

# ONTARGET

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## CCFA HOSTS KOREAN REVERSE TRADE MISSION

The California Fresh Fruit Association hosted retail buyers from Korea for a Reverse Trade Mission (RTM) from August 15<sup>th</sup> to August 19<sup>th</sup>. Over the



course of the week, the group had the opportunity to visit CFFA member stone fruit operations. Among the individuals who participated in the RTM are representatives from Emart,

HomePlus Buyer, Lottemart, Jinwon, Sunwoo, and OPM. The Association was able to use Agricultural Trade Promotion (ATP) grant funds to bring the buyers for the week.



Currently, there is not access for stone fruit into Korea. The purpose of the RTM is to help provide an opportunity to open the market for California stone fruit in future seasons.

For more information, please contact Caroline Stringer [cstringer@cafreshfruit.com](mailto:cstringer@cafreshfruit.com) or (559) 878-8011.

## SECRETARY OF INTERIOR HAALAND VISITS THE CENTRAL VALLEY

On August 17<sup>th</sup>, the California Fresh Fruit Association's (CFFA) past Chairman Kevin Herman of **The Specialty Crop Company** met with United States Interior Secretary Deb Haaland at his ranch to discuss the effects of California's ongoing drought and the need for additional water



infrastructure investments. Secretary Haaland's visit was hosted by Congressman Jim Costa, and they were joined by California Department of Food and Agriculture Secretary Karen Ross, Natural

Resources Secretary Wade Crowfoot, and U.S. Bureau of Reclamation Commissioner Camille Touton.

Past CFFA Chairman Kevin Herman stated, "We are happy to welcome Secretary Haaland to our ranch. It is pretty simple; California is running out of water. Climate change, drought and millions of people moving here over the past several decades have all had an impact on our water supply. More storage is the quickest and easiest solution to address this problem. The agriculture industry is doing its part by utilizing a variety of tools like drip irrigation, deficit irrigation, and groundwater recharge. Along with CFFA, we look forward to working with Secretary Haaland and the Department of Interior to find solutions to protect California's water supply."

CFFA President Ian LeMay commented, "We appreciate the time Secretary Haaland has taken to visit California and, specifically, to meet with CFFA members to hear first-hand about the effects of the drought on agriculture. Every person in our state, nation and world relies on agriculture, and we value when our state and nation's leaders take the time to get boots on the ground to learn about the impacts of drought on our industry. Lastly, I thank Congressman Costa for facilitating this visit and for his continued advocacy and partnership."

This week's visit by federal and state officials follows last year's passage of the Infrastructure Investment and Jobs Act, the recent enactment of the Inflation Reduction Act, and the announcement of Governor Newsom's "[California's Water Supply Strategy - Adapting to a Hotter, Drier Future](#)," which collectively promise renewed federal and state investments for managing California's water resources. For additional information, please contact President Ian LeMay ([ilemay@cafreshfruit.com](mailto:ilemay@cafreshfruit.com)).

## AG BOOSTERS BBQ SET FOR SEPTEMBER 11<sup>TH</sup>



The Ag One Foundation at Fresno State and California Women for Agriculture will host the 44<sup>th</sup> Annual Ag Boosters BBQ on Sunday, September 11<sup>th</sup> at the Panoche Creek River Ranch (8805 Highway 41, Fresno, CA 93720).

The event helps support students attain their college education and advocate to elected officials on behalf of the agricultural industry.

For additional information and to purchase tickets, please visit (<https://jcast.fresnostate.edu/agonefoundation/boostersbbqinfo.html>).

## ZERO EMISSION AGRICULTURAL TRUCK PROGRAM

On August 1<sup>st</sup>, the San Joaquin Valley Air Pollution Control District launched the Zero-Emission Agricultural UTV Program.

The Zero-Emission Agricultural UTV Voucher Program provides incentives for the replacement of existing diesel or gasoline-powered UTVs and tractors with less than 25 horsepower with new, zero-emission ones to qualified individuals, businesses, educational institutions, and non-profit organizations involved in California agriculture. Funds are provided on a first come, first serve basis.

The incentive amount for the replacement of the existing unit to purchase a new zero-emission UTV is up to 75% of the eligible cost of new equipment, with a maximum eligible funding amount of \$13,500. For more information, please visit [www.valleyair.org/grants](http://www.valleyair.org/grants) or email [grants@valleyair.org](mailto:grants@valleyair.org).

## FARM BILL LISTENING SESSIONS



CDFA, in partnership with the California Department of Public Health, California Natural Resources Agency and Cal EPA, is leading listening sessions with all farm bill stakeholders to inform California's priorities for the 2023 Farm Bill.

The 2023 Farm Bill is an opportunity for California farmers and ranchers to influence national agricultural policy to maximize the benefits for all Californians

– from farmers and ranchers to consumers. Although California agriculture traditionally leads the country in production value and sustainable agriculture, we are currently facing a wide range of challenges and your input on farm bill programs and policies is more important than ever.

Please help ensure as many voices and perspectives are included as possible by forwarding this email to your members and partner organizations.

For more information, farm bill resources and the option to submit comments online, please go to [https://www.cdca.ca.gov/Farm\\_Bill/](https://www.cdca.ca.gov/Farm_Bill/)

Comments or questions may also be emailed to [farbill@cdca.ca.gov](mailto:farbill@cdca.ca.gov).

**Live Only**  
August 23<sup>rd</sup>, 12 p.m. to 2 p.m.  
Fresno County Farm Bureau  
1274 W. Hedges Avenue  
Fresno, CA 93728

## CFFA BOARD OF DIRECTORS MEETING SET FOR NOVEMBER 4TH

The CFFA Board of Directors will hold its next meeting on Friday, November 4<sup>th</sup> at the Monterey Plaza Hotel and Spa. Additional details will be communicated in the coming weeks. For questions, please

contact Director of Member Services & Communications, Courtney Razor ([crazor@cafreshfruit.com](mailto:crazor@cafreshfruit.com)).

## CFFA HARVEST EVENT SET FOR OCTOBER 21<sup>ST</sup>

California Fresh Fruit Association PAC would like to invite you to join us for our 43<sup>rd</sup> Annual Harvest Event, taking place from 6-9 p.m. on Friday, October 21<sup>st</sup> at the Vintage Press Restaurant (216 N. Willis, Visalia).

Only 100 numbers will be sold and those who are lucky enough to claim one will have the chance to win one of many great prizes, including the \$5,000 grand prize!

Ticket cost is \$300 and includes dinner for two and one Reverse Drawing number. Ticket cost for one Reverse Drawing number is \$200. All proceeds benefit the Association's political action committee, FruitPAC. You may also register, sponsor, & pay for the harvest event online!

Simply use the following link (<http://events.constantcontact.com/register/event?llr=tcp4zdab&oeidk=a07ej8wfmag3e5e1af8>) to reserve your ticket number & pay with a credit card via PayPal (you do NOT need to have a PayPal account in order to use this option).

**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 & one number. The cost of a Gold Sponsorship is \$1,500 and includes four dinners & two numbers.

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, please contact Adam Borchard ([aborchard@cafreshfruit.com](mailto:aborchard@cafreshfruit.com)) or Allyson Calderon ([acalderon@cafreshfruit.com](mailto:acalderon@cafreshfruit.com)).

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