



OnTarget

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50TH ANNUAL GOLF TOURNAMENT TAKING PLACE MARCH 5TH



The California Fresh Fruit Association is set to hold its 50th Annual Golf Tournament on Friday, March 5th.

Join friends and industry colleagues at the Kings River

Golf & Country Club in Kingsburg, where the day will begin with breakfast burritos and salsa, served outside from 8:15-10:15 a.m. At 10:30 a.m., four-person teams, chosen by blind draw, will tee off with a Shotgun Start, in a one best netball, four-man shamble format.

Participants will receive an individual tournament gift and will have the opportunity to win team, "Closest-to-Hole" prizes, Hole-in-One Vehicle, and cash prizes.

You can register for the tournament online by clicking <http://events.constantcontact.com/register/event?llr=tcpx4zdab&oeidk=a07eheqlcl956115c81>.

If you'd prefer to print out a registration or sponsorship form and send it into the CFFA Office, the registration form can be found here: <https://files.constantcontact.com/35cbbf3f001/bd506488-4adf-4023-af43-e480fa76111a.pdf> and the sponsorship form can be found here <https://files.constantcontact.com/35cbbf3f001/dc368c70-d222-42b6-aebc-dc04e05109b8.pdf>.

Due to COVID-19 there is a waiver form that must be filed out and sent to our office. Please visit: <https://files.constantcontact.com/35cbbf3f001/7eeb0ec3-d502-4fce-b41f-c72fc7e81d53.pdf>

We hope you'll plan to join us!

CFFA RELEASES TOP ISSUES SURVEY RESULTS



The CFFA Board of Directors were recently surveyed to rank the top issues for the Association to focus its efforts on in 2021. Outlined below are the areas of most importance that were identified:

- Increasing Wage Costs (Base/Minimum Wages/Overtime Thresholds)
- Groundwater Management Requirements (SGMA)

- Federal Immigration Policies Addressing Current & Future Labor Forces
- Water Supply Availability & Curtailment
- Health Care Costs (Policy Costs/Paid Sick Leave)
- Immigration Enforcement (ICE)
- Federal & State Food Safety Compliance Requirements
- Plant Health Materials (Pesticides, Herbicides, Fungicides, Etc.)
- Workers' Compensation Costs

CFFA staff has acknowledged that while not specifically listed, issues surrounding the COVID-19 pandemic will continue to have an overarching influence on all advocacy efforts that the Association undertakes throughout 2021. For questions regarding the survey, please contact President Ian LeMay (ilemay@cafreshfruit.com).

CFFA ANNOUNCES THE CANCELLATION OF THE 85TH ANNUAL MEETING



After much consideration for the health and safety of our members, the Association leadership has made the difficult decision to cancel the 85th Annual Meeting that was set for March 14th to March 16th, at Carmel Valley Ranch due to the ongoing COVID-19 pandemic. CFFA is asking that you please hold March 13th to March 15th, 2022 on your calendar for the 86th Annual Meeting. Additional details will be available later this year.

On behalf of the leadership and staff of the California Fresh Fruit Association, we want to thank you for your continued support. We look forward to welcoming each of you at the 86th Annual Meeting in 2022!

If you had requested to rollover your registration from the 2020 Annual Meeting and would like a reimbursement, please click [here/visit](#). For additional questions or concerns, please contact Courtney Razor (crazor@cafreshfruit.com).

2021 LABOR LAW UPDATE

Barsamian & Moody in partnership with **Western Growers Association** have put together a 2021 Labor Law Update. The extensive presentation provides a comprehensive overview of new

legislation and up-to-date information on COVID-19 in the workplace. To access the presentation, visit (<https://files.constantcontact.com/35cbbf3f001/e28ba156-1e1a-49c5-8b28-3a73b8778257.pdf>).

The goal of this article is to provide employers with current labor and employment law information. The contents should neither be interpreted as, nor construed as legal advice or opinion. The reader should consult with Barsamian & Moody at (559) 248-2360 for individual responses to questions or concerns regarding any given situation.

ATTEND THE VIRTUAL 2021 CALF BREAKFAST NEXT WEEK

Join the California Agricultural Leadership Foundation for its virtual World Ag Expo Breakfast on Thursday, February 11th at 7:30 a.m.

The event will feature Ross Bernstein, the 2020 keynote speaker, will be returning and this time he will be presenting his popular program “Wearing the C: Leadership Lessons from the Greatest Captains and Coaches in Sports.” This year, because of the uniqueness of the situation with COVID-19, Ross is going to re-interview his guests from last year along with some new ones, to highlight how they pivoted, adapted, and survived 2020.

To register for the breakfast, visit (https://zoom.us/webinar/register/WN_xw9w_uk2RkCiHgtP8Q_VyLQ).

For additional information and sponsorship opportunities, visit ([https://one.bidpal.net/calfbreakfast2021/browse/donation\(details:iteam/1\)](https://one.bidpal.net/calfbreakfast2021/browse/donation(details:iteam/1))).



FRESNO STATE & TEXAS A&M AG SKILLS SURVEY

Fresno State has partnered with staff and faculty from Texas A&M to develop a new program called the Agricultural Career Readiness Skills for the 21st Century (ACRS21) Certificate Pathway. The program is designed to assist students in developing soft skills and career readiness practices to become better prepared for careers in the agricultural industry after college.

The pathway development team has created a transferable certificate pathway for students, starting in high school, continuing through community college and university levels. The certificate will allow students to document experiential learning activities, such as job shadowing, team participation, and leadership development.

The certificate program leadership team is asking for industry feedback through a short skills survey to identify which technical and/or soft skills are currently needed or desired in your agricultural operation.

To complete the survey, please visit (https://fresnostate.co1.qualtrics.com/jfe/form/SV_6S95UoMvj40I1Y9).



CALIFORNIA TABLE GRAPE GROWERS OFFERING SCHOLARSHIPS

The California Table Grape Commission announced three different types of scholarships are available to seniors that live in the Coachella and San Joaquin Valley's.

Two types of scholarships are available for students whose parents have worked as field workers in a table grape vineyard. One scholarship for \$25,000 for those who plan to attend a four-year California university and one for \$14,500 for students that choose to attend a two-year community college. The third scholarship category is for \$25,000 for those interested in studying agriculture and plan to work in the table grape industry.

The deadline to apply for all scholarships is Friday, February 12th by 5 p.m. Applications can be found by visiting (<https://www.grapesfromcalifornia.com/community-outreach/>).

PG&E HOSTING AG & BUSINESS RATE EDUCATION SERIES

Pacific Gas & Electric Company (PG&E) is hosting a series of ag and business rate webinar series in February. The webinars will be held on February 11th and February 17th, from 10 a.m. to 11:30 a.m. To view the information flyer and to register, see attached.



2021/2022 MEMBERSHIP UPDATES

In mid-December, Association members received an email notice from CFFA staff, requesting any updates or changes to your company for the 2021/22 Membership Roster.

If you have any, please make sure to return them to CFFA by Friday, February 12th. If you have no changes, please let us know via email/phone, so that we can take your company off our reminders list.

If you are the primary contact and did not receive a request via e-mail or post, please contact Allyson Calderon (acalderon@cafreshfruit.com) to request a copy of your company's change form.