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CFFA HOSTING A CRISIS COMMUNICATIONS SEMINAR ON JULY 21ST

Join CFFA and crisis communication expert Amy Philpott for a free member luncheon focusing on crisis communications on Wednesday, July 21st, at The Vintage Press Restaurant in Visalia.

The seminar will be an interactive discussion focusing on the importance of crisis planning and how companies that take the time to do it are better prepared to manage a food safety or public relations crisis.

Amy will talk about how crisis planning and communications have changed as a result of the COVID-19 pandemic along with what produce companies can do to follow FDA's recall communication guidance.

For more information on Amy Philpott, please visit (<https://watsongreenllc.com/our-team/amy-l-philpott-apr/>).

Registration is required to participate. To register, please visit (<http://events.constantcontact.com/register/event?llr=tcpx4zdab&oeidk=a07ei6h834p845ab64c>).

CFFA HARVEST EVENT SET FOR NOVEMBER 12TH

California Fresh Fruit Association PAC would like to invite you to join us for our 42nd Annual Harvest Event, taking place from 6-9 p.m. on Friday, November 12th 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 Raffle Drawing number. Ticket cost for one Reverse Raffle 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&oeidk=a07ei640quy6c01bc24>) to reserve your raffle 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 raffle number. The cost of a Gold Sponsorship is \$1,500 and includes four dinners & two raffle 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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SILVER SPONSORS



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EMPLOYEE RETENTION CREDIT WEBINAR SET FOR JULY 27TH



CFFA and the **alliantgroup** are hosting a free webinar on Tuesday, July 27th on the Employee Retention Credit.

The latest COVID-19 relief package has greatly expanded the cash funds available to American

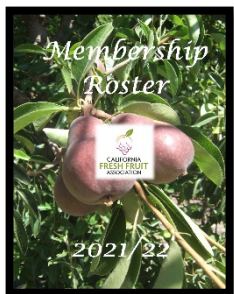
business owners but there is a lot of misinformation surrounding its provisions. Guidance was just released by the Service, however, and operations that thought they do not qualify for relief incentives need to take another look.

Join **alliantgroup's** technical director, Justin McAnally, who will discuss the power the Employee Retention Credit can have for your operations and why all growers not claiming it need to seriously reconsider. Register for a short presentation that could help you reinvest significant funds back into your operations.

To register for the webinar, visit (<https://register.gotowebinar.com/register/2548016358785989136>).

For additional questions contact President Ian LeMay (ilemay@cafreshfruit.com).

CAFFA 2021/22 MEMBERSHIP ROSTER NOW AVAILABLE



The California Fresh Fruit Association's 2021/22 FY edition its membership roster is now available. Electronic versions of the roster were sent to all primary contacts for each member company and hard copies were sent to those who requested them. If you did not request an electronic and/or hard copy, but would like one, please contact Allyson Calderon (acalderon@cafreshfruit.com) to get yours today!

CAFFA PARTICIPATES IN ALTERNATE AGRICULTURAL BURNING DEMONSTRATION

On June 29th, CFFA along with other state and local agricultural organizations, held an in-person demonstration pilot project at a vineyard in Madera County to display alternatives to agricultural burning. The project is looking for cost-effective solutions to orchard and vineyard removals due to most agricultural burning being phased out by December 31, 2024, as passed earlier this year by the California Air Resources Board (CARB).

State and local representatives from Cal-EPA, CARB, and the San Joaquin Valley Air Control District participated in the demonstrations. Alternative equipment demonstrated included air curtain burner, grinders, a vineyard mulcher a mobile grinder for trees, along with excavators, tree grapple machines, and log and brush loading equipment. With some agricultural entities losing the ability to burn by December 31st of this year, finding alternatives quickly has become a top priority for the Association. CFFA is working closely with other agricultural organizations to locate and distribute funds for these alternative methods.

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

UNITED FRESH TO HOST WASHINGTON CONFERENCE IN SEPTEMBER

The United Fresh Annual Washington Conference is being held September 20th to 22nd in Washington, D.C.

The annual event is an opportunity for the produce industry to come together to address the biggest issues affecting agriculture across the country.

For more information on the conference and to register, please visit (<https://www.unitedfresh.org/events-programs/the-washington-conference/>).



CENTER FOR LAND-BASED LEARNING APPRENTICESHIP PROGRAM

The Center for Land-Based Learning is providing farmer apprentice program for potential employees on production agricultural operations. Potential employees have the opportunity to train with farmers on their operations in combination with relevant coursework provided by the Center for Land-Based Learning. For more information, please see the attached informational flyer or visit (<https://landbasedlearning.org/apprentice-farmer-mentor>).



PG&E OFFERING INCENTIVE AND ENERGY REDUCTION PROGRAMS

Pacific Gas and Electric Company (PG&E) and other utilities were directed by the California Independent System Operator (CAISO) in 2020 to conduct rotating power outages to relieve strain on the power grid during a statewide heatwave.

Rotating outages are possible again in 2021 and the company wants their customers to be prepared. PG&E is offering generous incentives programs for customers who can reduce their electric load during times of high grid stress and other emergencies. For an overview of the programs, please see below:

Base Interruptible Program: PG&E's Base Interruptible Program (BIP) pays you to reduce your electricity consumption to a predetermined level when energy supplies are short.

Emergency Load Reduction Program: PG&E's Emergency Load Reduction Program (ELRP) offers financial incentives for participants to reduce their energy use during times of high grid stress and emergencies, with the goal of avoiding rotating outages while minimizing costs to customers.

For more information, please contact Jennifer Frauenheim-Smith at j6fz@pge.com.



Get **financial incentives** for reducing energy use during times of high grid stress and emergencies with the **goal of avoiding rotation power outages.**

PG&E refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. ©2021 Pacific Gas and Electric Company. All rights reserved. CJB-6021-3877

CAFFA BOARD OF DIRECTORS MEETING RECAP

The California Fresh Fruit Association's Board of Directors met on Thursday, June 17th at the Association's office in Fresno. Chairman Kevin Herman (**The Specialty Crop Co.**) conducted the meeting, and the Board approved the following new members: **Aerobotics** (Hanford, CA) and **UPL, NA** (King of Prussia, PA).

The next Board of Directors Meeting is set for November 5th at The Monterey Plaza Hotel & Spa.

For further questions, please contact Courtney Razor (czaror@cafreshfruit.com).