



# OnTarget

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## REEDLEY COLLEGE HOSTS AG TECH CONFERENCE



On August 25<sup>th</sup>, Reedley College hosted the inaugural AgTechX Ed Initiative Conference. The Initiative is a statewide effort led by **Western Growers Association** and California

Department of Food and Agriculture Secretary Karen Ross to cultivate a future workforce with the skills and knowledge needed to navigate emerging on-farm technology. CFFA President Ian LeMay served as a moderator for a panel discussion focused on education and workforce development strategies.

## IRRIGATION SHOW PROMOTION



If your business is in irrigation, you want a trade show that propels your industry and your company. The Irrigation Association's 2021 Irrigation Show and Education Week is an event that delivers this and so much more. Kicking off on Dec. 6<sup>th</sup> in sunny San Diego, this week-long event will offer invaluable education,

networking and technology opportunities to fuel your business.

Participants will have access to hundreds of exhibitors from across the U.S. who can provide unique solutions and advanced technologies in irrigation. With a plethora of IA University courses, Irrigation Symposium presentations and Industry Insights sessions, you can enhance your skills and gain a competitive edge to set your business apart from the rest.

Register before Nov. 1<sup>st</sup> to take advantage of the early bird rate. REGISTER TODAY | [www.irrigation.org/2021show](http://www.irrigation.org/2021show)

## AIR DISTRICT RECEIVES \$178 MILLION FOR AG BURN PHASE OUT

The Valley Air District Governing Board unanimously accepted \$178.2 million in new State funding directed to the San Joaquin Valley to launch an expanded grant program to assist farmers in phasing-out the open burning of woody waste through the use of new cleaner practices, including the chipping of material for incorporation into the soil and other cleaner alternatives.

After nearly two decades of significant work to reduce agricultural burning in the San Joaquin Valley, the District and the California Air Resources Board have approved a strategy that will result in a near complete phase-out of all Valley agricultural burning by January 1<sup>st</sup>, 2025. To meet this deadline, the Air District has worked closely with agricultural stakeholders and leaders to bring new state funding to the Valley to help ensure that this phase-out is successful.

The \$178.2 million in state funding will be used to fund the District's *Alternatives to Agricultural Open Burning* Grant program on an expanded scale throughout the Valley. Originally launched by the District in 2018 as a pilot program, the *Alternatives to Agricultural Open Burning* Grant program provides financial incentives to agricultural operations to chip woody materials as an alternative to burning and helps to continue to improve air quality in the Valley.

With this new funding, the *Alternatives to Agricultural Open Burning* Grant program will be enhanced to provide additional funding for small agricultural operations of less than 100 total acres; expand funding options for vineyard removals; expand options for chipped material disposal through beneficial reuse alternatives such as mulch or compost; and provide an option to fund the purchase of new chipping equipment to be used within the Valley, amongst other program enhancements.

The District launched the new program and online portal on September 1<sup>st</sup> and encourages interested agricultural operators in the San Joaquin Valley to learn more and apply for this funding by visiting [www.valleyair.org/agburnalternatives](http://www.valleyair.org/agburnalternatives) or by calling program staff at 559-230-6000.

## INTERNATIONAL FEDERATION FOR PRODUCE STANDARDS (IFPS) HELP REQUEST

In the past few months, the IFPS has been working to identify and upload product images to its PLU database. Although they have made progress with the addition of images, there is still a gap of 612 PLUs. As industry is aware, the IFPS database is the single global resource for this kind of information. The database will continue to be used by retailers around the globe, especially for advertising and marketing. With that in mind, IFPS needs industry support to ensure that as many images are uploaded to the database as possible.

Please review the PLUs identified under "[Missing PLU Images](#)" and submit images by uploading the image in this [Dropbox link](#) or, if preferred, send the images to Vincent Huston at [vhuston@cpma.ca](mailto:vhuston@cpma.ca) and Wendy Logan at [wlogan@pma.com](mailto:wlogan@pma.com). If using Dropbox, you will be prompted to log in with your Google

or Apple account or create a Dropbox. **If you choose to upload images using the above Dropbox link, please use the following nomenclature for naming folders and image files:**

Folder: "Image source/company/organization", "Year".

- EXAMPLE: **Markon - 2021**

Image file: "PLU", "Commodity Name", "Variety".

- EXAMPLE: **3016 Pears - Concorde**

IFPS only requires one image per commodity and **images must respect the following specifications:**

- TIFF format.
- 300 dpi (dots per inch).
- Image of product only, no packaging.
- Image must be in a 1:1 ratio (squared).
- Image size range between '900 x 900' pixels to '2400 x 2400' pixels.

*Please Note: By submitting images (photos), you confirm and guarantee that there is no third-party copyright to the work presented and that you assume full responsibility for any infringement of third-party copyright. All images submitted become the property of IFPS.*

### CFFA HOSTS TEXAS AG LEADERSHIP PROGRAM



On September 1<sup>st</sup>, CFFA hosted a dinner for Class XVII of the [Texas Agricultural Lifetime Leadership Program](#) at the School House Restaurant in Sanger. The class of 24 emerging Texas agricultural leaders visited throughout

California's Central Valley to learn about the challenges that our agricultural industry is confronting in the state, including water and drought, labor and immigration, and urban engagement.

### CFFA HARVEST EVENT SET FOR NOVEMBER 12<sup>TH</sup>

California Fresh Fruit Association PAC would like to invite you to join us for our 42<sup>nd</sup> Annual Harvest Event, taking place from 6-9 p.m. on Friday, November 12<sup>th</sup> 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.

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, including registration and sponsorship, please contact Allyson Calderon ([acalderon@cafreshfruit.com](mailto:acalderon@cafreshfruit.com)).

### A VERY SPECIAL THANK YOU TO OUR CURRENT SPONSORS! GOLD SPONSORS



### SILVER SPONSORS



### CFFA OFFICE CLOSED ON MONDAY, SEPTEMBER 6<sup>TH</sup> IN HONOR OF LABOR DAY

Just as a reminder, the CFFA Office will be closed on Monday, September 6<sup>th</sup> in honor of Labor Day. We will resume regular business hours on Tuesday, September 7<sup>th</sup>.