



**CALIFORNIA KIWIFRUIT COMMISSION
BOARD OF DIRECTORS MEETING**

**Thursday, March 17, 2011
10:00 a.m. – 3:00 p.m.**

**Double Tree Hotel
1150 Ninth Street
Modesto, CA 95354**

AGENDA

- I. CALL TO ORDER – JOHN FAGUNDES, Chairman (10:00 a.m.)**
 - A. ROLL CALL
 - B. ESTABLISH QUORUM
 - C. APPROVAL OF MINUTES – December 1, 2010

- II. MANAGEMENT REPORT**

- III. FINANCIAL REPORT**

- IV. REFERENDUM**
 - A. CDFA REPORT
 - B. WIND DOWN PLAN FINAL DRAFT
 - C. TRANSFER OF CO-MINGLED RECORDS TO THE KAC
 - D. TRANSFER OF INDUSTRY WEBSITE
 - E. FORMATION OF VOLUNTARY MARKETING AGREEMENT

- V. INDUSTRY REPORT**
 - A. CROP REPORT
 - B. TRANSFER OF YEAR END REPORTS TO KAC

- VI. MARKET DEVELOPMENT**
 - A. 2010 – 2011 MARKET DEVELOPMENT & EDUCATION PROJECTS
 - i. Public Relations Program
 - ii. Ripening Protocols – Creation of Consumer Video on Kiwifruit Ripening
 - iii. California Grown Promotions

- VII. CULTURAL, PROCESSING & RESEARCH**
 - A. BACTERIAL CANCKER RESEARCH
 - i. Review of Bacterial Canker Literature Review Part 1
 - ii. Development of Response/Action Plan

- iii. Collaboration with New Zealand Research
- B. SPECIALTY CROP BLOCK GRANT RESEARCH TO DEVELOP BEST PRACTICES

VIII. INTERNATIONAL MARKETING

- A. MARKET ACCESS PROGRAM (MAP) REPORT – Presentation by Kris Marceca, Townsend Management
 - i. KOREA
 - ii. MEXICO
 - iii. CENTRAL AMERICA
 - iv. CANADA
 - v. BRAZIL
 - vi. INDIA
- B. ANTAD Report

IX. IKO

- i. IKO 2011 Report
- ii. Fruit Logistica (Berlin) IKO Meeting Report
- iii. Selection of 2011 Delegation
- iv. Report on “Overview of Health Benefits of Kiwifruit Intake” - Keith W. Singletary
- v. IKO 2012

X. CLOSED SESSION (If needed)

XI. OTHER BUSINESS

XII. NEW BUSINESS

XIII. ADJOURNMENT

All agenda items are subject to discussion and possible action. This notice and agenda are also available on the Internet at www.cdfa.ca.gov/mkt/mkt/meetings.html