



July 30, 2010

International Market Development Subcommittee

Maurice Cameron	Dave Maddux	Brian Richardson
Eric Gaarde (A)	Marcy Martin	Denver Schutz
Jerry Hongola	Jon McClarty (A)	Jim Stewart (A)
Craig Ito	Chad Nelsen	Sam Stewart
Mike Jackson	Doug Phillips	

Dear International Market Development Subcommittee Members:

I am writing in regards to the next meeting of CTFA's International Market Development Subcommittee scheduled for Tuesday August 10, 2010. The meeting will be held at the CTFA office in Reedley. Please join your fellow Subcommittee members for a light lunch at 12:00 pm before the meeting begins promptly at 12:20 pm.

Please be prepared for a relatively short meeting to discuss market conditions in Canada, Mexico and overseas. As determined at our meeting last month, the Subcommittee will have the opportunity to identify the market or markets that would benefit the most from additional MAP funding. As a reminder there is approximately \$200,000 in MAP funding that can be allocated for late-season promotional activities.

I look forward to meeting with you all on August 10. In the meantime, please contact us with any questions you may have.

Best regards,

Gordon Smith
Director of Marketing

Attachment

cc: Executive Committee
Dennis Manderfield, CDFA
Jerry Simmons, USDA

California Tree Fruit Agreement
INTERNATIONAL MARKET DEVELOPMENT SUBCOMMITTEE
MEETING NOTICE AND AGENDA
August 10, 2010 12:20 p.m.
975 I Street, Reedley, CA

Agenda

1. Roll Call, Mr. Mike Jackson, Chairman

- a. Recognition of a Quorum

2. Approval of Meeting Minutes

- a. July 8, 2010

3. Export Market Overview

4. 2010 Budget Update

5. Other Issues

6. Items to Discuss at Future Meetings

7. Closed Session (*as required*)

Closed session pursuant to California Government Code 11126(e) to confer with or receive advice from legal counsel regarding pending litigation.

Closed session pursuant to California Government Code 11126(a) regarding the appointment, employment, evaluation of performance, or dismissal of an employee.

8. Return to Open Session

- a. Announcement in Open Session Regarding Action Taken in Closed Session

9. Meeting Adjourned

The meeting location listed above is accessible to the public for purposes of participating in the meeting. Special accommodations will be made for the physically handicapped, vision or hearing-impaired persons upon request. If accommodation is required, please contact Corina Tamez at 559-638-8260. If you have any questions regarding this meeting please contact the California Tree Fruit Agreement (CTFA) at 559-638-8260 or 975 I Street, Reedley, California 93654.

This agenda is also available on the Internet at www.caltreefruit.com