



OnTarget

VOL. 39 – NO. 21

OCTOBER 15, 2021

7647 N. FRESNO STREET | SUITE 103 | FRESNO, CA 93720 | PHONE 559.226.6330 | FAX 559.222.8326 | www.CAFreshFruit.com



LIMITED TICKETS REMAIN FOR CFFA'S HARVEST EVENT ON 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).

Ticket cost is \$300 and includes dinner for two. 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. 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



SILVER SPONSORS



CFFA MEETS WITH HOUSE MINORITY LEADER



On Thursday, October 14th the Association co-hosted a luncheon and roundtable discussion with House Minority Leader Kevin McCarthy in Bakersfield. The event was attended by President Ian LeMay and Director of Government and Public Policy Adam Borchard along with several Association

members. The luncheon provided attendees the opportunity to engage with Congressman McCarthy on issues important to membership such as labor, water and trade. Contact Director of Government and Public Policy Adam Borchard (aborchard@cafreshfruit.com) for additional information.

CFFA AND SFA TO HOST WEBINAR ON OCTOBER 27TH



CFFA and the Safe Food Alliance (SFA) are cohosting a webinar focusing on Pesticide

Maximum Residue Limits (MRL's)/Food Tolerances, Regulations and Testing on Wednesday, October 27th at 10 a.m.

Participants will learn about the ever-changing world of pesticide tolerances and MRLs:

- What they are;
- How they are established; and
- Where to find information on country specific limits

Additionally, the webinar will describe the challenges of sampling and testing for pesticide analysis along with how to select the correct analytical method for your commodity.

The seminar will be presented by Dr. Wiley Hall, Director of Research Chemistry at SFA. To register, please visit (https://us02web.zoom.us/join/register/WN_BTsMTPGSRRiqiyIIMzRqgw).

MADERA COUNTY FARM BUREAU SEEKS

YOUR INPUT

MADERA COUNTY



FARM BUREAU

Madera County Farm Bureau (MCFB) is seeking input on how to develop 10 acres of land that has been gifted to the organization. The MCFB Board of Directors has taken action to explore the concept of developing an Ag Center on this land which could house various agricultural agencies, as well as develop an educational center.

As the organization begins to explore potential opportunities, they are asking for industry guidance by completing a short survey. To complete the survey, please visit (<https://www.surveymonkey.com/r/MCFBExpands>).

FOOD SAFETY SEMINAR FOCUSING ON ADJACENT LAND USE RISK SET FOR NOVEMBER 4TH

The CONTACT Food Safety Webinar Series will hold a presentation focusing on “Adjacent Land Use Risk: Done Talking About It? Ready to Do Something?” presented by produce safety expert Dr. Trevor Suslow.

The webinar will be held on Thursday, November 4th from 12:30 to 2 p.m. The talk will cover the broad landscape of adjacent land concerns and make the case that it is time to find solutions and resources to overcome this barrier.

ADJACENT LAND USE RISK: DONE TALKING ABOUT IT? READY TO DO SOMETHING?

Who
Dr. Trevor Suslow
Behavioral Sciences Specialist
University of California, Davis
Department of Plant Sciences

When
Thursday, November 4, 2021
12:30pm - 2:00pm Pacific
Register or add to calendar here:
<https://register.galileo.usd.edu/webinar/101121/101121-101121-101121>

What
Dr. Trevor Suslow will present on the importance of adjacent land use risk in the context of food safety. He will discuss the challenges of adjacent land use risk and provide practical solutions for producers and processors. The webinar will also feature a Q&A session with Dr. Suslow.

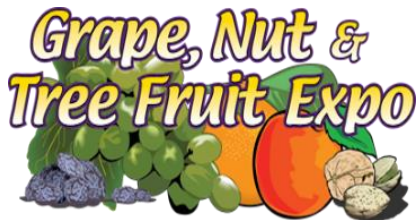
CONTACT

Advanced registration is requested. To register, please visit (https://virginiatech.zoom.us/webinar/register/WN_iB3HD7znS963ZfnsPPvG7Q). For additional information, please see the attached flyer.

GRAPE, NUT & TREE FRUIT EXPO SET FOR NOVEMBER 12TH

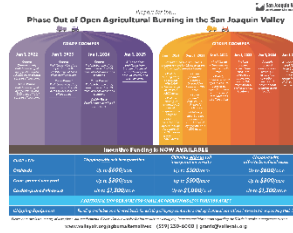
The Annual Grape, Nut & Tree Fruit Expo will be held on Friday, November 12th at The Big Fresno Fair. CFFA President Ian LeMay will be providing an update on the state of the table grape and fresh fruit industries.

Attendees of the expo have the opportunity to earn PCA credits or CCA credits and participate in an industry trade show. To register online visit (<https://agexpo.biz/register/>).



HOW TO PREPARE FOR AG BURNING 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.



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).

GOVERNOR NEWSOM ANNOUNCES APPOINTMENT TO CDFA



On Friday, October 8th Governor Newsom announced the appointment of Christine Birdsong as Undersecretary of the California Department of Food and Agriculture (CDFA). Birdsong has served as Senior Vice President, General Counsel and Director of People and Culture for the Sun Valley Rice Company since 2016. She earned a Juris Doctor degree from the University of California, Hastings College of the Law. Birdsong replaces former CDFA Undersecretary Jenny Lester Moffit who was appointed as USDA Marketing and Regulatory Programs Undersecretary earlier this year.

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 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>).

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