



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 29, 30 & 31, 2011. A Strategic Planning Session is scheduled for Monday, 10:00 a.m. to 5:00 p.m. The CMC meeting will be held starting at 8:00 a.m. to 3:00 p.m. on Tuesday, August 30 and from 8:00 a.m. until concluded on Wednesday, August 31, 2011 at The Radisson Hotel in Boston, MA. 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 '11 budget, finalizing the 2011 crop year marketing policy, and other such business as may come before the Committee. Enclosed is the agenda for the meeting.

AGENDA

**10:00 AM -
5:00 PM**

MONDAY, AUGUST 29, 2011 – STRATEGIC PLANNING SESSION

**8:00 AM -
3:00 PM**

TUESDAY, AUGUST 30, 2011

Call to Order Announcements, Rules of Order and any additions and/or changes to the Agenda

PROMOTIONAL PROGRAMS REPORTS

SECTION 1

- International Promotion Program
- EU Health Claim

SECTION 2

- Domestic Promotion Program

SECTION 3

TRADE ISSUES UPDATE

- MRL
- Tariffs

SECTION 4

MINUTES

- February 21 & 22, 2011, Arlington, VA

SECTION 5

FINANCIALS

- Financial Statements: February 2011 – July 2011

SECTION 6

REPORTS

- Staff Report
- Marketing Order Review Subcommittee Report

SECTION 7

BUSINESS SESSION

- Designation of Independent Auditor
- Authorization to make transfers of funds beyond 10% ceiling between accounts
- Calendar: CMC 2012 Winter Meeting: **February 2012**, Ritz-Carlton, Arlington, VA
- Calendar: CMC 2012 Summer Meeting: **August 2012**, Location & Date
- Appointment of Subcommittees

3:00-4:00 pm

EXECUTIVE SESSION/ADJOURN

8:00 AM

WEDNESDAY, AUGUST 31, 2011 - MEETING RECONVENES

Call to Order & Roll Call

SECTION 8

BUSINESS SESSION

- Review Q3 Inventory Report
- Industry Position as of July 31, 2011: Kevin Kesecker
- Finalize FY '12 Marketing Policy
- 2011/2012 Compliance Plan

SECTION 9

BUDGET

- FY '12 Budget

SECTION 10

OTHER BUSINESS/ADJOURN