

ONTARGET

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GOVERNOR NEWSOM SIGNS AB 2183 CARD CHECK BILL

On September 28th, Governor Gavin Newsom signed AB 2183. This legislation is the newest version of card check that will strip agricultural employees of their right to an impartial secret ballot election.

The Association advocated to the Newsom Administration against this bill and has tried to engage with the Governor to find realistic solutions to best serve California farm employees. While the proponents of AB 2183 purported that the focus of this bill is on "vote-by-mail balloting" for agricultural employees, it is not. CFFA is beyond disappointed that Governor Newsom succumbed to pressure from leaders in Washington, D.C. that voiced support for AB 2183.

The Agricultural Labor Relations Act (ALRA) has long protected the right of agricultural employees to a secret ballot election supervised by the ALRB, free of intimidation and influence by an interested party. The enactment of AB 2183 takes away the right to a free and fair election process for all farmworkers and will change how agriculture operates in California going forward. CFFA will continue to keep membership apprised of the ramifications of the passage of AB 2183 in the coming days and weeks.

If you have any questions, please contact Ian LeMay at (559) 226-6330 or ilemay@cafreshfruit.com.

CFFA DIRECTOR OF TRADE PARTICIPATES IN TECHNICAL BILATERAL MEETING

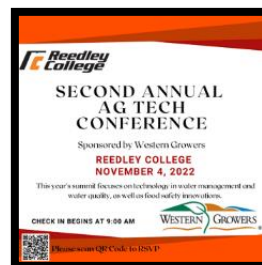
CFFA Director of Trade, Caroline Stringer, was in Seattle earlier this week attending the U.S.-Japan Plant Health Technical Bilateral meeting. This is the first in person bilateral meeting between USDA APHIS and its Japanese counterpart, the Ministry of Agriculture, Fisheries, and Food (MAFF), since 2019.

Improving market access for California nectarines and plums was on the agenda as well as expanding market access to include California peaches. Ms. Stringer reiterated the importance of Japan as an export market where consumers demand premium quality fruit from California. While discussions took place, Ms. Stringer was on hand to consult with negotiators and provide industry's perspective on proposals. The official report from the bilateral will be made available in the coming weeks. For additional information, please contact Director of Trade Caroline Stringer (cstringer@cafreshfruit.com).

REEDLEY COLLEGE AG TECH CONFERENCE SET FOR NOVEMBER 4TH

The second annual Ag Tech Conference is taking place at Reedley College on November 4th at 9 a.m. The event is being sponsored by Western Growers and will focus on technology in water management and water quality, as well as food safety innovations.

For more information and to register, please visit (<https://www.eventbrite.com/e/ag-technology-conference-tickets-412517048597>).



12TH ANNUAL AG LABOR FORUM TO TAKE PLACE IN NOVEMBER



The California Farm Labor Contractor Association (CFLCA) is hosting its 12th Annual Ag Labor Forum on November 10th and 11th at the Visalia Marriott and Convention Center in Visalia.

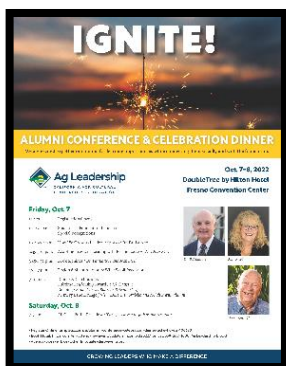
This event is meant for farm labor contractors (FLC), supervisors, growers, agriculture human resources and safety managers. The educational classes will with be taught in English and Spanish and will highlight compliance, safety, and business strategies and solutions. Attendees have the opportunity to obtain nine-hours of FLC license credits. For additional information and to register please visit (<https://www.calflca.org/ag-labor-forum>).

BOARD OF DIRECTORS MEETING SET FOR NOVEMBER 4TH

The California Fresh Fruit Association Board of Directors are set to meet on Friday, November 4th at 9 a.m. The meeting will take place at The Monterey Plaza Hotel and Spa. For additional details or to RSVP, please contact Director of Member Services Courtney Razor (crazor@cafreshfruit.com).



AG LEADERSHIP ALUMNI REUNION SET FOR OCTOBER 7TH



The California Ag Leadership Program is hosting an Alumni Conference and Celebration Dinner on October 7th and October 8th at the DoubleTree at the Fresno Convention Center.

All program alumni are invited to connect for a learning and networking event to celebrate 52 years of the California Ag Leadership Program.

Sponsorship opportunities are available. For additional information or

to register, please visit (<https://www.agleaders-events.org/alumni-conference>).

51ST ANNUAL AG ONE TURF DAY TAKING PLACE ON OCTOBER 21ST

The Ag One Foundation at Fresno State will host the 51st Annual Turf Day golf tournament at the Belmont Country Club on Friday, October 21st. The proceeds of this event will go towards supporting students in agriculture at Fresno State. For additional information please visit (<https://jcast.fresnostate.edu/agonefoundation/turfday.html>).



PICKTRACE SEEKING RESEARCH INFORMATION

CFFA member **PickTrace** has been conducting labor management research for growers to find solutions to ease labor concerns for table grape, berry, citrus and tree fruit commodities.

PickTrace product researcher Cody Bishop and founder, Harrison Steed are looking to meet with Association members in person or virtually to learn about how their businesses make their data driven decisions. They are looking to conduct this research September 7th through October 5th.

At the end of their research period, PickTrace will host a gathering to present their findings to growers. Understanding how the fresh fruit industry uses data to make decisions could significantly help establish best practices for Association members.

If you are interested to have them onsite or meet virtually, please reach out to cody.bishop@picktrace.com.



LIMITED TICKETS REMAIN FOR CFFA'S HARVEST EVENT

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).

Less than 40 numbers remain! Be sure to register for the event to get 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=tcpx4zdab&oei=dk=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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