



CFFA Annual Report

2022-2023

“To fulfill the needs of its membership while serving as the primary public policy organization advocating on behalf of the fresh grape, blueberry and tree fruit growers and shippers in California.”

- CFFA Mission Statement



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**CALIFORNIA
FRESH FRUIT
ASSOCIATION**

California Fresh Fruit Association
7647 North Fresno Street, Ste. 103
Fresno, CA 93720
(559) 226-6330
cffa@cafreshfruit.com
www.cafreshfruit.com

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Wonderful Orchards

SECRETARY/TREASURER:
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BOOKKEEPER

**Members of the Executive Committee*

PRESIDENT'S REPORT



Ian LeMay
President

“The work, the
fight, the progress
continues.”

Let me begin by acknowledging what a pleasure it is to be celebrating the California Fresh Fruit Association's 87 years of representation and advocacy. I am pleased to report the Association's role remains just as important today as it was 87 years ago: to serve as the primary public policy advocate for the fresh fruit growers and shippers of California.

As I look back, 2022 was a year filled with challenges and opportunities. My parting words in last year's report were “the work, the fight, the progress continues,” and CFFA truly lived up to that moniker.

In life you can either ignore tough situations or face them head on. There is no more paramount challenge before our industry than AB 2183, the Card Check bill. After three decades of fights, pragmatic advocacy engagements by industry and multiple gubernatorial vetoes, Governor Gavin Newsom signed AB 2183 into law. I wish I could tell you that his decision to sign this legislation was based on fact, sound policy or personal conviction. The truth is it came down to peer pressure. As the Governor's Chief

of Staff told me in a private meeting back in October 2022, the Governor and his staff felt that they were the only Democrats in the nation that did not support the bill. We know that was not true and the same justification that they relied on just a year earlier when he vetoed AB 616, the predecessor to AB 2183, was still true in September 2022. It was and is a bad bill. A bill that strips away the right of the California farmworker to a secret ballot election and now affords organizations like the UFW unencumbered opportunity to pressure and manipulate farm employees into unionization.

Our collective disappointment in the Governor's decision is still evident today, it is a weight that bears heavy on me personally. But we do not have the luxury to dwell in disappointment. Rather, we have the responsibility to respond on our membership's behalf. That response is very much taking shape. Over the last four months, with the unwavering support of Ron Barsamian, of **Barsamian and Moody**, CFFA has the industry in educational forums to prepare the grower-shipper community on what to expect now that the legislation is law. We are beginning to move into the next phase of our outreach campaign, working with strategic industry partners to begin engaging and educating the employee community. This fight will not be over quickly, it will be an engagement campaign that could span years. But it is one that we at CFFA know we must help lead.



For anyone who wasn't aware, 2022 was an election year and for a public policy association, that means we were again in the business of making new friends. In which case, CFFA via our political action committee, FruitPAC, and our partnership in the Alliance for Farmers and Ranchers was very successful. Out of the 18 races



With their help we successfully proposed, adopted, and now are actively advocating for proposals that will help advance our sector of the agriculture industry in the areas of agriculture technology, domestic promotion and federal procurement, and last but not least, in the areas of food safety.

It remains an honor to have the privilege to work with each of you. And to our entire membership, thank you for your continued support and dedication to the California Fresh Fruit Association. None of our advocacy efforts would be possible without each of you at the table.

Last year, CFFA began to execute on a priority for the organization that was identified during a strategic planning session by our Executive Committee back in April 2019. The task was to begin to develop a program and presence in the space of food safety. With the strategic assistance and leadership of George Nikolich, former CFFA Board member, we set out at the beginning of 2022 to build out our program. What followed was a serious assessment of member interests and needs, followed by a series of food safety roundtables where conversations over “best practices” were exchanged. George provided representation of CFFA at the Center for Produce Safety’s annual symposium and helped facilitate the Association’s first annual Food Safety Summit that took place in February 2023. The Summit was a fantastic way to cap off our first year, allowing CFFA to partner with Reedley College and present a star-studded series of presenters who informed and advised on how to improve our industry’s food safety practices. George and the CFFA team are eager to see where year two of our partnership will take us.

that CFFA engaged in, 14 of the candidates won their races. We are excited to begin exercising these new relationships and educating the over 30 newly elected officials in Sacramento on the importance of what CFFA members do.

In the area of water, CFFA continues to play a leadership and coalition building role via the Blueprint for the San Joaquin Valley. Each month, more than 40 individuals representing water agencies, agriculture associations, local governments and NGO’s come to CFFA’s office to engage in a constructive conversation towards mitigating the impacts of the Sustainable Groundwater Management Act (SGMA). As Chair of the Blueprint, I am proud to say the organization has become a trusted representative for interested parties throughout the San Joaquin Valley. It is viewed by state leaders as a pragmatic and solutions-based coalition interested in advocating for needed water infrastructure throughout the state.

CFFA has also worked over the last year in a coalition format to build the more than 100 priorities for the 2023 Farm Bill Reauthorization via the Specialty Crop Farm Bill Alliance. A personal thanks to Kathleen Nave of the California Table Grape Commission and Lorren Walker of Elias Walker for their partnership and steadfast advocacy on behalf of the California fresh fruit industry.

As I have done in previous years, I would like to close with some personal acknowledgements. First, to our Board Chairman Wayne Kirschenman, thank you for exemplifying leadership and supporting our staff as we maneuvered our Association through the trials of 2022. Your commitment to the fresh fruit industry, its history and its vibrant future is greatly appreciated.

Next, to our staff, Courtney, Caroline, Adam, Allyson, and Mary, thank you for your tenacity and commitment to our membership.

PAST CHAIRMEN AND WOMEN OF THE BOARD

CFFA honors the individuals who have led to the success of the Association, and more importantly of the California fresh fruit industry for the last 87 years.

KEVIN HERMAN 2020-22	RANDY GIUMARRA 2018-20	HAROLD MCCLARTY 2016-18	DAVID JACKSON 2014-16	RYAN ZANIOVICH 2012-14
STEVE HASH 2011-12	DAVID O. MARGULEAS 2010-11	MARKO S. ZANINOVICH 2009-10	JOHN D. ZANINOVICH 2008-09	JERRY DIBUDUO 2007-08
LOUIS PANDOL 2005-07	TONY FAZIO 2004-05	DAVID ELLIOT III 2003-04	JON P. ZANINOVICH 2002-03	JIM SIMONIAN 2001-02
FRED BERRY 2000-01	NICHOLAS BOZICK 1999-00	KEN ENNS 1998-99	RICK WIDHALM 1997-98	STEVE BISWELL 1996-97
CLIFF SADOIAN 1995-96	WAYNE BRANDT 1994-95	KENT STEPHENS 1993-94	DENNIS PARNAGIAN 1992-93	DOUG HEMLY 1991-92
CRAIG RASMUSSEN 1990-91	SARKIS SARABIAN 1989-90	LOUIS S. CARIC 1988-89	MICKY GEORGE 1987-88	VERNE CROOKSHANKS 1986-87
DARREL FULMER 1985-86	JACK G. ZANINOVICH 1983-85	HOWARD MASON 1982-83	JAMES RUBY 1981-82	JOHN GIUMARRA, JR. 1980-81
LUCILLE TIDWELL 1979-80	TONY TRANEL 1978-79	MILAN CARATAN 1977-78	DEAN MORRISON 1976-77	FRANKLIN DEBUSKEY 1975-76
ALLAN CORRIN 1974-75	DAVID J. ELLIOT, JR. 1972-74	HOWARD A. HALL 1971-72	ROBERT A. GRANT 1970-71	R.K. SANDERSON 1969-70
E.L. BARR, JR. 1968-69	NICK BURATOVICH, SR. 1967-68	MARION P. NEWTON 1966-67	GEORGE SADOIAN 1965-66	GROVE E. DYE 1964-65
JACK PANDOL, SR. 1963-64	EDWARD M. ZELLER 1962-63	FRANKLIN GINDICK 1961-62	M.A. NELSON 1960-61	LEONARD LEBLANC 1959-60
J.A. DIGIORGIO 1958-59	JULIO PERELLI-MINETTI 1957-58	ALFRED TISCH 1956-57	MARTIN ZANINOVICH 1955-56	W.C. "JERRY" DAY 1954-55
VIRGIL E. RASMUSSEN 1953-54	WILLIAM A. LAMBERT 1952-53	WILLIAM A. HAMILTON 1951-52	DAVID J. ELLIOTT, SR. 1950-51	JOHN J. KOVACEVICH 1949-50
HAROLD BUTCHER 1948-49	E.L. BARR, SR. 1947-48	ROBERT TAYLOR 1946-47	J.M. PRENTICE 1945-46	L.R. HAMILTON 1943-45
A. SETRAKIAN 1936-43				



As I reflect on my first year as Chairman, it was nice to finally be able to return to some sort of normalcy following the COVID-19 pandemic. However, the Association and fresh fruit industry saw no shortages of issues to deal with.

Most of the challenges our members are facing are surrounding issues around labor. By now, I am sure you are all aware at the end of the 2022 legislative session, Governor Newsom signed AB 2183, which went into effect on January 1, 2023. AB 2183 also known as "Card Check," will now allow union organizers to obtain a majority of support from employees, which can now be done publicly and through intimidation. Employers need to encourage their employees to be on alert and report any activity they notice by union activists to their supervisors. I am proud to say that CFFA took a leadership role in putting on seminars around the state to make sure our members were aware of the ramifications of AB 2183 and how to be prepared for it. A huge thank you once again to Ron Barsamian for partnership with the agricultural industry to put those workshops on.

January 1, also brought another increase in minimum wage, up to \$15.50 per hour for employers. Those with 26 or more employees are restricted to the 40 hours per work week. CalOSHA has also adopted a semi-permanent COVID-19 standard that will remain in effect through 2025.

We are appreciative of the efforts by the team at Kahn, Soares and Conway in Sacramento and by Lorren Walker, for staying on top of all these issues at the state and federal levels on behalf of our members.

One thing I know all of us farmers are thankful for is all of the precipitation that we have seen this winter. It is great to finally see that some of our major reservoirs are slowly beginning to

refill after several years of record dry conditions. It was a welcomed announcement on February 22 when the Bureau of Reclamation announced an initial 35% allocation for contract holders after receiving 0% the last few years. We all know that agriculture in California would be nonexistent without water. In a recent Executive Order, Governor Newsom has provided water projects with more operational flexibility to help store more water as California continues to experience significant rain events into the Spring.

Another area that the Association is making strides is in the realm of food safety through the strategic partnership that CFFA entered into with George Nikolich last year. On February 20, the Association held its inaugural Food Safety Summit at Reedley College with 100 participants from organizations across the membership. CFFA is grateful to George for putting together a dynamic agenda of food safety industry experts and looks forward to continuing its work in this space through this important partnership.

While I know 2023 will continue to present obstacles to the California fresh fruit industry, I am grateful to have CFFA working on behalf of our members to ensure that we can continue to provide the most delicious fresh fruit to the world.

I want to thank my family for all of their support including my lovely wife Dawn and our daughter Claire, who is a Junior at Bakersfield Christian High School and son, Tyler, who is studying agriculture at Auburn University in Alabama. I would also like to thank the CFFA staff Ian, Adam, Caroline, Courtney, Mary, and Allyson for all that you do for the Association.

CFFA is truly a fantastic organization with a lot of history, and I am humbled to have been your Chairman over the last year and look forward with optimism for the things the organization will accomplish over the next year.



Wayde Kirschenman
Chair of Board

"I am grateful to have CFFA working on behalf of our members to ensure that we can continue to provide the most delicious fresh fruit to the world."

Secretary of the Interior Visits the Valley

On August 17, 2022, the California Fresh Fruit Association's past Chairman Kevin Herman of **The Specialty Crop Company** met with United States Interior Secretary Deb Haaland at his ranch to discuss the effects of California's ongoing drought and the need for additional water infrastructure investments. Secretary Haaland's visit was hosted by Congressman Jim Costa, and they were joined by California Department of Food and Agriculture Secretary Karen Ross, Natural Resources Secretary Wade Crowfoot, and U.S. Bureau of Reclamation Commissioner Camille Touton.



Past CFFA Chairman Kevin Herman stated, "We are happy to welcome Secretary Haaland to our ranch. It is pretty simple; California is running out of water. Climate change, drought and millions of people moving here over the past several decades have all had an impact on our water supply. More storage is the quickest and easiest solution to address this problem. The agriculture industry is doing its part by utilizing a variety of tools like drip irrigation, deficit irrigation, and groundwater recharge. Along with CFFA, we look forward to working with Secretary Haaland and the Department of Interior to find solutions to protect California's water supply."

The meeting concluded with a roundtable discussion with additional stakeholders, farmers, and industry representatives.



DPR Statewide Notification Proposal

The state's Fiscal Year 2021-2022 Budget allocated \$10 million to the California Department of Pesticide Regulation (DPR) for the development of a statewide program for notification of pesticide applications.

After DPR conducted public workshops in November 2021 and reached out to county agricultural commissioners, four counties initiated local pilot projects: Riverside, Stanislaus, Santa Cruz, and Ventura.

DPR plans to develop a regulatory proposal later in 2023 and enact the state regulation in 2024.

Water Update

On August 11, 2022, Governor Newsom designated former Los Angeles Mayor Antonio Villaraigosa to serve as an Infrastructure Advisor to the State of California. Mr. Villaraigosa's charge is to work with local, state, and federal leaders to identify priority projects and maximize access to federal funding, as provided by the federal Infrastructure Investment and Jobs Act and Inflation Reduction Act, across all regions of the state. Mr. Villaraigosa's appointment coincided with the Governor's announcement of his "California's Water Supply Strategy, Adapting to a Hotter, Drier Future."

In partnership with agricultural and water district organizations from the Water Blueprint for the San Joaquin Valley and across the state, CFFA collaborated in developing a white paper of water infrastructure funding opportunities that was submitted to Mr. Villaraigosa in November 2022.

While still early, the 2022-2023 water year is a drastic contrast to the previous dry winters in our current drought. Record precipitation in mountain snowpack greatly exceeds the average April 1 peak across all regions of the Sierra Nevada. However, as of February 26, the large reservoirs of the federal Central Valley Project (CVP) at Trinity, Shasta, and New Melones were at 48%, 84%, and 76% of the average capacity for this time of the year, respectively. Based on these numbers and out of an abundance of caution if a dry late winter and spring end these precipitation events, the U.S. Bureau of Reclamation (USBR) issued an initial 35% allocation for north- and south-of-Delta CVP irrigation contractors. The California Department of Water Resources (DWR) raised its allocation amounts to 35% for State Water Project (SWP) contractors, who had received a five-percent allocation in December.

While the abundant snowpack with currently below-average temperatures bodes well for increases in allocations to federal and state contractors later this year, the excessive Valley rainfall and river flows into the Sacramento-San Joaquin Delta were a missed opportunity for widespread regional aquifer recharge and other storage possibilities. As a result, the Water Blueprint submitted a letter to Governor Newsom highlighting the projects identified in the water infrastructure white paper and advocating for regulatory flexibility.



GOVERNMENTAL AFFAIRS

Fruit Delivery

CFFA President Ian LeMay, Director of Government and Public Policy Adam Borchard and Director of Member Services and Communications Courtney Razor, traveled to Sacramento on August 30, 2022, for the California Fresh Fruit Association's Annual Fruit Delivery. The program returned after a two-year hiatus due to the COVID-19 pandemic, provided legislators, regulators, and legislative staff with a reminder of the value of our fresh grape and deciduous tree fruit communities.

More than 90 fruit deliveries were made, covering the Capitol and the California Department of Food & Agriculture.

A special thank you to our Association members who donated produce for our Annual Fruit Delivery – **HMC Farms, Jasmine Vineyards, Inc., Kingsburg Orchards, Mountain View Fruit Sales, Inc., Pandol Bros., Inc., Sunview Vineyards and The Specialty Crop Company.**



Ag Committee Chairman G.T. Thompson

On February 13, 2023, CFFA President Ian LeMay along with representatives from other agricultural organizations had the opportunity to meet with Congressman G.T. Thompson during a roundtable lunch in Kingsburg. Congressman Thompson represents Pennsylvania's 15th District and is the current Chairman of the House Committee on Agriculture.



Armenian Caucus Legislative Tour

On October 28, 2022, CFFA participated in a tour in the Central San Joaquin Valley with members of the California Armenian Legislative Caucus. Participants in the tour were State Senator Andreas Borgeas, Assemblymember Laura Friedman, Assemblymember Adrin Nazarian, Assemblymember Jim Patterson and Assemblymember Jim Wood.

Thank you to Association member **Fowler Packing Company** for hosting one of the tour stops.



FRUITPAC

FruitPAC is CFFA's Political Action Committee that generates its support from member participation at the Annual Meeting, Harvest Event and through the Positive Check-Off Program.

On October 21, 2022, over 100 guests gathered at the Vintage Press Restaurant in Visalia for the 43rd Annual Harvest Event to support FruitPAC. The Association would like to thank membership for their generosity and participation.



BOARD OF DIRECTORS

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FAMILY TREE FARMS

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THE SPECIALTY CROP COMPANY

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CRJ FARMING CO. LP

LOUIS PANDOL
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MERRITT FARMS



Supplemental Paid Sick Leave Extension

In September 2022, Governor Newsom signed Assembly Bill 152, which extends the existing COVID-19 Supplemental Paid Sick Leave (SPSL) to December 31, 2022. The bill also establishes an SPSL Grant Program of \$70 million to assist small businesses with SPSL disbursements.

Employers with over 25 employees must continue to allow members of their workforce to take any unused SPSL time (up to 80 hours through two 40-hour banks) until the December 31, 2022. AB 152 does not increase the amount of SPSL time available to employees. One significant change to the SPSL guidelines allows for employers to request up to three COVID-19 tests as a condition to continue the allowance of SPSL leave. If an employee is requesting to utilize their second bank of 40-hour SPSL, employers can request that an employee provide a secondary positive test at least five days after their initial positive test. If the secondary test comes back positive, employers are allowed to request a third COVID test within no less than 24 hours after the secondary test. Employers must provide the second and third test at no cost to the employee.

Grants of up to \$50,000 are available for SPSL relief. To apply for the small business grant funding that has been made available through AB 152, please visit The Office of Small Business Advocates (CalOSBA).

To qualify, a business must be:

- Incorporated as a “C” corporation, “S” corporation, cooperative, limited liability company, partnerships, limited partnerships, or registered as a 501(c)(3), 501(c)(6), or 501(c)(19).
- Began operations before June 1, 2021 and are in current active operation.
- Have 26 to 49 employees.

STANDARDS & PACKAGING

Each year, the California Fresh Fruit Association enters into an agreement with the California Table Grape Commission on technical work related specifically to the table grape industry. It was identified that there was an industry desire to review the elements of the current federal state grade and standards for table grapes.

Grades and Standards

The regulations governing the grades and standards for shipping table grapes include:

- The United States Standards for Grades of Table Grapes (European or Vinifera Type), updated March 29, 1999
- California Code of Regulations Title 3, Article 25, Section 1436.12 Table Grapes, Maturity Standards, updated June 22, 2000
- Federal Code of Regulations Title 7, Volume 21, Part 35 Export Grapes and Plums, updated January 1,

Governor Newsom Signs AB 2183 “Card Check”

On September 28, 2022, Governor Gavin Newsom signed AB 2183. This legislation is the newest version of card check that will strip agricultural employees of their right to an impartial secret ballot election.

The Association advocated to the Newsom Administration against this bill and tried to engage with the Governor to find realistic solutions to best serve California farm employees. While the proponents of AB 2183 purported that the focus of this bill is on “vote-by-mail balloting” for agricultural employees, it is not.

The Agricultural Labor Relations Act (ALRA) has long protected the right of agricultural employees to a secret ballot election supervised by the ALRB, free of intimidation and influence by an interested party. The enactment of AB 2183 takes away the right to a free and fair election process for all farmworkers and will change how agriculture operates in California going forward.



California COVID-19 Emergency Response

On April 21, 2022, the California Occupational Safety and Health Standards Board (Cal/OSHA Standards Board) approved the third adoption of the COVID-19 Emergency Temporary Standard (ETS). This third standard expired December 31, 2022. Compared to previous versions, the ETS aligned with the California Department of Public Health (CDPH) guidance and allows for flexibility as CDPH guidance evolves. Employers must still maintain a written COVID-19 Prevention Program. Employers are still required to compensate employees for their time and travel expenses to get tested. With written verification of results, an employee can use a self-administered and self-read test. All provisions apply regardless of vaccination status, and requirements do not vary based on an employee’s vaccination status.

On October 17, 2022, Governor Newsom announced that the statewide COVID-19 State of Emergency will end on February 28, 2023.

While the state of emergency has expired, the Cal/OSHA Standards Board nonetheless adopted a semi-permanent COVID regulation on December 15, 2022. The semi-permanent standard went into effect on February 3, 2023, and has a two-year duration, with a bookkeeping requirement on employers that is extended to February 3, 2026. While the semi-permanent standard has many of the same provisions of the previous ETS, the definition of “close contact” will incorporate the guidance from CDPH, which, in effect as of October 14, 2022 is 400,000 cubic feet per floor for indoor spaces where an individual shares the same indoor airspace with an infected individual for a cumulative of 15 minutes or more over a 24-hour period. For larger spaces, close contact is six feet or closer.

California Stone Fruit Featured at Taste of California Event

CFFA's Director of Trade, Caroline Stringer, participated in the Taste of California media events in Manila on July 19, 2022, and Singapore on July 22, 2022, where California stone fruit were featured prominently in a five-course tasting menu for local chefs and social media influencers. The California Department of Food and Agriculture partners with USDA Foreign Agricultural Service, the Western United States Agricultural Trade Association and industry associations hosting media events around the world to promote California's agricultural products.



CFFA Hosts Korean Reverse Trade Mission

The California Fresh Fruit Association hosted retail buyers from Korea for a Reverse Trade Mission (RTM) from August 15 to August 19, 2022. Over the course of the week, the group had the opportunity to visit CFFA member stone fruit operations. Among the individuals who participated in the RTM are representatives from Emart, HomePlus Buyer, Lottemart, Jinwon, Sunwoo, and OPM. The Association was able to use Agricultural Trade Promotion (ATP) grant funds to bring the buyers to California for the week.

Currently, there is not access for stone fruit into Korea. The purpose of the RTM is to help provide an opportunity to open the market for California stone fruit in future seasons.



CFFA President Speaks to House Agriculture Committee on Farm Bill Priorities



On February 14, 2023, CFFA President Ian LeMay spoke in front of the House Agriculture Committee representatives during a Farm Bill listening session that took place during the World Ag Expo in Tulare. LeMay communicated the priorities for the upcoming Farm Bill on behalf of the fresh fruit industry and the Specialty Crop Farm Bill Alliance.

President Biden Signs Ocean Shipping Reform Act of 2022

On June 16, 2022 the Ocean Shipping Reform Act (OSRA) of 2022 was signed by President Biden. The Association is grateful for the work of the Senators and Representatives who sponsored both the House and Senate bills and for their work to advance OSRA to address the export needs of the agricultural industry across the nation. Due to the ongoing shipping crisis, the California fresh fruit industry has experienced a loss of foreign sales, while having to address increased freight and shipping costs. Although this legislation will not resolve all of these issues, OSRA will help alleviate some of the burden to CFFA members business operations.

CFFA Director of Trade Caroline Stringer represents CFFA at the Agriculture Transportation Coalition to ensure that the needs of California fresh fruit industry are heard.

The Association will continue to advocate for reform on regulations surrounding ocean shipping so that our members can continue to provide the freshest fruit to consumers around the world.

CFFA President and Director of Trade Meet with Chinese Consulate General

On September 13, 2022, CFFA President Ian LeMay and Director of Trade Caroline Stringer met with the Consulate General of the Peoples Republic of China in Bakersfield. They discussed the ongoing trade issues between the United States and China and the need to find solutions that work for both countries.



Supply Chain Update

Supply chain disruptions have subsided in recent months after COVID-19 shutdowns in major Asian ports reduced ocean vessel sailings in 2022; congestion at West Coast ports has improved; and the Port of Oakland's Howard Terminal redevelopment project is on hold as opponents pursue environmental injunctions.

After months of talks, the International Longshore and Warehouse Union (ILWU) and the Pacific Maritime Association (PMA) are still in contract negotiations on a new collective bargaining agreement covering all major West Coast ports. In order to hedge against the risk of labor disruption if the two sides can't reach a deal, ocean carriers and shippers have rerouted cargo to competing ports on the Gulf Coast and East Coast, exacerbating a slowdown in volume at West Coast gateways.

MEMBERSHIP & COMMUNICATIONS

THE CALIFORNIA FRESH FRUIT ASSOCIATION LEADERSHIP AND STAFF STRIVE TO BE THE BEST RESOURCE FOR ITS MEMBERS ON A WIDE RANGE OF ISSUES INCLUDING LABOR, TRADE, WATER, AS WELL AS ENVIRONMENTAL AND REGULATORY COMPLIANCE.

THROUGH THE FINANCIAL CONTRIBUTIONS OF ASSOCIATION MEMBERS, STAFF IS ABLE TO ADVOCATE ON BEHALF OF THE FRESH FRUIT INDUSTRY AT THE LOCAL, STATE AND FEDERAL LEVELS. CFFA LOOKS FORWARD TO CONTINUING TO SERVING THE INDUSTRY OVER THE NEXT YEAR!



2022/23 NEW MEMBERS

1905 FARMING, LLC
ADVANCING ECO AGRICULTURE, LLC
AGRIGLOBE, LLC
AGROFRESH
BLUE TECH SALES
BURRO/AUGEAN ROBOTICS
FLEENOR PAPER COMPANY
FOX PACKAGING & FOX SOLUTIONS
HAZEL TECHNOLOGIES
HERITAGE CROP SCIENCE, LLC
ITRADE NETWORK
KLIEWER FARMS
PICKTRACE

MEMBERSHIP COMPLIANCE AND TRAININGS

In collaboration with **Barsamian & Moody, Attorneys at Law**, CFFA held seminars across the state to educate membership on the implementation of AB 2183. The Association also partnered with **Zenith Insurance Company** to provide Heat Illness and equipment safety trainings in various locations across the state. CFFA is grateful to these valued partners for helping us serve our members.



COMMUNICATIONS

The Association's goal is to be a one-stop for its membership. CFFA provides members with the opportunity to stay-up-to-date with the latest information that is impacting the California fresh fruit industry. Over the past year, the Association distributed 26 editions of its bi-weekly newsletter OnTarget.

Additionally, CFFA advocated for its members by communicating to industry and statewide media affiliates through opinion editorials and press releases.



PROGRAMS & SERVICES

CROP INSURANCE



FULL SERVICE LOGISTICS



C.H. ROBINSON

WORKERS' COMPENSATION, PROPERTY, CASUALTY & AUTO INSURANCE



THIS ANNUAL REPORT PROVIDES AN OVERVIEW OF THE AREAS THE ASSOCIATION WORKED ON BEHALF OF THE INDUSTRY OVER THE LAST YEAR.

FOR MORE INFORMATION ON THE ASSOCIATION OR TO JOIN, PLEASE VISIT:
WWW.CAFRESHFRUIT.COM

CFFA Announces Strategic Partnership



In March 2022, CFFA announced a strategic partnership with George Nikolich Consulting, Inc. The agreement will focus on providing food safety services to Association members and their operations. George Nikolich has been a longtime partner of CFFA and has served the fresh fruit industry for over three decades. As determined by the CFFA Executive Committee in 2019, a focus in food safety has been a top priority area for the Association to take part in and this strategic partnership will provide an opportunity to engage with industry members in a way that has not been done before.

CFFA and George Nikolich Consulting look forward to engaging with the fresh fruit industry through this valuable joint venture.

CFFA Hosts Inaugural Food Safety Summit

On February 20, 2023 CFFA held its inaugural Food Safety Summit at Reedley College. The seminar featured discussions from food safety industry experts and had over 100 people in attendance.



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**California Fresh Fruit Association
Collaborates with Other Agricultural
Organizations by Working Together
to Be A Strong Voice on Issues that
Affect its Membership and Industry.**

Alliance of Food and Farming Produce Tour

The Alliance for Food and Farming (AFF) held its fifth annual Produce Farm Tour September 12 to September 15, 2022 in the San Joaquin Valley. Participants got to see citrus, peach, plum, nectarine and table grapes production and packing facilities during the tour.



AFF's goal for these tours is to provide nutrition communicators and social media influencers a firsthand look at how farmers grow safe and nutritious foods. CFFA was a sponsor of the Produce Farm Tour and would like to thank Association members **Family Tree Farms**, **HMC Farms**, and **Jasmine Vineyards** for hosting the group at their facilities.



California Farmworker Foundation



The California Farmworker Foundation (CFF) continues to be a key partner for CFFA and the entire fresh fruit industry.

CFF has served as a vital resource for Association members and their employees. CFFA looks forward to furthering the mission of the Foundation over the next year.

Grape, Nut & Tree Fruit Expo

Each year, CFFA participates in the Annual Grape, Nut and Tree Fruit Expo that is held at the Fresno Fairgrounds.

CFFA Director of Government and Public Policy Adam Borchard provided an update on the state of the table grape and fresh fruit industries.



PRODUCT RECALL PRESENTATION

Date: November 1, 2022
Time: 10:00am - 10:45am
Register via Zoom: [Click Here](#)

Presented by



CALIFORNIA FRESH FRUIT ASSOCIATION



THE GREENSPAN CO./ADJUSTERS INTERNATIONAL
The right way to settle claims

Get Your Questions Answered
Join us for a discussion about product recall and insurance. Grant Staking and Ken Crown, adjusters with The Greenspan Co./Adjusters International will host a Zoom discussion including questions and answers.

Topics of Discussion:

- > Accidental Contamination
- > Third Party Recall
- > Product Refusal
- > Definition of Gross Profit
- > What is Included in Insured Products
- > Recall Expenses
- > Rehabilitation Expenses

About The Greenspan Co./Adjusters International

As insurance professionals independent of the insurance company – private adjusters – growers, packers, and processors engage us for our extensive experience in damage assessment, business interruption, and strategic guidance to expedite and optimize claims to recover more – sooner.

With decades of success helping policyholders in many industries, we are proud to be a recognized as a valuable resource for companies and organizations in agriculture and look forward to our collaboration with the CFFA!

Greenspan Educational Webinar

CFFA and The Greenspan Co./Adjusters International hosted an educational webinar focusing on product recalls on November 1, 2022. The discussion focused on accidental contamination, third party recalls, product refusal, recall expenses and what is included in insured products.

Meet Our Speakers

Grant Staking
Vice President
The Greenspan Co./Adjusters International
Cell: 925.408.9880
Email: grant@greenspan-ai.com



Ken Crown
Executive Vice President
The Greenspan Co./Adjusters International
Cell: 408.858.1685
Email: ken@greenspan-ai.com



COLLABORATIVE EFFORTS

Agricultural President's Council (APC)
Alliance for California's Farmers & Ranchers (The Alliance)
Alliance for Food & Farming (AFF)
Center for Produce Safety (CPS)
Minor Crop Farmer Alliance
Other Partnership Efforts:

California Farm Water Coalition; California Women for Agriculture; Crop Protection Coalition; National Council of Ag Employers; and the Specialty Crop Farm Alliance.

A YEAR IN REVIEW



From L to R: Past President Barry Bedwell, Chelsea McClarty-Ketelsen, Harold McClarty, and President Ian LeMay at CFFA's Annual Meeting recognizing Harold McClarty with the Association's Mentors Award.



L to R: CFFA Members Loren Enns (**API Kirk Containers**), Royce Kimura (**WestRock**) and Sean Rundle (**Mr. Box, Inc.**) at CFFA's Annual Golf Tournament .



Mike Thurlow of **Mountain View Fruit Sales** hosts Lorren Walker of Elias Walker for a tour.



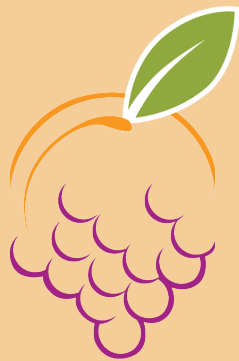
From L to R: Board Chairman Wayde Kirschenman, Secretary/Treasurer Louis Pandol, John Pandol and Executive Committee Member Jon P. Zaninovich at CFFA's 87th Annual Meeting.



From L to R: President Ian LeMay with Assemblymember Vince Fong in Sacramento for CFFA's Annual Fruit Delivery.



HMC Farms hosts buyers from Korea for a tour as part of a Reverse Trade Mission.



CALIFORNIA FRESH FRUIT ASSOCIATION

7647 North Fresno Street, Suite 103
Fresno, CA 93720
(559) 226 -6330
cffa@cafreshfruit.com
www.cafreshfruit.com