



OnTarget

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FORMER CFFA STAFF MEMBER PASSES



It is great sadness that the Association announces the passing of former staff member and longtime partner Jean-Mari Peltier. She was a tremendous advocate for the agricultural industry and will be greatly missed. Our sympathies go out to her family and anyone that was lucky enough to work with her. CFFA will pass on details of services as they become available. For more information contact Ian

LeMay (ilemay@cafreshfruit.com).

GOVERNOR NEWSOM VETOES AB 616

On September 22nd, Governor Gavin Newsom vetoed AB 616. This legislation was the most recent version of "card check" for employee unionization elections and would have significant ramifications on California agricultural operations, as well as employee rights.

President Ian LeMay stated, "On behalf of the Association, we would like to thank Governor Newsom for his veto on of AB 616. We appreciate his understanding of the impact this bill would have had on agricultural employees and their right to choose whether or not to have union representation. As stated in the Governor's veto message, CFFA leadership is ready to work with the Administration, the Agricultural Labor Relations Board (ALRB) and the Labor and Workforce Development Agency (LWDA) in protecting the rights and advancing the opportunities for all California farmworkers."

The Association participated in a coalition of agricultural organizations that included Ag Council, California Citrus Mutual, California Farm Bureau and **Western Growers** encouraging the Governor to veto this bill.

To read Governor Newsom's veto message on AB 616, please visit (<https://www.gov.ca.gov/wp-content/uploads/2021/09/AB-616-9.22.21.pdf>). For more information contact Ian LeMay (ilemay@cafreshfruit.com).

END OF LEGISLATURE UPDATE

The California Legislature adjourned the first year of the 2021-2022 Legislative Session at 9 p.m. on Friday, September 10th. Just over 800 bills passed out of the Assembly and Senate. Governor Newsom has until midnight on October 10th to veto or sign the legislation presented to him. Please see attached for an overview of particular interest to CFFA members. For more information, contact Adam Borchard (aborchard@cafreshfruit.com).

FRESH FRUIT INDUSTRY FUNDAMENTALS COURSE BEING OFFERED AT REEDLEY COLLEGE

Reedley College is offering a "Fundamentals of the Fresh Fruit Industry" course October 11, 2021 to December 10, 2021.

This free course is designed and led by fresh fruit industry members that will provide a comprehensive overview of the tree fruit, citrus and grape industry. Classes are held Tuesday, Wednesday and Thursdays from 3 to 5 p.m. Each week, industry professionals will provide hands-on demonstrations as well as provide a leadership component. At the completion of the course, students will have the opportunity to interview with the companies for part-time employment or internship openings. For more information, please see the attached flyer. To register, contact Nancy Gutierrez at Nancy.Gutierrez@reedleycollege.edu.

CAL POLY CONDUCTS TRACTOR FUEL CONSUMPTION AND COST STUDY

The Agribusiness Department of California Polytechnic State University, San Luis Obispo is conducting a brief survey of cost and fuel consumption for on-farm tractors. The purpose of the study is to examine and compare the normal maintenance and repair costs and efficiency of agricultural tractors across U.S. EPA emissions tiers. The intended benefit associated with the study is a better understanding of the cost and fuel efficiency tradeoffs between older and newer agricultural equipment. Survey responses will be collected anonymously.

To access the survey, please see attached.

If you have questions regarding the study, please contact Dr. Michael McCullough at mpmccull@calpoly.edu or (805) 756-5009.

PRE-DISASTER 101 WEBINAR SET FOR OCTOBER 13TH



CFFA and **Greenspan Public Adjusters** are partnering to host a webinar on how to prepare for a disaster that may occur at your operation. The program will discuss the importance of protecting your employees during a business interruption, determining the valuation of products post-harvest and beyond, as well as how to ensure that you have coverage for your product, loss of income, infrastructure and equipment. The webinar will be conducted by Steve Severaid, a principal at Greenspan.

The webinar will take place on Wednesday, October 13th, at 10 a.m. via Zoom. For more information and to register, visit (<https://events.r20.constantcontact.com/register/eventReg?oeidk=a07eillpa79249761caf&oseq=&c=&ch=>).

HOW TO PREPARE FOR AG BURING PHASE OUT IN THE SAN JOAQUIN VALLEY

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, 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.

Phase Out of Open Agricultural Burning in the San Joaquin Valley

Phase	Start Date	End Date	Eligible Counties
Phase 1	Jan 1, 2021	Jan 1, 2022	Alameda, Contra Costa, Merced, Stanislaus
Phase 2	Jan 1, 2023	Jan 1, 2024	Alameda, Contra Costa, Merced, Stanislaus, Butte, Colusa, Yuba, Sutter, Glenn, Colusa, Butte, Glenn, Colusa, Yuba, Sutter, Glenn
Phase 3	Jan 1, 2025	Jan 1, 2026	Alameda, Contra Costa, Merced, Stanislaus, Butte, Colusa, Yuba, Sutter, Glenn, Colusa, Butte, Glenn, Colusa, Yuba, Sutter, Glenn
Phase 4	Jan 1, 2027	Jan 1, 2028	Alameda, Contra Costa, Merced, Stanislaus, Butte, Colusa, Yuba, Sutter, Glenn, Colusa, Butte, Glenn, Colusa, Yuba, Sutter, Glenn
Phase 5	Jan 1, 2029	Jan 1, 2030	Alameda, Contra Costa, Merced, Stanislaus, Butte, Colusa, Yuba, Sutter, Glenn, Colusa, Butte, Glenn, Colusa, Yuba, Sutter, Glenn

Incentive Funding is NOW AVAILABLE

Program	Eligible Counties	Start Date	End Date	Amount
Open Burning Incentive	Alameda, Contra Costa, Merced, Stanislaus	Jan 1, 2021	Jan 1, 2022	\$1,000,000
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Open Burning Incentive	Alameda, Contra Costa, Merced, Stanislaus, Butte, Colusa, Yuba, Sutter, Glenn, Colusa, Butte, Glenn, Colusa, Yuba, Sutter, Glenn	Jan 1, 2025	Jan 1, 2026	\$1,000,000
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Open Burning Incentive	Alameda, Contra Costa, Merced, Stanislaus, Butte, Colusa, Yuba, Sutter, Glenn, Colusa, Butte, Glenn, Colusa, Yuba, Sutter, Glenn	Jan 1, 2029	Jan 1, 2030	\$1,000,000

For more information, contact the Valley Air District at (559) 230-5800 or valleyair@valleyair.org

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.

The District encourages interested agricultural operators in the San Joaquin Valley to learn more about this funding and other available grants by visiting www.valleyair.org/grants or by calling program staff at 559-230-5800. see attached to view the informational flyer. For more information contact Director of Government and Public Policy Adam Borchard (aborchard@cafreshfruit.com).

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. The cost of a Gold Sponsorship is \$1,500 and includes four dinners.

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).

A VERY SPECIAL THANK YOU TO OUR CURRENT SPONSORS!

GOLD SPONSORS

50TH ANNIVERSARY AG ONE TURF DAY SET FOR OCTOBER 22ND



Ag One will be hosting their 50th annual Turf Day Golf Classic on October 22nd at the Belmont Country Club in Fresno. Registration begins at 10 a.m. and Shotgun Start is at 11 a.m.

The proceeds of this yearly tournament are used to help Ag One provide support to students and programs in the Jordan College of Agricultural Sciences and Technology at Fresno State. Ag One's efforts will provide approximately \$950,000 to students and programs for the current year.

For more information, visit <http://www.fresnostate.edu/jcast/agonefoundation/turfday.html>.



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. 6th 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 November 1st to take advantage of the early bird rate at www.irrigation.org/2021show.

LIMITED TICKETS REMAIN FOR CFFA'S HARVEST EVENT

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).

Ticket cost is \$300 and includes dinner for two. All proceeds benefit the Association's political action committee, FruitPAC.

SILVER SPONSORS



STYROTEK, INC
RECYCLABLE EXPANDED POLYSTYRENE PACKAGING CONTAINERS

CFFA BOARD OF DIRECTORS MEETING SET FOR NOVEMBER 5TH

The California Fresh Fruit Association's next Board of Directors meeting is scheduled for Friday, November 5, 2021. The meeting will begin at 8:30 a.m. and will be held at the Monterey Plaza Hotel & Spa. Inquiries & RSVPs regarding the upcoming meeting should be directed to Courtney Razor at crazor@cafreshfruit.com.



MONTEREY PLAZA
HOTEL & SPA