



CALIFORNIA
FRESH FRUIT
ASSOCIATION

90TH ANNUAL MEETING



ESTATE YOUNTVILLE
March 15-17, 2026

Please Join Us in Napa Valley

On behalf of the Board of Directors of the California Fresh Fruit Association, it is my pleasure to invite you to join us for the 90th Annual Meeting, to be held March 15–17, 2026, at the Estate Yountville, in the heart of Napa Valley.

This year marks a remarkable milestone for our Association—90 years of leadership, advocacy, and partnership within California’s vibrant fresh fruit industry. The Annual Meeting provides a unique opportunity to reflect on our shared accomplishments, celebrate the continued success of the industry, and engage in meaningful discussions about the challenges and opportunities that shape its future.



I look forward to welcoming you to Yountville as we commemorate this milestone year and celebrate the individuals who make California’s fresh fruit industry thrive.

- Melissa Frank, CFFA Board Chair

Hotel Accommodations

The Estate Yountville
6481 Washington Street
Yountville, CA 94599

**** Rates are on a per night basis*

\$489/Per Room/Per Night - \$40 Resort Fee
\$40 Parking/Per Night



Estate Yountville

[Click here](#) to reserve your room online or call
(707) 948-5015

*****THE DEADLINE TO SECURE YOUR HOTEL RESERVATION IS
THURSDAY, FEBRUARY 19, 2026**

Registration Information

Registration fees for the CFFA 90th Annual Meeting include participation in the Chairwoman's Welcome Reception, Industry Workshops, Annual Meeting & Breakfast, Suppliers' Cocktail Reception, and Buffet Breakfast.

Please note: Participation in Monday afternoon activities will require an additional fee.

Early Bird Registration

November 17, 2025 - January 16, 2026

\$400 - Grower & Shipper Members

\$500 - Associate Members

\$700 - Non-Members

\$200 - Spouse/Guest

Regular Registration

January 17, 2026 - February 19, 2026

\$525 - Grower & Shipper Members

\$625 - Associate Members

\$800 - Non-Members

\$250 - Spouse/Guest

Late Registration

February 20, 2026 - March 13, 2026

\$650 - Grower & Shipper Members

\$750 - Associate Members

\$900 - Non-Members

\$300 - Spouse/Guest



Schedule of Activities

** Hotel Check-in Begins at 4 p.m.*

Sunday, March 15, 2026

- Hospitality Suite - 1 p.m. to 4:30 p.m.
- Chairwoman's Welcome Reception - 5:30 p.m. to 7 p.m.
- Past Chairman's Dinner (*Invitation Only*) - 7:30 p.m. to 10 p.m.

Monday, March 16, 2026

- Annual Membership Meeting Breakfast:
8a.m. to 9 a.m.
- Industry Workshop - 9:15a.m. to 10:45 a.m.
 - Hospitality Suite - 10 a.m. to 4:30 p.m.
 - Afternoon Activities - 11 a.m. to 5 p.m.
- 10 a.m. Departure/11 a.m. Shot-Gun Start
Mila Caratan Golf Tournament
- 1 p.m. Bocce Ball Tournament
- 1 p.m. Yountville Walking Wine Tour
- Suppliers Cocktail Reception - 6 p.m. to 7:30 p.m.

Tuesday, March 17, 2026

- Buffet Breakfast - 7:30 a.m.
- Industry Workshop - 9 a.m.
- Board of Directors Meeting - 10:30 a.m.



Monday Afternoon Activities

Enjoy an afternoon of connection, competition, and camaraderie with fellow CFFA members through one of our featured activities.

Please note: participation in Monday afternoon activities requires an additional registration fee.



Mila Caratan Golf Tournament:
\$225/per player
11:30 a.m. Shot-gun Start
10:30 a.m. Departure

Join us at the beautiful Chardonnay Golf Club for the 22nd Annual Mila Caratan Golf Tournament. This longstanding tradition honors an individual who dedicated more than four decades of service and leadership to the California Fresh Fruit Association.

Participants will enjoy a day on the course surrounded by colleagues and friends, with transportation provided to and from the hotel.



Spa Rendez Veuve at Estate Yountville

Special rates will be available for CFFA Annual Meeting attendees during the meeting dates. Reservations are required as space is limited.

Contact the Spa Rendez Veuve at (707) 948-5050 for details and booking.

10th Annual Bocce Ball Tournament:
\$50/per player
1 p.m.

Join us for the 10th Annual Bocce Ball Tournament at the Estate Yountville! Whether you're playing or cheering from the sidelines, this friendly competition offers the perfect opportunity to unwind and connect with fellow members.

Light snacks and beverages will be provided for all participants and guests.



Yountville Walking Wine Tour
\$325/per person
1 p.m. (Duration 3 hours)

Explore the flavors of Napa Valley with this exclusive experience! The Walking Wine Tour will feature tastings at two boutique wineries in Yountville.

Participants will visit Priest Ranch Tasting Room, and Handwritten Wines. Space is limited to ensure everyone an exceptional experience.



90th Annual Meeting Registration Form

March 15-17, 2026 | Registration Deadline: February 19, 2026

CONTACT INFORMATION:

Name: _____

Guest Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

REGISTRATION TYPE	Early Bird <i>Through January 16, 2026</i>	Regular <i>Through February 19, 2026</i>	Late <i>Through March 13, 2026</i>
Grower/Shipper	\$400	\$525	\$650
Associate	\$500	\$625	\$750
Non-Member	\$700	\$800	\$900
Guest/Spouse	\$200	\$250	\$300

MONDAY AFTERNOON ACTIVITIES: (OPTIONAL) PARTICIPANT NAME(S)

Bocce Ball Tournament: \$50 per player
The 10th Annual Tournament will be held on the Estate Yountville property.

Mila Caratan Golf Tournament: \$225 per player
The 22nd annual golf tournament will take place at the Chardonnay Golf Club. (Transportation will be provided)

Yountville Walking Wine Tour: \$325 per person
Experience the taste of Napa Valley. The wine tour will feature stops at two boutique wineries in Yountville.

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 crazor@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 and will be subject to a
3% transaction fee.)

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 16 - 100% Refund
January 17 - February 19 - 50% Refund
No Refunds Will Be Issued After February 20

ADDITIONAL INFORMATION:

Hotel Accommodations -
The Estate Yountville
\$489 Per Room, Per Night
\$40 Resort Fee
\$40 Parking, Per Night

For More Information, Please Contact: Courtney Razor, Director of Member Services & Communications at (559) 226-6330
or at crazor@cafreshfruit.com.

