

# ONTARGET

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## CFFA HOSTS ANNUAL FRUIT DELIVERY



On Wednesday, August 14, CFFA hosted members in Sacramento for the Association’s Annual Fruit Delivery. The event provides legislators, regulators, and legislative staff with a reminder of the value

of our fresh grape and deciduous tree fruit communities.

Participants had the opportunity to meet with the California Department of Food and Agriculture Secretary Karen Ross and Undersecretary Christine Birdsong, along with several state legislative offices. Over 120 deliveries of custom-designed lunch boxes with fresh fruit were made.



We would like to extend a special thank you to our Association members who donated produce for our Annual Fruit Delivery – **David J. Elliot & Son, HMC Farms, Jasmine Vineyards, Inc., Kingsburg Orchards, Mountain View Fruit Sales, Inc., Pandol Bros., Inc.,**

**Sunview Vineyards and The Specialty Crop Company.**

For more information, please contact Director of Government and Public Policy Adam Borchard ([aborchard@cafreshfruit.com](mailto:aborchard@cafreshfruit.com)) or Director of Member Services and Communications, Courtney Razor ([crazor@cafreshfruit.com](mailto:crazor@cafreshfruit.com)).

## MARKET ACCESS FOR CALIFORNIA PEACHES AND NECTARINES CELEBRATED IN VIETNAM

On August 14, CFFA Director of Trade, Caroline Stringer was in Hanoi City, Vietnam to take part in festivities celebrating market access for California peaches and nectarines.



The Association extends its appreciation to USDA Animal and Plant Health Inspection Service (APHIS) for their partnership in this process. Marc Gilkey of APHIS commented, “If you work in agricultural trade, you have heard of International Services, we are the professional foreign service of the Animal and Plant Health Inspection Service. Our cadre of veterinarians, entomologists and plant pathologists work around the globe to ensure safe, transparent, and resilient trade can and will happen. Our office in Hanoi worked with determination to open this historic market for California nectarines and peaches for the Vietnamese consumer.”

The California stone fruit industry looks forward to sharing the freshest peaches and nectarines with a new group of consumers. For more information, please contact Caroline Stringer ([cstringer@cafreshfruit.com](mailto:cstringer@cafreshfruit.com)).



## HMC FARMS HOSTS SENATOR BUTLER’S AG STAFF



On August 28, CFFA Director of Government and Public Policy Adam Borchard joined the agricultural policy advisor for Senator Laphonza Butler (D, CA) for a visit of **HMC Farms** in Kingsburg. The visit began with a discussion on recent industry trends in California’s stone fruit industry, including water supply and labor challenges, as well as mechanization and automation opportunities. The visit concluded

with a tour of HMC's cold storage facility. For more information, please contact Adam Borchard ([aborchard@cafreshfruit.com](mailto:aborchard@cafreshfruit.com)).

## CALIFORNIA'S MINIMUM WAGE TO INCREASE AGAIN IN 2025

On August 1, 2024, California's Department of Finance Director officially certified that beginning January 1, 2025, California's minimum wage will increase from \$16 per hour to \$16.50 per hour for all employers, regardless of size. There is also a pending ballot measure that could increase the minimum wage if it passes.

Per the Labor Code, the California Director of Finance must determine on or before August 1 of each year whether to adjust the minimum wage for inflation and, if so, must calculate the increase. The Director calculates the increase by applying whichever of the following two options would result in the smaller increase: (1) a 3.5 percent increase; or

(2) the actual rate of change per the U.S. Consumer Price Index ("CPI"). The department's calculations showed the CPI increased by 3.18 percent, meaning the minimum wage will increase by 3.18% to \$16.50 per hour.

This hourly increase also affects the minimum salary requirements for full-time exempt employees, which currently is \$66,560 per year (\$5,546.67 per month). Beginning January 1, 2025, the minimum salary for a full-time employee to qualify for the exemption from overtime will be \$68,640 per year (\$5,720 per month).

Employers should take note, however, that Proposition 32 is on the November 2024 ballot and is proposing a \$2 increase to the state's current minimum wage. Should the proposition pass, the minimum wage will increase to \$17 per hour for the remainder of 2024 and \$18 per hour starting in January 2025 for large employers. Small businesses with 25 or less employees would be required to start paying \$17 per hour in 2025 and

\$18 per hour starting January 1, 2026. Then starting in 2027, the minimum wage would be adjusted according to inflation, using the currently set formula.

### What This Means for Employers:

Proposition 32 will be decided on November 5, 2024, if passed large employers will have to immediately implement a change in employees' wages. If the proposition fails to gain majority support, California's minimum wage will increase by 50-cents to \$16.50 per hour for all employers beginning January 1, 2025.

*The goal of this article is to provide employers with current labor and employment law information. The contents should neither be interpreted as, nor construed as legal advice or opinion. The reader should consult with **Barsamian & Moody** at (559) 248-2360 for individual responses to questions or concerns regarding any given situation*

## 45<sup>TH</sup> ANNUAL HARVEST EVENT SET FOR OCTOBER 24

The California Fresh Fruit Association Political Action Committee would like to invite you to join us for our 45<sup>th</sup> Annual Harvest Event, set for Thursday, October 24, from 6 to 9 p.m. at the Vintage Press Restaurant (216 N. Willis, Visalia).

Members may purchase tickets for \$350 which includes two (2) dinners. Single tickets are available for \$200 and include one (1) dinner. All proceeds benefit the Association's political action committee, FruitPAC. Dinner tickets include complimentary entry in the Harvest Event Sweepstakes. No purchase is necessary to enter the sweepstakes.

To purchase tickets, please visit (<https://lp.constantcontactpages.com/ev/reg/uk5h9f2>).

*Sponsorship Opportunities: CFFA members are encouraged to support this event! 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.*

All sponsors will also receive promotional acknowledgements before, during, & after the event, in the form of recognition in OnTarget, our Harvest Event program, and more!

For more information, please contact Adam Borchard ([aborchard@cafreshfruit.com](mailto:aborchard@cafreshfruit.com)) or Allyson Calderon ([acalderon@cafreshfruit.com](mailto:acalderon@cafreshfruit.com)).

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

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### CFFA OFFICE CLOSED ON MONDAY, SEPTEMBER 2

In observance of Labor Day, the CFFA office will be closed on Monday, September 2. Regular business hours will resume on Tuesday, September 3.

