

ONTARGET

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INAUGURAL JAPAN STONE FRUIT AUDIT DEEMED A SUCCESS



MAFF's Takako Maki documents USDA's Ted Rentmeister monitoring the fumigation – a key requirement in the plum protocol.

In late July, Japan's Ministry of Agriculture Fisheries and Food (MAFF) conducted its first audit of California Stone Fruit exporters after pausing all travel in 2020 due to COVID-19. As a condition of market access, MAFF must conduct annual audits of the export programs for nectarines and plums which include mandatory fumigation and strict handling protocols. While the final report has yet to be delivered to USDA, the auditor reported no findings over the course of the week. "The fact that our shippers were this successful

on the first audit is significant. This demonstrates industry's commitment to adhering to the program and maintaining market access," said Caroline Stringer, CFFA Director of Trade.

"Prior to gaining access for plums," Stringer continued, "MAFF conducted a pre-clearance program for nectarines which required a MAFF inspector be present for the entire season. Transitioning to an audit program for both commodities to be conducted concurrently confirms MAFF's recognition of the industry's achievements."

Market access for peaches is currently under negotiation. For more information on the stone fruit export programs, please contact Caroline Stringer cstringer@cafreshfruit.com or (559) 878-8011.

CFFA HARVEST EVENT SET FOR OCTOBER 21ST

California Fresh Fruit Association PAC would like to invite you to join us for our 43rd Annual Harvest Event, taking place from 6-9 p.m. on Friday, October 21st 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=tcpx4zda&b&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) or Allyson Calderon (acalderon@cafreshfruit.com).

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ZERO EMISSION AGRICULTURAL TRUCK PROGRAM

On August 1st, 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 or email grants@valleyair.org.

CALIFORNIA STONE FRUIT FEATURED AT LATEST TASTE OF CALIFORNIA EVENTS



CFFA Director of Trade, Caroline Stringer, pauses for a photo while setting up the California Stone Fruit Display.

CFFA's Director of Trade, Caroline Stringer, participated in the most recent *Taste of California* media events in Manila on July 19, 2022, and Singapore on July 22, 2022, where California stone fruit were featured prominently in a five-course tasting menu for local chefs and social media influencers. The California Department of Food and Agriculture partners with USDA Foreign Agricultural Service, the Western United States Agricultural Trade Association and industry associations hosting media events around the world to promote

California's agricultural products.

"Taste of California is an excellent opportunity to showcase our industry's amazing produce to people who may have never tried California stone fruit before or to those who aren't aware of how versatile peaches, plums, and nectarines are when planning menus," said Stringer. "I can't describe how exciting it was to see people taste a California peach for the first time," she continued.

Highlights of the events can be seen here <https://www.youtube.com/watch?v=QaZf-ihAbVs>. For questions, please contact Caroline Stringer (cstringer@cafreshfruit.com).

REEDLEY AGTECHX FOOD SAFETY SET FOR AUGUST 18TH



Join Western Growers, the Center for Produce Safety, and the Yuma Center of Excellence for

Desert Agriculture for a Food Safety Technology event on Thursday, August 18th, at Reedley College (995 North Reed Avenue, Reedley, 93654).

The workshop will begin at 1 p.m. with a welcome presentation by CFFA President Ian LeMay, followed by a series of food safety panels and a keynote presentation.

For more information and to register, please visit (<https://pages.agtechxfs.com/aug-18/>).

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. Please feel free to use the attached flyer.

Calendar of listening sessions below. For more information, farm bill resources and the option to submit comments online, please go to https://www.cdfa.ca.gov/Farm_Bill/

Comments or questions may also be emailed to farmbill@cdfa.ca.gov.

Virtual Listening Session

August 10th, 9 a.m. to 11 a.m.

Spanish translation provided.

<https://us06web.zoom.us/meeting/register/tZUtde2qrDlvGtB0krzFikOI1BXPhlZ0qsy->

Live Only

August 23rd, 12 p.m. to 2 p.m.

Fresno County Farm Bureau

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