



Newsletter

ISSUE No. 5

JANUARY/FEBRUARY 2008

KIWIFRUIT COMMISSION HOLDS JANUARY BOARD MEETING

On January 30, 2008, the California Kiwifruit Commission held a Board of Directors meeting. The following issues were discussed:

- Updates of the Korea, Mexico and Central American kiwifruit markets;
- International Kiwifruit Organization (IKO) annual meeting recap;
- Education updates including the Mexico Cooking Show with Chef Lulu;
- Potentially creating kiwifruit state standardization regulations;
- Updates on product registrations and dry matter standards;
- Approval for the Commission Oversight Committee to begin working with the Kiwifruit Administrative Committee's Executive Committee to develop a timeline for an open bidding process to have a single management entity to manage both the state and federal marketing organizations.

For additional information about the issues that were discussed, please contact the Commission office.

CKC REQUESTS CONTRIBUTIONS FOR EXPORTS

For the California kiwifruit industry, the Market Access Program (MAP) continues to provide several positive benefits for its industry. Specifically, these monies assist in providing representatives in several of the California kiwifruit markets as well as educational materials for consumers. With limited resources for the industry, this program allocates monies to assist specialty crops to get their message out to the buyers.

In an effort to gain additional dollars for our foreign programs, the California Kiwifruit Commission is requesting members of the industry to fill out the enclosed form and return it to the Commission office. The Commission is seeking information from the industry on how many activities and dollars the industry uses toward its foreign programs. The

more dollars the industry uses, the increased possibility for the industry to obtain additional dollars.

Please take a moment to fill out the enclosed form and return it to the Commission office via e-mail to kiwifruit@kiwifruit.org or by fax at (559) 226-6721. For additional information, please contact the Commission office.

OMNI SUPREME REGISTERED FOR STATE USE

The California Department of Pesticide Regulation announced that the product Omni Supreme has been fully registered in the state. This means that growers will not lose the material for the 2008 season. Originally, the product was registered under a Special Local Need (Section 24c) and was canceled due to other product registrations. The new label approved by the state will allow growers to continue to use the material for this season.

Growers who have questions regarding the use of this product should contact their local supplier.

NEW AGRICULTURE SECRETARY CONFIRMED...FARM BILL STALLED By U.S. Apple Association

On January 28, 2008, the U.S. Senate voted unanimously to confirm former North Dakota governor Ed Schafer as the 29th Secretary of Agriculture. The quick vote allowed Schafer to attend the President's final State of the Union address with the other Cabinet members. Schafer served two terms as governor from 1992 to 2000 and, in those years, worked to normalize trade relations with China and develop it as a strong export market for North Dakota farmers and also chaired the Western Governors Association.

In his first meeting with reporters as Secretary, Schafer reiterated President Bush's strong commitment to farm policy reforms. The President has said repeatedly---most recently in his State of the Union speech---that he will veto any bill that increases taxes. While there has been talk about a possible extension of the current Farm Bill if a funding agreement cannot be reached, House Agriculture Chairman Collin Peterson now says, "If we can't get a bill signed by the President, we will have permanent law, not an extension of the current farm bill." (*Reuters*, January 30, 2008). Specialty crops are not included in permanent law, which dates back to 1949.

LBAM FOUND IN CARPINTERIA

On February 8, 2008 the California Department of Food and Agriculture (CDFA) announced that a single Light

Brown Apple Moth (LBAM), was detected in Carpinteria on Santa Barbara County. According to the Department, the male moth was caught as part of the statewide pest-trapping program. Additional traps have been placed in the surrounding areas.

To date, there have been a total of nine counties have been infested with the native Australia pest. CDFA and the U.S. Department of Agriculture (USDA) is continuing to work together through a cooperative eradication program. The Commission will continue to update the industry as additional information becomes available.

FAIR POLITICAL PRACTICES COMMISSION

For officials and officers it's time to file your annual Form 700 Statement of Economic Interests. Annual statements are due no later than **April 1, 2008**.

You may also access the 2007/2008 Form 700 on the FPPC's web site at <http://www.fppc.ca.gov>.

For assistance concerning reporting, the FPPC will conduct free workshops on the duties of filing officials/officers for statements of economic interests. The address for the workshops will be 428 J Street in Sacramento on February 27, 2008 from 1pm – 3pm. and March 19th, 2008 from 10am – Noon. Please telephone 916-322-5660 to sign up.

COMMISSION ATTENDS WORLD FRUIT SHOW

On February 7 – 9, 2008, the Commission attended Fruit Logistica in Berlin Germany. Fruit Logistica is a world trade show that provides agricultural industries an opportunity to learn about several agricultural products and services. Additionally, it provides networking opportunities for the industry to talk with buyers, and consumers about their industry and educate them about the availability of the commodity.

Commission staff met with several representatives to discuss the availability of California kiwifruit. The Commission also learned of several opportunities and challenges in trading kiwifruit overseas. Next up, the Commission will be attending the Mexico and Central America Trade show and meet with several of the buyers that visited California last year.

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RECIPE OF THE MONTH.....

PACIFIC SHRIMP SALAD WITH KIWIFRUIT

½ lb. California Kiwifruit, pared and sliced	½ cup radish, finely julienned
½ lb. (21-30 size) shrimp, shelled, deveined, and cooked with tails intact	½ cup pomegranate
	½ head butter lettuce
	Lemon Ginger Dressing

Lemon Ginger Dressing

2 tablespoons oil	1 teaspoon grated ginger
2 tablespoons vinegar	½ teaspoon salt
2 tablespoons lemon juice	1/8 teaspoon pepper
1 tablespoon honey	Combine and mix well

Arrange all ingredients in a shallow, lettuce-lined bowl. Serve with Lemon Ginger Dressing.

CALENDAR OF EVENTS

- **ANTAD**
Date: March 4-7, 2008
Location: Guadalajara, Mexico
- **UNITED FRESH**
Date: May 4– 7, 2008
Location: Las Vegas, NV
- **IKO ANNUAL CONFERENCE**
Date: September
Location: TBA, Spain

For additional information please call (559) 226-4780
