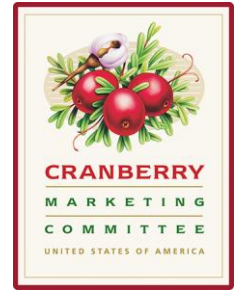


**2018 CONFERENCE CALL OPEN MEETING MINUTES
OCTOBER 10, 2018**



WEDNESDAY OCTOBER 10, 2018

The CMC open conference call on Wednesday, October 10, 2018 was called to order by Chairman Rogers at 11:00 am. The Chair gave a brief overview of the agenda topics for the call and requested the Executive & Financial Assistant to call the roll. The CMC’s Executive Director, sat Mr. Mauck for Mr. Gardner for the Independent seat for District 3; Mr. Stein for Mr. Hatton for District 4 for the Major Co-Operative, Mr. Viano for Mr. Rifleman Member-at-Large for the Major Co-Operative; Dr. White for Dr. O’Guinn Public Member, and Ms. Mollor as the Major Co-operative voting member for District 1 in place of Chairman Rogers. Chairman Rogers reported a quorum was present.

<u>Member</u>	<u>P/A</u>	<u>Member</u>	<u>P/A</u>	<u>Alternate</u>	<u>P/A</u>
Larry Harju	P	George Rogers	P	Adrienne Mollor	P
Dawn Gates-Allen	P	Jim Rezendes	P	Parker Mauck	P
Stephen Lee	P			Joe Darlington	P
William Poinsett	P			Tom Gerber	A
Wayne Gardner	A	Vicki Nemitz	P	Jim Van Wychen	A
Martin Potter	P	David Bartling	P	Jill Amundson	P
Ron Puhl	P			Nick Puhl	A
Kevin Hatton	A			Jack Stein III	P
Doug Rifleman	A			Michael Viano	P
Thomas O’Guinn	A			D. Steven White, Ph. D	P

Also present on the call were Doris Jamieson, the CMC’s USDA Marketing Specialist, Chris Nissen, the USDA Regional Director, Sarah Gelpi-Hooker and David McCaleb both of Bryant Christie, Inc, and CMC staff members Karen Cahill and Dotty Pipher.

Ms Hogan noted, per the direction of the Executive Committee, she reached out via email to all 60 handlers requesting feedback on ATP funding as well as recommendations for the use of excess MAP funds in the amount of \$270K that will not be spent in China as we become compliant with the China NGO laws over the next few months. After receiving no response to her email, calls were placed to 4 separate handlers that have supplied support and recommendations of the international program in the past. The recommendations as a result of the calls will require approval from the Committee. The recommendations are as follows:

- \$100k to supplement the current India program.

- \$100K to continue, on a minimal scale, activities for the remainder of the calendar year in Mexico and South Korea.
- \$35K to conduct market research for a country in the Middle East, with the United Arab Emirates being the most common suggestion.
- \$35K to conduct market research in Latin America, including recommendations for Columbia & Peru due to the current free trade agreements the U.S. has with these two countries.

Chairman Rogers offered the individual regions time for comments or questions. After several comments, questions, and further discussion **Mr. Rezendes made a motion to approve the re-allocation of \$270K as stated by Executive Director Hogan. Seconded by, Mr. Harju. Motion was carried unanimously.**

Ms. Hogan presented the ATP recommendations also collected from the handler calls. These funds are being offered as relief to industries impacted by tariff retaliations. The CMC could potentially receive between 3 and 4 million dollars to fund programs over the next 3 years, that being 2019, 2020, and 2021. Ms. Hogan outlined the individual markets and activities that included:

- Supplemental funding in China, India, and our current branded program,
- Market research for the Middle East (UAE) and Latin America (Columbia and Peru) that will lead to a targeted promotional program in these markets,
- Trade policy work that includes the fresh fruit market access work in Australia and China.

At the conclusion of Ms. Hogan's presentation, Chairman Rogers offered the individual regions time for comments or questions. After several questions, comments, and discussion, **Mr. Mauck motioned to accept the ATP programs as presented with the exception of \$200k from the branded program be moved to the MRL trade policy program. Seconded by, Mr. Rezendes. The motion carried unanimously.**

Ms. Hogan presented the change in the new budget format. This change is a work in progress and suggestions are welcome to provide better transparency and assist in viewing the international and domestic budgets individually as well as collectively. After further discussion, it was agreed this change in format does not require a vote but, hearing no objections the budget format changes will be implemented.

Hearing no further comments, Chairman Rogers adjourned the call at 12:09 pm.

Respectfully submitted,

Judy Mears

Recording Secretary