CALIFORNIA FRESH FRUIT ASSOCIATION

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CFFA HOSTS VIETNAM REVERSE TRADE MISSION

The California Fresh Fruit Association hosted retail buyers from Vietnam for a Reverse Trade Mission (RTM) from June 26 to June 29. Over the course of the week, the group had the opportunity to visit CFFA member stone fruit operations. The RTM concluded with an industry reception at the Schoolhouse Restaurant in Sanger. Among the individuals who participated in the RTM are representatives from An Minh Import-Export Trading Company, MTV Green Life Company, LTD, Tu Phuong Company, LTD, and Viet Products Development JSC.

Currently, there is no access for stone fruit into Vietnam. The purpose of the RTM is to create excitement and support for stone fruit market access while CFFA works with USDA on opening up the Vietnam Market.

For more information, please contact Director of Trade, Caroline Stringer (cstringer@cafreshfruit.com) or at (559) 878-8011.

NEW ASSEMBLY SPEAKER, AG COMMITTEE CHAIR

On Friday, June 30, Assemblyman Robert Rivas (D-Hollister) was inaugurated as the next Speaker of the California State Assembly. He succeeds Anthony Rendon (D-Lakewood), who has been speaker since 2016 but is serving his last term in the Legislature. Speaker Rivas was previously the Assembly Agriculture Committee chair. With his new leadership role, Rivas has vacated the chairmanship and has been succeeded by first-term Assemblywoman Esmeralda Soria (D-Fresno). For more information, please contact Director of Government and Public Policy, Adam Borchard (aborchard@cafreshfruit.com).

AS SUMMER TEMPERATURES RISE ACROSS THE STATE, PLEASE REVIEW YOUR HEAT ILLNESS PREVENTION MEASURES

Summer is officially here, and California has already experienced a few days with temperatures over 100 degrees. CFFA is reminding members to make sure their Heat Illness Prevention Program is implemented. Ensuring that employees have access to water and shade near their worksite locations can help prevent heat illness or heat stress injuries. It is important that all your supervisors and employees are trained on heat illness prevention along with the signs and symptoms to look for.

Below are the basic steps agricultural employers need to take to prevent heat illness injury at your worksite:

- Ensure that all employees and supervisors are trained on heat illness prevention.
- Provide plenty of cool, fresh water and encourage employees to drink it frequently.
- A shaded area for employees to cool down and take a recovery break needs to be near the worksite.
- Employees need to be given an opportunity to "acclimatize" to the heat.

High-heat procedures. The employer shall implement high-heat procedures when the temperature equals or exceeds 95 degrees Fahrenheit. These procedures shall include the following:

- Ensuring that effective communication by voice, observation, or electronic means is maintained so that employees at the work site can contact a supervisor when necessary.
- Observing employees for alertness and signs or symptoms of heat illness. The employer shall ensure effective employee observation/monitoring by implementing one or more of the following:
- Supervisor or designee observation of 20 or fewer employees, or
- Mandatory buddy system, or
- Regular communication with sole employee such as by radio or cellular phone, or
- Other effective means of observation.
- Designating one or more employees on each worksite as authorized to call for emergency medical services and allowing other employees to call for emergency services when no designated employee is available.
- Reminding employees throughout the work shift to drink plenty of water.
- Pre-shift meetings before the beginning of workday to review the high heat procedures, encourage employees to drink plenty of water, and remind employees of their right to take a cool-down rest when necessary.
- When temperatures reach 95 degrees or above, the employer shall ensure that the employee takes a minimum 10-minute preventative cool-down rest period every two hours.

For a complete overview on California heat illness requirements, please visit https://www.dir.ca.gov/DOSH/HeatIllnessInfo.html.

For more information, please contact Adam Borchard (aborchard@cafreshfruit.com).

CFFA RELEASES 2023-24 MEMBERSHIP ROSTER

The California Fresh Fruit Association has released its 2023/24 Membership Roster. An electronic version has been sent out to each member company but if you prefer to have a hard copy mailed to you, please contact Office Manager Allyson Calderon (acalderon@cafreshfruit.com). Roster information is updated on an annual basis to reflect any changes in membership.

CFFA continues to look for opportunities to make membership tools more useful, so please feel free to contact Director of Member Services and Communications, Courtney Razor at (559) 226-6330 or crazor@cafreshfruit.com to share your thoughts about how to make the membership roster or other services more user-friendly.

CFFA RELEASES 2022-23 ANNUAL REPORT

The Association is pleased to announce the release of its 2022-23 Annual Report. The publication highlights the key areas of focus that CFFA leadership and staff took part in over the last fiscal year. It is the hope that membership continues to see value in the advocacy efforts the Association has focused on to ensure the success of the California fresh fruit industry for years to come.

The CFFA Board of Directors and staff will continue to strive to provide the highest level of support to our members throughout the 2023-24 fiscal year.

To access the 2022-23 Annual Report, please click here.

If you wish to receive a hard copy version, please contact the CFFA office at (559) 226-6330.

For questions, contact Courtney Razor at (559) 226-6330 or crazor@cafreshfruit.com.