

California Walnut Board

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CALIFORNIA WALNUT COMMISSION

INTRA INDUSTRY COMMUNICATIONS COMMITTEE MEETING MINUTES Monday, December 6, 2010

The California Walnut Commission Intra Industry Communications Committee met on Monday, December 6, 2010 at the CWB/CWC offices in Folsom, CA. The meeting was called to order at 10:05 a.m. by Vice Chairperson David Keyawa. Ms. Steindorf called the roll and the following committee members were present:

David Keyawa
Jonathon Graves
Jim Hudson
Ray Perez

Ms. Steindorf informed Vice Chairperson Keyawa that, due to absences, a quorum was not achieved. Committee Chairperson Bert Crane was absent, as were Committee members Mat Conant, Nacho Martin and Fred Spanfelner. CWC staff members Jennifer Getz, Carl Eidsath and Dana Steindorf were in attendance.

Since there was no quorum, the Committee passed over agenda item 3, Approval of the Minutes from the previous Intra Industry Communications Committee meeting on December 15, 2009.

Vice Chairperson Keyawa asked Ms. Jennifer Getz to proceed with the next agenda item, Discuss 2011 Grower Presentation Objectives. Ms. Getz explained that the objective of the Intra Industry Communications Committee is to provide the growers with as much useful information as possible and to explain how assessments are used for the betterment of the industry.

The Committee reviewed last year's presentation which covered food safety, domestic and international marketing, world economy, trend charts, and included a health research summary. Ms. Getz stated we have 25 minutes for the presentation and 5 minutes Q&A. The Committee discussed food safety. Mr. Carl Eidsath stated it might be worthwhile to mention Senate Bill S510 which could bring growers under FDA inspection but included a small grower exemption. Ms. Getz stated if S510 is passed it could take 6 months to 1 year for the rule making to go into effect. Mr. Keyawa suggested making the growers aware of the chance this may happen and tie it into an emphasis on food safety. Mr. Eidsath mentioned a service that tracks MRLs for herbicides and pesticides used in walnuts and includes regulations for two dozen countries. He obtained a quote of \$10,000/year for monthly updates.

Mr. Carl Eidsath made a recommendation that the Grades and Standards Committee review this service at their next meeting.

Mr. Eidsath also mentioned a sanitizer a few hullers are using in their wash water that is not chlorine based but peracetic acid based and is commonly used in the food industry for sanitizing food

contact surfaces and drains. He was uncertain if there was a scientific study stating it would reduce a certain amount of yeast mold or salmonella however was interesting because it was used at the point of control.

The Committee proceeded with discussion on direct sales by growers. Ms. Steindorf mentioned that letters were sent out last year in this regard and generated numerous calls from people concerned they were not following the rules and also resulted in the addition of a few new handlers. Committee Members agreed it is important to add this topic to the presentation.

The Committee agreed there should be discussion about production numbers, availability, bearing acreage, shipments as well as graphs for crop production and shipments by market. They said the presentation should include recent market research, one slide per domestic and international markets addressing key marketing activities, and a slide for health research with basic information on recent publications and their progress. A production research CD is available at all grower meetings and Mr. Keyawa suggested including a slide in the presentation listing current production research projects.

Ms. Getz informed the Committee that for a negligible cost the newsletter will be redesigned in color. The format will remain the same with the addition of a food safety column written by Mr. Carl Eidsath. Another method of communication with the growers is the Industry Resources section of the walnuts.org website. There was some discussion about adding a Food Safety section, a link to the GMA handbook, and an order form for ordering walnut shirts and hats. It was suggested the order form also be available at the grower meetings.

There was no other business to discuss. The time and place of the next meeting will be determined at a later date. No closed session was necessary. The meeting was adjourned by Vice Chairperson Keyawa at 11:23am.