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2021 ANNUAL WINTER MEETING MINUTES
ZOOM WEBINAR
FEBRUARY 10, 2021

The CMC’s 2020 Summer Meeting was called to order by Chairman Mauck on Wednesday, February 10, 2021, at 10:00 a.m., via Zoom webinar technology. Chairman Mauck requested roll call and a quorum was present. Chairman Mauck sat Mr. Jim Rezendes as the District 1 Other Than Major Cooperative voting member in place of himself and Mr. William Poinsett as the other District 1 Other Than Major Cooperative voting member in place of the absent Ms. Dawn Gates-Allen. Chairman Mauck informed the Committee that all votes would be taken by roll call to avoid confusion.

<u>Member</u>	<u>P/A</u>	<u>Member</u>	<u>P/A</u>	<u>Alternate</u>	<u>P/A</u>
Adrienne Mollor	P	George Rogers	P	Eric Pontiff	P
Parker Mauck	P	<i>Dawn Gates-Allen</i>	A	Jim Rezendes	P
Stephen Lee IV	P			Mike Haines	P
Tom Gerber	P			William Poinsett	P
Suzanne Arendt	P	Wayne Gardner	P	Vicki Nemitz	P
Jill Amundson	P	Doug Rifleman	P	<i>David Bartling</i>	A
Kevin Hatton	P			Jack Stein	P
Nick Puhl	P			Ty Vincent	P
Andreas Welsch	P			Chris O’Connor	P
Steve White	P			Tom O’Guinn	P

USDA

USDA Marketing Specialist Ms. Jen Varela briefed the Committee on USDA antitrust regulations.

MARKETING POLICY

Mr. George Rogers led the Committee’s review of the Cycle Reports. Items of note included:

- CY2020 US crop was 7,727,038 bbls, down 12% from August forecast
- CY2020 Q1 sales – domestic was down 5% and foreign down 28%
- Inventory is down 2% - lowest since 2011

28 The Committee completed the CY2021 crop estimate with a total U.S. production estimate of 8,545,000 bbls. There
29 was no APCQ estimate for CY2021, but all other areas in Canada are predicting similar numbers to CY2020. Mr.
30 Rogers touched on Chinese production, indicating that phase 3 could be as much as 16,000 acres. Further
31 conversation was tabled for the international marketing section.

32

33

2021 COMMITTEE CROP ESTIMATE

1,000 bbls

MA Average	2,034
NJ Average	530
WI Average	5,293
OR Average	500
WA Average	188
Total	8,545

34

35 Mr. Rogers noted that direct-to-government sales is showing product that goes directly from a handler to USDA.
36 This does not include sales out of district, processed into something else, and then sold to the government.
37 Government sales have dropped down from the 2013-2016 years and even from 2018.

38

39 Total sales for CY2020 are projected to be down 5% based on the Committee's formula of adding Q1 numbers to
40 last year's Q2-4 numbers. Using the same formula, CY2020 ending inventory is projected to be down 488,000 bbls
41 and the carry-out inventory % of total utilization is estimated to be 41.64%, the lowest since 2007.

42

43 The Committee went through the process of completing the CY2021 Marketing Policy. There was some discussion
44 around Estimated Foreign Acquired and keeping it at 1,925 to account for increased production in British Columbia,
45 most of which would enter the US. The fresh fruit sales number was increased to 334 to account for approximately
46 20,000 additional bbls of fresh fruit in the marketplace this year, according to Mr. Jeff LaFleur. There was discussion
47 around processed sales and how the last year impacted first quarter sales. Mr. Rogers noted the spike of concentrate
48 sales in 2017, possibly indicating sales that took place on paper but product not actually being consumed and still
49 effecting inventory and sales. Chairman Mauck stated that the product from that spike has probably worked its way
50 through the marketplace at this point and for the purposes of this marketing policy the Committee should look at
51 what is going to happen in the 2021-2022 year. Mr. LaFleur suggested that increased inventory would result in
52 increased sales overall despite a dip in Q1 numbers. Mr. George Sousa noted that sales in China are really slow and
53 that will impact CY2020 overall numbers and would therefore impact the CY2021 sales forecast. Mr. Nick Decas
54 raised a question about the method of lowering the inventory as the percentage of sales to balance supply and
55 demand. He suggested that the industry is overstating demand; even though inventory is down, there is not a
56 shortage of cranberries in the marketplace. Marketing policy numbers were adjusted to be more in line with 2018

57 figures, factoring in slow sales in CY2020 and the hopeful return of pre-COVID “business as normal” by September
58 1, 2021.

59

60 *Mr. Rezendes made a motion to accept the marketing policy as developed with a marketable quantity of*
61 *14,395,000 with no volume regulation for the 2021 crop year at this time; Mr. Poinsett seconded; Motion carried*
62 *unanimously.*

63

64

CROP YEAR 2021 MARKETING POLICY	
Estimated Carry-In (9/1/2021)	4,275
<i>Production & Acquired</i>	
Estimated Domestic Production	8,545
Estimated Foreign Acquired	1,925
Total Production & Acquisitions	10,469
Available Supply	14,745
<i>Estimated Shrinkage</i>	
2% of Carry-in	86
4% Estimated Production/Acquisitions	419
Estimated Shrinkage	350
Adjusted Supply	14,395
<i>Sales & Usage</i>	
Fresh Fruit Sales	334
Processing Fruit Usage	9,880
Total Sales/Usage	10,214
Estimated Adjusted Carry-Over	4,180
Inventory as a % of utilization	40%

65

66

67 **DOMESTIC PROMOTIONS**

68 Ms. Karen Cahill, CMC’s director of marketing, presented a brief update on recent domestic marketing partnerships.
69 The Produce for Better Health Foundation initiative, which paired US Cranberries with California Walnuts last
70 September, resulted in a 37% sales lift and a 207% volume lift of dried cranberries across Weis Markets when
71 compared to the same time period in 2019. The Amazon partnership which took place from September 2020 to
72 January 2021 resulted in 14,122,031 impressions, \$182,433.28 in sales (\$2.38 return on ad spend) and 27,814 units
73 sold.

74

75 *Mr. Rezendes made a motion to accept an \$8,000 social media video production proposal with Produce for*
76 *Kids/Healthy Family Project. Ms. Amundson seconded; Motion carried unanimously.*

77

78 **MRL UPDATE**

79 Mr. Matt Lantz of Bryant Christie, Inc., highlighted the difference of establishing MRLs in the EU versus the rest
80 of the world. The EU has committed to reducing pesticides by 50% by 2030, which is impacting industries all
81 around the world. One cranberry example is that the industry has sought Quinclorac in the EU for 9 years. The data
82 was good enough to establish MRLs in the US, Canada, Australia, Taiwan, Korea, and China (notoriously difficult
83 to get MRLs), but not good enough for the EU. Another example would be the loss of Bravo in 2014, but the return
84 18 month later after a data package was submitted. After five years of no issues based on risk not hazard, the EU
85 found health concerns. The Bravo MRL will be removed September 2, 2021. What was acceptable in the EU five
86 years ago is no longer acceptable. Though BCI notifies the industry years in advance of MRL issues, the EU policies
87 remain challenging.

88

89 Other pesticides to watch:

- 90 • The final decision on non-renewal concerns over health for Mancozeb was announced December 4, 2020
91 and formally published on January 4, 2021. EU growers can use it until Jan 4, 2022. Separately, the EU is
92 conducting a risk-based MRL review. They could recommend a MRL level and then decide to withdraw it.
93 It will be in place until at least 2022, but beyond that there is no information.
- 94 • Admire was withdrawn over concerns with bees and EU growers cannot use this product. The MRL review
95 proposed 0.05 ppm, but this too could be banned or they could follow the MRL review. Information sent
96 to stakeholders indicates that all MRLs will be withdrawn by 2022 despite the MRL review
97 recommendations.

98

99 The industry provides comments and works with in-country registrants to try to save MRLs. The industry was
100 engaged with the ITC MRL report, which comes out in March. BCI also tracks any MRL changes so the industry
101 is not caught unaware.

102

103 Mr. Welsch asked Mr. Lantz for his assessment of MRLs globally, as the EU is the strictest, but also the frontrunner
104 on MRLs and other countries typically follow suit. The WTO is working on this issue of the EU only looking at
105 hazard-based and not risk-based factors. To date, most countries are following risk-based approach and not falling
106 in line with EU policies. Some groups are pointing toward CODEX as what to follow and not the EU approach.

107

108 The UK has broken from the EU and has their own MRL system. For the time being they have adopted EU MRLs,
109 but that may change as they establish their systems. In Great Britain, anything that wasn't passed by Jan. 1, 2021
110 will remain in place for three years.

111

112 Mr. Lantz noted recent MRL successes in both Korea and Australia.

113

114

115 **TARIFF UPDATE**

116 Mr. Lantz spoke on the topic of tariff issues in the EU and China. He noted that the biggest issue facing the industry
117 right now is in Europe with the steel and aluminum retaliatory duties. The 25% concentrate tariff went into effect
118 June 1, 2018 and has resulted in an 86% drop in exports. The SDC tariff was delayed and should go into effect June
119 1, 2021, if there is no change in the system. There are industry efforts underway noting the negative impact of these
120 tariffs and asking that the issue be resolved.

121

122 Free-trade talks are underway with the UK, but it is unlikely they would be completed in 2021.

123

124 Chinese exports have fallen, especially in the last several months. This could be related to China's belief that
125 COVID is coming into the country on imported food products. Mr. Lantz does not see the retaliatory tariffs that are
126 currently in place going away any time soon. In-country importers can apply for an exemption to these tariffs.

127

128

129 **INTERNATIONAL PROGRAM**

130 Ms. Sarah Gelpi-Hooker of Bryant Christie, Inc. presented on international marketing efforts. She stated that
131 international exports are up 24% vs the previous year. India's exports increased 172% showing that that market is
132 picking up speed. China saw a 133% increase, indicating a recovery from the negative impact of tariffs imposed in
133 2018. It is important to note that BCI's Export Data Overview is based on a calendar year and is obtained via a
134 voluntary handler survey, which is not necessarily reflective of all handlers. CMC's crop-year reports, which are
135 based on mandatory quarterly handler reporting, run September 1 through August 31 yearly and are not broken
136 down by country.

137

138 *China 2020 program highlights*

- 139 • Partnership with Ori Tea resulted in sales of 30,000 cranberry beverages.
- 140 • Bakery promotion with Bread Talk resulted in \$230,000 in sales.
- 141 • City shop sales increased by 120% compared to the period prior.

142

143 *India 2020 program highlights*

- 144 • Highly successful e-commerce and in-store display campaigns, which supported increase of sales of 64%
145 and 120%, respectively over the year prior.

- 146 • Partnered with large traditional Indian snack food manufacturer of sweetmeat products, which resulted in
147 immediate sales and anticipated growth in this sector.
148

149 Ms. Gelpi noted the priorities for 2021: as the pandemic improves, get back to in-person engagements; showcase
150 the diversity of cranberry products including SDCs and juice; health messaging including amplification of the *H.*
151 *pylori* study; focus on opportunities that are closely linked to sales with immediate and long-term results.
152

153 Ms. Gelpi pointed to the inclusion in the board book materials of additional program metrics and KPIs, based on
154 handler and industry feedback. She also pointed to information in the book regarding domestic Chinese cranberry
155 production. The focus right now is on fresh, and SDCs are not expected to be produced in any meaningful way for
156 5-10 years. There were a few comments regarding changing the amount of focus on China and/or going out to bid
157 for a new in-market representative. It was suggested that changes in planning and target markets should be addressed
158 after the CMC goes through its upcoming strategic planning process.
159

160 There was discussion on the Market Segmentation Report and if a country has to hit all the factors or just some
161 before it is put in another category. It was explained that some of the categories have different weight than others.
162 It was also noted that the export volume should be done by per capita and that would help when comparing markets
163 with different population sizes. It was noted that the CMC's program in China has expanded into second- and third-
164 tier cities as the budget has grown.
165

167 **NEW/OLD BUSINESS**

168 ***Government Purchases***

169 Ms. Jill Amundson went through the Government Purchases Subcommittee work in producing a recommendation
170 of products for the USDA to consider for future purchases. Due to the pandemic, USDA personnel is still not back
171 in their offices to receive samples. Ms. Amundson stressed that CMC would still like more products added to the
172 list for government buys, especially ones that don't require cans due to the current aluminum shortage. Mr. Marc
173 McFetridge, USDA economist, said that FNS is interested, but because they are so backed up with other work,
174 adding new products is not on their radar at this time. He also noted that there is not a high demand from food banks
175 for juice at this time. Ms. Amundson noted that these products are not new formulations, the product is still to the
176 current specs, just in a different delivery size. Mr. Decas stated that the USDA website consistently has high-volume
177 juice bids and it is important for the cranberry industry to be included with 64-oz cranberry cocktail.
178

179 ***Industry Updates***

180 Mr. Bill Frantz noted that the Cranberry Institute & CMC chairs and executive directors have been connecting on
181 monthly calls. CI is in the process of implementing its new strategic plan, spending time on the water model and

182 its impact on IR-4, working closely with government affairs, and working on tariffs and MRL issues. Mr. Frantz
183 noted how remarkably accessible and easy it was to work with Volition Partners during the strategic planning
184 process. He stressed how collaborative the effort was, and Mr. Andy Reitz added Volition's approach and curiosity
185 about the cranberry industry was helpful in the planning process.

186

187 Mr. Tom Lochner gave an update on the WSCGA, which included coordinated strategic plan implementation
188 amongst Wisconsin cranberry organizations. Most meetings have been virtual, but they are planning on an in-person
189 summer meeting. Most of the work the WSCGA has been doing lately is on research, including renovation and
190 construction at the research station, which will open June 1, 2021.

191

192 Mr. Brian Wick gave an update on the CCCGA, which includes work on a strategic plan and preparation for their
193 virtual winter meeting on March 2 and 4. CCCGA received a NRCS conservation innovation grant and is looking
194 at microclimate data to help drive management decisions for food quality. Recent accomplishments include:
195 \$500,000 from USDA ARS (joint effort with WI & NJ), funding for bog renovations throughout the state, capital
196 improvement grant program for growers looking to do capital improvement projects.

197

198 ***Scientific Activation Plan***

199 Chairman Mauck noted that the topic of domestic promotion of the *H. pylori* study has come up a few times
200 including on the December 2020 Committee conference call and through an email vote in January 2021. He stated
201 that some committee members felt email did not allow for adequate discussion of the topic and so the topic was
202 tabled for this winter meeting.

203

204 Ms. Amundson noted that the SAP subcommittee was expanded to include handlers. During the subcommittee
205 meeting, there was no consensus on whether or not to proceed with the proposal from Pollock Communications --
206 the major hang-up being the RFP process in general. Ms. Amundson explained that right now is an ideal time to
207 capitalize on consumer's desire to be healthier and to amplify cranberry's health halo with promotion of the *H.*
208 *pylori* study.

209

210 In response to concerns raised about the studying having been done in China, Ms. Louise Pollock noted the quality
211 of the research done, the reputation of institution where it was done, the affiliation with the Mayo Clinic, the
212 reliability of the peer-review system, and the quality of the journal of publication. Dr. Amy Howell noted how the
213 Chinese government has cracked down the on the promotion of health research and the challenges faced by our in-
214 country rep. She also stressed the importance of capitalizing on the relative newness of the study.

215

216 Ms. Varela cautioned the Committee that they will not be able to generalize the findings of any study – and must
217 focus on the specific results and population involved. She noted that while the CMC has USDA oversight, any

218 entity doing promotions must adhere to FDA and FTC guidelines or risk litigation. Several comments were made
219 regarding consumers being able to generalize for themselves and CMC being able to reach a broader audience even
220 with a specific USDA-approved message. Several comments were made urging coordination with the Cranberry
221 Institute for domestic promotion of the study.

222

223 *Almond Board Presentation Review*

224 Mr. Mike McManama led an update of the Almond Board Presentation Review working group's activities. In
225 February 2020 the group was formed and tasked with reviewing the Almond Board's presentation to the Committee.
226 The group developed a list of five high-level fundamentals and business initiatives that could be of value to the
227 CMC's strategic planning process:

- 228 • Industry culture of collaboration, trust and open communication
- 229 • Agreement on a vision and mission
- 230 • Long-term planning
- 231 • Research, marketing and measurement
- 232 • Investment Resources

233

234 *Strategic Planning*

235 Mr. Sean Martin and Mr. Dave Williams of Volition Partners went through their proposal for a five-year strategic
236 plan to be completed by August 2021. Mr. Martin noted his company's areas of expertise which include developing
237 strategy, organizational design, culture and common purpose. Mr. Williams outlined a three-phase plan for the
238 CMC: 1) Discovery and Assessment, 2) Strategic Plan Development, 3) Plan Socialization and Delivery. The goal
239 would be to have a finalized 5-year plan coming out of the August 2021 Committee meeting.

240

241 Ms. Hogan noted that during the first phase, 50-60 surveys would be sent out to gather a broad spectrum of industry
242 input. Mr. Welsch urged the need for a sharp, defined strategy despite broad input. Chairman Mauck mentioned the
243 use of Volition to develop the collaboration between the CMC and CI that industry desires. (Volition also created
244 CI's recent strategic plan). Mr. White pointed out that the plan would cost 4% of CMC's budget, which is more
245 than the 1-2% norm. Mr. Williams responded that this is a five-year plan and involves more development and
246 strategy than a typical plan. Mr. Reitz supports the plan and emphasized some points he feels need addressing to
247 have industry success: supply still exceeds demand, added-sugar in SDCs, China is making bright red SDCs, and
248 limited international funding prevents expansion into multiple markets.

249

250

251 **MINUTES**

252 Two sets of minutes were presented in the Committee's board book materials.

253

254 *Mr. Rezendes made a motion to accept the August 2020 meeting minutes as presented; Ms. Amundson seconded;*
255 *Motion carried unanimously. Mr. Rezendes made a motion to accept the December 10 Committee conference*
256 *call minutes as presented; Ms. Amundson seconded; Motion carried unanimously.*

257

258

259 **STAFF REPORT**

260 Ms. Hogan reported that she arranged a call with NASS personnel to try to improve on their cranberry crop
261 projections, which are often out of line with actual production. While NASS will not change their data-gathering
262 process, the Committee does have three options to deal with the publication of NASS data:

- 263
- 264 • Continue with the current process
 - 265 • Ask NASS not to publish their information
 - 266 • Pay NASS for a third estimate that would be done at the end of harvest to hopefully obtain more accurate data

267 Other topics covered in Ms. Hogan's staff report included:

- 268
- 269 • The CI's Katherine Ghantous is the new CMC MRL subcommittee chair.
 - 270 • Board training with the CI
 - 271 • CMC received 49 out of 50 approvals during the USDA audit.
 - 272 • After the annual audit, the Committee has approximately \$600,000 in reserve
 - 273 • Considering discussing health research funding in August

273

274 Mr. Rogers expressed the importance of investing in staff and including this in the budget along with board training
275 expenditures.

276

277

278 **FINANCIALS**

279 Ms. Hogan reviewed the financials from September 1, 2020 through December 31, 2020. She noted \$750,000 in
280 FAS reimbursable funds from international promotions that will be deposited in the next month. She also pointed
281 to line items (estimated \$100,000) where the Committee will not be using the full budgeted amount due to the
282 pandemic:

- 283
- 284 • Staff Expenses (no traveling)
 - 285 • Subcommittee Expenses (no traveling)
 - 286 • Meeting Expenses (one virtual meeting)
 - 287 • Office Expenses (limited use)
 - CMC Staff International Travel (no traveling)

288 **Mr. Rezendes made a motion to accept the financials as presented; Mr. White seconded; Motion carried**
289 **unanimously.**

290

291 Mr. Rezendes went through the A-133 Audit Report for the period 9/1/19 through 8/31/20. Unrestricted funds for
292 year-end 19/20 were \$1,212,672, of which \$612,000 was budgeted for the international program and not yet spent.

293 So the actual year-end, unspent figure is \$600,672.

294

295 **Mr. Rogers made a motion to accept the A133 Audit as presented; Mr. White seconded; Motion carried**
296 **unanimously.**

297

298

299 **BUDGET**

300 Ms. Hogan went through adjustments to the 2020-2021 budget.

- 301 • Based on Committee crop estimate, the assessment income was increased to \$2,163,571
- 302 • MAP Funding – Generic decreased to \$1,317,576
- 303 • FMD increased to \$227,272
- 304 • EMP funding increased to \$220,000
- 305 • Staff expenses was decreased to \$5,000
- 306 • Committee meeting expenses decreased to \$75,000
- 307 • Office expense decreased to \$35,000
- 308 • Deficit/Surplus went to \$144,999 (down from \$359,768)

309

310 Ms. Hogan went through adjustments to the 2021-2022 proposed budget

- 311 • Based on the Committee crop estimate, assessments changed to \$2,392,600
- 312 • Any amendments from 2020-2021 were returned to normal for 2021-2022
- 313 • Surplus at the end of 2022 would be \$291,528

314

315 Several motions were conducted regarding the 2020-2021 budget:

- 316 • **Mr. Rogers made a motion to accept the \$100,000 Scientific Activation Plan proposal as presented in**
317 **the book. Mr. Rezendes seconded; Motion carried.**

318

Voting Member	For	Against	Abstain
Ms. Amundson	X		
Ms. Arendt	X		
Mr. Gardner	X		
Mr. Poinsett	X		

Mr. Gerber	X		
Mr. Hatton	X		
Mr. Lee		X	
Mr. Rezendes	X		
Ms. Mollor	X		
Mr. Puhl	X		
Mr. Rifleman	X		
Mr. Rogers	X		
Mr. Welsch	X		
Mr. White	X		
14	13	1	

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- *Mr. Rezendes made a motion to accept the \$87,500 Strategic Plan proposal from Volition Partners as presented in the book; Mr. Welsch seconded; Motion carried unanimously.*
- *Mr. Rezendes made a motion to put a \$10,000 line item in the 2020/2021 budget to cover both Committee member and staff training - including social media and organizational projects as discussed; Ms. Arendt seconded; Motion carried unanimously.*
- *Mr. Rezendes made a motion to accept the updated USDA FAS figures in the international portion of the 2020/2021 budget; Ms. Amundson seconded; Motion carried unanimously.*
- *Mr. Rezendes made a motion to accept the adjusted 2020/2021 budget as presented with a deficit of \$52,501; Mr. Rogers seconded; Motion carried unanimously.*
- *Mr. Rezendes made a motion to accept the proposed 2021/2022 budget as presented with a surplus of \$291,528; Mr. White seconded; Motion carried unanimously.*

<i>Items</i>	<i>FY2020/2021 Adjusted February 2021</i>	<i>FY2021/2022 Proposed February 2021</i>
<i>INCOME</i>		
Assessments*	\$ 2,163,571	\$ 2,392,600
Interest Income	\$ 2,000	\$ 2,000
<i>Total Assessments and Interest Income</i>	\$ 2,165,571	\$ 2,394,600
MAP Funding - Generic	\$ 1,317,576	\$ 1,317,576
MAP Funding - Branded	\$ 400,000	\$ 400,000
FMD Funding	\$ 227,272	\$ 227,272
QSP Funding	\$ 18,000	\$ 18,000
EMP Funding	\$ 220,000	\$ 220,000
GBI Funding	\$ -	\$ -
ATP (\$1,140,000 /2 yrs = \$570,000)	\$ 1,059,999	\$ 1,059,999
<i>Total FAS Programs Income</i>	\$ 3,242,847	\$ 3,242,847
TASC Funding	\$ 110,000	\$ 110,000
<i>INCOME</i>	\$ 5,518,418	\$ 5,747,447
<i>OPERATING EXPENSES-ADMINISTRATIVE</i>		
<i>Total Salaries</i>	\$ 302,658	\$ 302,658
<i>Benefits & Payroll Taxes</i>		
Employee Benefits	\$ 48,000	\$ 48,000
Payroll Taxes-FICA	\$ 18,840	\$ 18,840

Payroll Taxes-Medicare	\$ 4,200	\$ 4,200
Pension Plan	\$ 22,700	\$ 22,700
TOTAL BENEFITS & TAXES EXPENSES	\$ 93,740	\$ 93,740
Meeting & Travel Expenses		
Staff Expenses	\$ 5,000	\$ 15,000
Committee & Meeting Expenses	\$ 75,000	\$ 125,000
Subcommittee Expense	\$ 2,500	\$ 2,500
TOTAL MEETING & TRAVEL EXPENSES	\$ 82,500	\$ 142,500
Administrative Expenses		
Facility Rent	\$ 27,200	\$ 27,200
Office Expenses (General)	\$ 35,000	\$ 47,500
Insurance (D&O/GL)	\$ 27,000	\$ 27,000
Professional Services	\$ 25,000	\$ 25,000
Owned Equipment/Depreciation	\$ 5,000	\$ 5,000
Leased Equipment Expense	\$ 15,000	\$ 15,000
Maintenance/Repair Expense	\$ 8,000	\$ 8,000
Subscriptions & Dues	\$ 11,500	\$ 11,500
Compensation Adjustment	\$ 1,184	\$ 1,184
Payroll Services	\$ 4,500	\$ 4,500
Admin Contractual/Compliance/Other	\$ 36,500	\$ 36,500
TOTAL ADMINISTRATIVE EXPENSES	\$ 195,884	\$ 208,384
TOTAL OPERATING EXPENSES	\$ 674,782	\$ 747,282
PROGRAMS		
INTERNATIONAL PROMOTION PROGRAM		
CMC Assessments Appropriation**	\$ 550,000	\$ 550,000
CMC Assessment Appropriation-China Research (2020 CO)	\$ 48,000	\$ 48,000
CMC Assessment Contribution (ATP)	\$ 62,789	\$ 62,789
CMC Staff/Consultant International Travel	\$ 20,000	\$ 20,000
China	\$ 1,921,840	\$ 1,921,840
India	\$ 921,008	\$ 921,008
General	\$ -	\$ -
Market Outreach	\$ -	\$ -
Sub-Total	\$ 3,523,637	\$ 3,523,637
Branded Program	\$ 400,000	\$ 400,000
Sub-Total	\$ 3,923,637	\$ 3,923,637
CONTRACTOR		
BCI Retainer Fee (China, India, Misc)	\$ 140,000	\$ 140,000
BCI Retainer Fee (ATP)	\$ -	\$ -
BCI Add'l (New Grants, Financial, Prog Launch)	\$ 27,000	\$ 27,000
BCI: Misc. Expenses (Travel & Communications)	\$ 30,000	\$ 30,000
Sub-Total	\$ 197,000	\$ 197,000
TRADE POLICY PROGRAM		
BCI Trade Policy Retainer Fee	\$ 177,000	\$ 177,000
Travel & Communications	\$ 20,000	\$ 20,000
Data Packaging	\$ 60,000	\$ 60,000
Contractual Services (WS, Frucom, MRL Advisor)	\$ 56,000	\$ 56,000
FRUCOM	\$ 7,000	\$ 7,000
Sub-Total	\$ 320,000	\$ 320,000
TASC Grants	\$ 110,000	\$ 110,000
Sub-Total	\$ 430,000	\$ 430,000
TOTAL INT'L & TRADE POLICY PROGRAMS	\$ 4,550,637	\$ 4,550,637
DOMESTIC PROMOTION PROGRAM		
Domestic Promotion/Partnerships	\$ 86,000	\$ 86,000
Website Maintenance	\$ 5,000	\$ 5,000
Collateral Material	\$ 5,000	\$ 5,000
Samples	\$ 10,000	\$ 10,000
Social Media	\$ 10,000	\$ 10,000

Total Domestic Promotion	\$ 116,000	\$ 116,000
TOTAL PROMOTION & TRADE PROGRAMS	\$ 4,666,637	\$ 4,666,637
PROJECTS		
Scientific Advisory Board (SAB)	\$ 17,000	\$ 17,000
Special Projects (SAP - Domestic)	\$ 100,000	\$ -
Industry Outreach/Board & Staff Training	\$ 10,000	\$ 10,000
Strategic Planning	\$ 87,500	
Grower Database Program (Website)	\$ 15,000	\$ 15,000
TOTAL PROJECTS	\$ 229,500	\$ 42,000
TOTAL PROGRAMS & PROJECTS	\$ 4,896,137	\$ 4,708,637
TOTAL OPERATING/PROGRAMS/PROJECTS	\$ 5,570,919	\$ 5,455,919
Deficit/Surplus	\$ (52,501)	\$ 291,528

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333

334 **OTHER BUSINESS**

335 Chairman Mauck noted the desire of the Officer’s Committee to take a deeper look into three issues and go back to
336 the full board with recommendations in late May.

337

338 *Mr. White made a motion for the Officers Committee to look into the RFP process, email voting process, and*
339 *subcommittee roles and come back to the full Committee with recommendations in early May; Mr. Rezendes*
340 *seconded; Motion carried unanimously*

341

342 CMC’s summer meeting is scheduled to take place Aug. 9 and 10, 2021 at the Radisson Blu in Minneapolis, prior
343 to WSCGA field day August 11. The Committee will revisit this plan in May to make sure there are no pandemic-
344 related restrictions in place. There was discussion on the benefits of having a winter meeting in Orlando versus
345 Washington, DC. There is a significant cost savings when holding the meeting in Florida, but there are more
346 opportunities to invite and meet with USDA and other government officials when in DC. There was also discussion
347 on hosting a “hybrid” meeting both virtually and in-person at the same time. There was an additional comment to
348 host the summer meeting in person and the winter meeting virtually.

349

350 *Mr. Rogers made a motion that the Committee go to Minneapolis on the 9 & 10 of August 2021 and to DC for*
351 *the 2022 Winter Meeting; Mr. Rezendes seconded; Motion carried.*

352

Voting Member	For	Against	Abstain
Ms. Amundson	X		
Ms. Arendt	X		
Mr. Gardner	X		
Mr. Poinsett	X		
Mr. Gerber	X		
Mr. Hatton	X		

Mr. Lee		X	
Mr. Rezendes	X		
Ms. Mollor	X		
Mr. Puhl	X		
Mr. Rifleman	X		
Mr. Rogers	X		
Mr. Welsch	X		
Mr. White	X		
14	13	1	

353

354 Chairman Mauck suggested the Committee consider disbanding the SAP subcommittee and the ABC working
355 group, since both groups have accomplished their goals.

356

357 Mr. Rogers asked that the Committee allot some time at the next meeting to discuss the 2017 & 2018 volume
358 regulations to document the processes and revisit what worked and didn't work. He stated the importance of having
359 it on record so that when/if it comes up in the future, people who may not have been involved can see what took
360 place in the past. He thinks it is important to get feedback from the growers' organizations.

361

362 ***Ms. Amundson made a motion to adjourn the meeting; Mr. Welsch seconded; Motion carried unanimously.***

363 *Meeting adjourned at 4:07 p.m.*

364

365 *Respectfully submitted,*

366 *Karen Cahill*

367 *Recording Secretary*

368

369 Attachments

370 Pollock Communications SAP proposal

371 Volition Partners Strategic Plan proposal