



Cranberry Marketing Committee

Instrumentality of the USDA, Agricultural Marketing Service

MEETING NOTICE

The Cranberry Marketing Committee is giving notice that the Committee will meet on August 30 & 31, 2010. The meeting will be held starting at 8:30 a.m. to 4:00 p.m. on Monday, August 30 and from 8:00 a.m. until concluded on Tuesday, August 31, 2010 at The Pointe Resort in Minocqua, WI. This is an open meeting. All growers, handlers and other interested parties are welcome to attend.

Topics for discussion include review of the generic domestic and international promotion programs, trade policy issues, review of FY '10 budget, finalizing the 2010 crop year marketing policy, and other such business as may come before the Committee. Enclosed is the agenda for the meeting. **If you plan to attend the meeting, please call the CMC office at (800) 253-0862 ext.10 (for Michelle Hogan) or ext. 17 (for Gillian Knox) to let us know, so that we may insure enough hand-outs and the proper meeting space to hold our meeting.**

AGENDA

MONDAY, AUGUST 30, 2010 – (8:30 A.M. – 4:00 P.M.)

CALL TO ORDER AND ROLL CALL

- Seating of Committee Members & Alternates, Signing of Selection Letters and Election of Officers for new term
- Review of Public Member and Alternate Public Member Positions
- Announcements, including Rules of Order and any additions and/or changes to the Agenda

PROMOTIONAL PROGRAMS UPDATES

- Domestic Promotion Program
- International Promotion Program
- Status: EU Health Claim

TRADE ISSUES UPDATE

- MRL
- Tariffs

MINUTES

- February 9-10, 2010, Arlington, VA

FINANCIALS

- Financial Statements: February 2010 – July 2010

REPORTS

- Staff Report
- Report on August 24 SAB Meeting, Boston, MA
- Compensation Subcommittee Report: Vacation Policy

BUSINESS SESSION

- Designation of Independent - Auditor Authorization to make transfers of funds beyond 10% between accounts
- Calendar: CMC 2011 Winter Meeting: February 2011, Ritz-Carlton, Arlington, VA
- Calendar: CMC 2011 Summer Meeting: August 2011, Massachusetts (Location TBD)

EXECUTIVE SESSION - ADJOURN

TUESDAY, AUGUST 31, 2010 – (8:00 A.M. – 3:00 P.M.)

BUSINESS SESSION

- Review Q3 Inventory Report
- Background: Handlers Reporting & Compliance Enforcement
- Industry Position as of July 31, 2010: Kevin Kesecker
- Finalize FY '11 Marketing Policy
- Generic Promotion Planning Subcommittee Report
- Long-Range Plan Review/Discuss/Action
- FY '11 Budget

ADJOURN

