



BOARD OF DIRECTORS MEETING

WEDNESDAY
January 30, 2008
10:00 a.m.

RADISSON HOTEL, SACRAMENTO
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Sacramento, CA 95815
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AGENDA

I. CALL TO ORDER – Doug Phillips, Chairman (10:00 a.m.)

- A. ROLL CALL
- B. ESTABLISH QUORUM
- C. APPROVAL OF MINUTES – September 6, 2007

II. BUDGET COMMITTEE (10:10)

INFORMATION:

A. BUDGET FINANCIALS

Board will review current Financials

III. EXPORT COMMITTEE (10:20)

INFORMATION:

The Board will be updated on the following export markets.

A. IKO

B. Mexico

C. Korea

D. MARKET ACCESS PROGRAM (MAP)

IV. EDUCATION (10:50)

INFORMATION:

A. PRESS RELEASES

Board will be updated on press articles and releases.

B. MEXICO COOKING SHOW

Last month, the CKC participated in a Mexico Cooking show, demonstrating kiwi receipts.

V. PEST, DISEASE & STANDARDIZATION (11:10)

ACTION:

A. KIWI STATE STANDARDIZATION

Last year, the Commission was successful in passing state legislation that allows the CKC to discuss and recommend state kiwi standards. The Board will discuss a state standardization program.

VI. RESEARCH (11:30)

INFORMATION:

A. DRY MATTER STANDARDS

The Board will be updated on the latest information regarding the dry matter standards testing.

B. PRODUCT REGISTRATIONS

Last September, the Board of Directors requested management to obtain information on several products. Management will update the Board on these products.

VII. MANAGEMENT (11:50)

ACTION:

Last July, the CKC Board of Directors approved to let their management contract with the California Apple Commission end on June 30, 2008. This would allow the CKC and the KAC to open a bidding process for both organizations to seek management under one company.

VIII. ADJOURNMENT (12:15 p.m.)

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 . Times noted are suggested times and may vary depending on the discussion of the item.