and colleagues at the Kings River Golf & Country Club in Kingsburg, where the day will begin with a breakfast from 8 a.m. to 10 a.m. Then at 10:30 a.m., four-person teams arranged by blind draw, will drive out to their hole assignments, and tee off with a Shotgun Start. The tournament is a one best net ball, shamble format. Participants will receive an individual tournament gift and will have the opportunity to win Team prizes, "Closest-to-Hole" prizes and "Hole-In-One" Vehicle and cash prizes. Food and beverages on the course during play; and sponsored hors d'oeuvres, No-Host beverages and awarding of prizes following the tournament. Please plan to join us for a day of fun!

Sign-up forms, sponsor forms and more information is available by visiting here

(<http://events.constantcontact.com/register/event?llr=tcpx4zda&b&oeidk=a07ejij8rr5e043796e>).

AG AND BUSINESS COMMUNITIES CALL ON STATE LEADERS TO ADDRESS HEALTH CRISIS

A coalition made up of business and agricultural organizations that is calling on Governor Gavin Newsom, Secretary Mark Ghaly, and Attorney General Rob Bonta to address the ongoing public health crisis in the Central Valley as result of the Madera Community Hospital closure. The hospital has been opened since 1971 and served as the primary medical facility for the county's 130,000 residents, providing services for maternity health, emergency room and ambulatory needs.

President Ian LeMay stated, "Far too often the Central Valley and our communities have been overlooked and underserved when it comes to our health care needs. This closure has had rippling effects on hospital facilities throughout the Valley causing serious worry about availability to access critical and emergency services. State leaders have a responsibility to address these issues and supply the area with the resources necessary to ease the burden caused by the closure of the Madera Community Hospital."

CFFA will continue to work with businesses and elected officials on the local, state and federal levels to find a viable solution to ensure that residents in our communities can receive the health care services that they need. To read the coalition letter please, see attached.