



CALIFORNIA
FRESH FRUIT
ASSOCIATION



89TH ANNUAL MEETING

THE OJAI VALLEY INN

MARCH 9-11, 2025

89TH ANNUAL MEETING

89TH ANNUAL MEETING INFORMATION

OJAI VALLEY INN

905 COUNTRY CLUB ROAD, OJAI, CA 93023

REGISTRATION FEES

THE CFFA 89TH ANNUAL MEETING REGISTRATION FEES INCLUDE PARTICIPATION IN THE CHAIRWOMAN'S WELCOME RECEPTION, INDUSTRY WORKSHOPS, ANNUAL MEETING & BREAKFAST, SUPPLIERS COCKTAIL RECEPTION AND BUFFET BREAKFAST.

**PARTICIPATION IN MONDAY AFTERNOON ACTIVITIES WILL REQUIRE AN ADDITIONAL FEE.*

EARLY BIRD REGISTRATION

NOVEMBER 18, 2024 - JANUARY 10, 2025

\$400 - GROWER & SHIPPER MEMBERS
\$500 - ASSOCIATE MEMBERS
\$700 - NON-MEMBERS
\$200 - SPOUSE/GUESTS

REGULAR REGISTRATION

JANUARY 11, 2025 - FEBRUARY 21, 2025

\$500 - GROWER & SHIPPER MEMBERS
\$600 - ASSOCIATE MEMBERS
\$800 - NON-MEMBERS
\$225 - SPOUSE/GUESTS

LATE REGISTRATION

FEBRUARY 22 - MARCH 5, 2025

\$600 - GROWER & SHIPPER MEMBERS
\$700 - ASSOCIATE MEMBERS
\$900 - NON-MEMBERS
\$250 - SPOUSE/GUESTS

HOTEL ACCOMMODATIONS

***RATES ON A PER-NIGHT BASIS*

\$395 PER ROOM - \$35 RESORT FEE - COMPLIMENTARY PARKING

[CLICK HERE](#) TO RESERVE ONLINE OR CALL (888) 697.9116/PRESS 5

**** THE DEADLINE TO SECURE YOUR HOTEL RESERVATION IS FRIDAY, FEBRUARY 14, 2025*

SCHEDULE OF ACTIVITIES

SUNDAY, MARCH 9, 2025

** HOTEL CHECK-IN BEGINS AT 3 P.M.*

- › HOSPITALITY SUITE - 1 P.M. TO 4:30 P.M.
- › CHAIRWOMAN'S WELCOME RECEPTION - 5:30 P.M. TO 7 P.M.

MONDAY, MARCH 10, 2025

- › ANNUAL MEMBERSHIP MEETING & BREAKFAST -
8:30 A.M.
 - › INDUSTRY WORKSHOP - 10 A.M.
 - › HOSPITALITY SUITE - 11 A.M. TO 4:30 P.M.
 - › AFTERNOON ACTIVITIES - 11 A.M. TO 5 P.M.
- › SUPPLIERS COCKTAIL RECEPTION - 6 P.M. TO 7 P.M.

TUESDAY, MARCH 11, 2025

- › BUFFET BREAKFAST - 7:30 A.M.
- › INDUSTRY WORKSHOP - 9 A.M.
- › BOARD OF DIRECTORS MEETING - 10:30 A.M.



89TH ANNUAL MEETING

MONDAY AFTERNOON ACTIVITIES



BEEKEEPING & HONEY TASTING EXPERIENCE:
\$225/PER PERSON
1 P.M.

PARTICIPANTS WILL MEET WITH OJAI VALLEY INN'S RESIDENT BEEKEEPER FOR A BEEKEEPING AND HONEY TASTING EXCURSION. EXPERIENCE FIRSTHAND HOW IT FEELS TO BE INSIDE AN APIARY AND LEARN ABOUT THE LIFE OF A HONEYBEE. THE DAY WILL CONCLUDE WITH TASTING OF LOCAL, RAW HONEY PAIRED WITH AN ARTISAN CHEESE BOARD AND THE INN'S SIGNATURE LEMONADE.

BOCCE BALL TOURNAMENT:
\$50/PER PLAYER
1 P.M.

JOIN US FOR THE 9TH ANNUAL BOCCE BALL TOURNAMENT. THE COMPETITION WILL BE HELD ON THE ORCHARD LAWN. LIGHT SNACKS AND BEVERAGES WILL BE PROVIDED TO PARTICIPANTS AND OBSERVERS.



MILA CARATAN GOLF TOURNAMENT:
\$150/PER PLAYER
11 A.M. SHOT-GUN START

THE 21ST ANNUAL GOLF TOURNAMENT WILL TAKE PLACE ON-SITE AT THE OJAI VALLEY INN GOLF COURSE BEGINNING WITH A SHOT-GUN START AT 11:30 A.M.

THIS ANNUAL TOURNAMENT HONORS AN INDIVIDUAL WHO SERVED AS A LEADER WITHIN THE ASSOCIATION FOR FOUR DECADES,



89TH ANNUAL MEETING REGISTRATION FORM

MARCH 9-11, 2025 | REGISTRATION DEADLINE: FEBRUARY 21, 2025

CONTACT INFORMATION:

NAME:

GUEST NAME:

COMPANY: _____

ADDRESS: _____

CITY: _____

STATE: _____

ZIP CODE: _____

PHONE: _____

EMAIL: _____

REGISTRATION TYPE

REGULAR

THROUGH FEBRUARY 21, 2025

LATE

THROUGH MARCH 5, 2025

**GROWER/SHIPPER
MEMBERS**

\$500

\$600

**ASSOCIATE
MEMBERS**

\$600

\$700

NON-MEMBERS

\$800

\$900

GUEST/SPOUSE

\$225

\$250

MONDAY AFTERNOON ACTIVITIES: (OPTIONAL)

**PRE-REGISTRATION IS REQUIRED TO PARTICIPATE*

PARTICIPANT NAME(S)

BEEKEEPING & HONEY TASTING EXPERIENCE:

EXPERIENCE FIRSTHAND HOW
IT FEELS TO BE INSIDE AN APIARY
AND LEARN ABOUT THE LIFE OF A
HONEYBEE. THE EXCURSION WILL
CONCLUDE WITH TASTING OF LOCAL
HONEY AND AN ARTISAN CHEESE
BOARD.

**\$225 PER
PERSON**

BOCCE BALL TOURNAMENT:

THE 9TH ANNUAL TOURNAMENT
WILL BE HELD ON THE ORCHARD
LAWN.

\$50 PER PLAYER

MILA CARATAN GOLF TOURNAMENT:

THE 21ST ANNUAL GOLF TOURNAMENT
WILL TAKE PLACE ON-SITE AT THE
OJAI VALLEY INN GOLF COURSE.

**\$150 PER
PLAYER**

REGISTRATION PAYMENT INFORMATION

PLEASE SEND THE COMPLETED FORM TO:
CALIFORNIA FRESH FRUIT ASSOCIATION, 7647 NORTH FRESNO STREET, SUITE 103, FRESNO, CA 93720 OR
EMAIL TO CFFA@CAFRESHFRUIT.COM.

CHECK ENCLOSED - # _____

CREDIT CARD
(PLEASE COMPLETE INFORMATION BELOW)

SEND AN INVOICE

ANNUAL MEETING REGISTRATION \$: _____

SPOUSE/GUEST REGISTRATION \$: _____

MONDAY AFTERNOON ACTIVITIES \$: _____

TOTAL AMOUNT \$: _____

CREDIT CARD PAYMENT INFORMATION

CFFA ACCEPTS AMERICAN EXPRESS, DISCOVER, MASTERCARD AND VISA.

(ALL CREDIT CARD PAYMENTS WILL BE PROCESSED VIA PAYPAL.)

CREDIT CARD NUMBER: _____

EXPIRATION DATE: _____

CVV CODE: _____

CORPORATE CREDIT CARD

NAME ON CARD: _____

EMAIL ADDRESS:

PHONE NUMBER:

BILLING INFORMATION:

SAME AS REGISTRATION PAGE

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

REFUND SCHEDULE:

BEFORE JANUARY 10 - 100% REFUND
JANUARY 11 - FEBRUARY 21 - 50% REFUND
NO REFUNDS WILL BE ISSUED AFTER FEBRUARY 21

ADDITIONAL INFORMATION:

HOTEL ACCOMODATIONS -
OJAI VALLEY INN
\$395 PER ROOM, PER NIGHT
\$35 RESORT FEE