

ONTARGET

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CFFA HELPS ADVANCE LANGUAGE IN SPECIALTY CROP FARM BILLS

On Thursday, July 27, Congressman David Valadao introduced the **Specialty Crop Domestic Promotion Program Act** (H.R. 5061) and the **Specialty Crop Mechanization Assistance Act** (H.R. 5062).

CFFA, in close partnership with the **California Table Grape Commission**, took the lead in advancing language that was included in both of these bills. These areas of priority were formed through the Association's participation in the Specialty Crop Farm Bill Alliance Steering Committee.

The **Specialty Crop Domestic Market Promotion Program Act** would create a program that helps specialty crop producers market their products to access American markets. It replicates the popular Market Access Program (MAP) through USDA's Agriculture Marketing Service (AMS) specifically for specialty crop producers to break into niche domestic markets. Rep. Valadao was joined in the introduction of the bill by Reps. Darren Soto (FL-09), Jim Costa (CA-21), and Doug LaMalfa (CA-01).

Read the full text of the bill at (https://valadao.house.gov/uploadedfiles/valada_008_specialtycropdomesticmarketingprogram.pdf).

The **Specialty Crop Mechanization Assistance Act** makes it easier for specialty crop producers to remain competitive in the face of labor shortages by making expensive automation technology more accessible to producers. This bill aims to create a reimbursement-based cost-share program which would permit growers and processors to invest more in these time and money-saving technologies. Rep. Valadao was joined in introduction of the bill by Reps. Jim Costa (CA-21), Jimmy Panetta (CA-19), and Doug LaMalfa (CA-01).

Read the full text of the bill at (https://valadao.house.gov/uploadedfiles/valada_007_specialtycropautomationmechanization.pdf).

President Ian LeMay penned an OpEd that was featured in Agri-Pulse this week highlighting the positive impacts that H.R. 5602 would have on the agricultural industry. To access the article please visit (<https://www.agri-pulse.com/articles/19771-opinion-new-legislation-will-propel-adoption-of-innovation-agricultural-sustainability>).

The Association would like to credit Congressman Valadao, Congressman Costa, Congressman LaMalfa, Congressman Panetta,

Congressman Soto and their staffs for taking the lead and being willing to put these bills together on behalf of the specialty crop industry.

Additional Information:

[Congressman Valadao Introduces Package of Bipartisan Bills to Support Specialty Crop Producers](#)

[Costa Co-Leads Package of Bipartisan Bills to Support Specialty Crop Producers](#)

[Valadao Bill would Help Specialty Crop Growers Afford Automation](#)

For questions or concerns, please contact Ian LeMay at ilemay@cafreshfruit.com or (559) 226-6330.

CFFA HARVEST EVENT SET FOR OCTOBER 27

California Fresh Fruit Association PAC would like to invite you to join us for our 44th Annual Harvest Event, taking place from 6-9 p.m. on Friday, October 27, at the Vintage Press Restaurant (216 N. Willis, Visalia).

Only 60 dinner tickets remain, so purchase your dinner ticket today! Attendees have a one in 10 chance to win a prize and a one in 100 chance to win a Grand Prize.

Tickets for \$350 include two (2) dinner tickets. Tickets for \$200 will include one (1) dinner ticket. All proceeds benefit the Association's political action committee, FruitPAC. Dinner tickets include complimentary entry in the Harvest Event Sweepstakes. No purchase is necessary to enter the sweepstakes.

You may also register for the harvest event online! Simply use the following link

(<http://events.constantcontact.com/register/event?llr=tcpx4zdab&oeidk=a07eivo74g08d336572>) to reserve your dinner tickets.

Sponsorship Opportunities: CFFA Associate Members are encouraged 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 acknowledgements 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) or Allyson Calderon (acalderon@cafreshfruit.com).

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CFFA HELPS FACILITATE NEW ZEALAND MAFF AUDIT

Earlier this week, New Zealand's Ministry for Primary Industries (MPI), the agency which oversees agricultural production and import pest risk mitigation, conducted an audit of the California Stone Fruit industry. As a condition of market access, MPI conducted audits of the export programs for nectarines, peaches, and plums which include mandatory fumigation or cold treatment and strict handling protocols. While the final report has yet to be delivered to USDA, the auditors reported no findings over the course of the week. "Our growers and packers consistently produce and deliver the highest quality and best tasting fruit in the world. We are pleased the auditors were impressed with our operations," said CFFA Director of Trade, Caroline Stringer.

For more information on the stone fruit export programs, please contact Caroline Stringer cstringer@cafreshfruit.com or (559) 878-8011.



**DIRECTOR OF GOVERNMENT AND PUBLIC POLICY
ATTENDS WESTERN PLANT HEALTH CONFERENCE IN
SACRAMENTO**

CFFA Director of Government and Public Policy Adam Borchard attended the Western Plant Health Regulatory Conference on August 1 and August 2 in Sacramento. The annual event featured California Department of Food and Agriculture Undersecretary Christine

Birdsong, Dr. Karen Morrison, Chief Deputy Director of the California Department of Pesticide Regulation (DPR) and Celia Pazos, Assistant Director of Environmental Justice at DPR. Topics featured throughout the conference included Sustainable Pest Management, DPR registration and program updates, environmental justice issues as well as climate change and its impact on pest management.

For questions or additional information, please contact Adam Borchard (aborchard@cafreshfruit.com).



AG BOOSTERS BBQ SET FOR SEPTEMBER 10

The Ag Once Foundation at Fresno State in partnership with California Women for Agriculture will host the 45th Annual Ag Boosters BBQ on Sunday, September 10, at the Panoche Creek River Ranch (8805 Highway 41, Fresno, CA 93720). The event helps support students attain their college education with the hope that that they can advocate to elected officials on behalf of the agricultural industry.

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



**CFFA BOARD OF DIRECTORS MEETING SET FOR
NOVEMBER 2**

The CFFA Board of Directors will hold its next meeting on Thursday, November 2, at the Hotel SLO, in San Luis Obispo. For questions and reservations, please contact Director of Member Services & Communications, Courtney Razor (crazor@cafreshfruit.com).

