

## CALIFORNIA WALNUT COMMISSION

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## CALIFORNIA WALNUT COMMISSION MARKET DEVELOPMENT COMMITTEE MEETING MINUTES

## Monday, November 11, 2013 Sacramento, CA

A meeting of the California Walnut Commission Market Development Committee was held on Monday, November 11, 2013 at the California Farm Bureau Federation in Sacramento, CA. The meeting was called to order at 12:32 p.m. by Chairperson Bob Lea. Ms. Dana Hull called the roll and the following members were in attendance:

## **CWC MDC**

Bob Lea Steve Zaffarano Bob Driver (via phone at 12:50 p.m.) Pat Mecklenburg (via phone) Donald Norene (via phone) Bill Tos (via phone)

CWC MDC members Carl Cilker and Jeb Headrick were absent. Ms. Hull informed the CWC MDC that a quorum was present. CWC staff members present were Dennis Balint, Heather Donoho, and Dana Hull. Also in attendance were CWB/CWC members Chuck Crain, Bill Carriere and Todd Ramos (via phone).

Chairperson Lea called for a motion to approve the minutes of the April 30, 2013 joint CWB/CWC Market Development meeting as mailed. Ms. Mecklenburg so moved and Mr. Tos seconded the motion. The motion carried unanimously via roll call vote.

Chairperson Lea moved on to the next agenda item, PREDIMED PLUS Health Research Study: Discussion and recommendations for walnut needs for 6 year intervention follow-up project to PREDIMED. Mr. Balint commented that PREDIMED was very successful and published in the New England Journal of Medicine; what the Committee may not know is that there were 25-30 other papers published as a result of PREDIMED trial and there will be data mining of the trial for years to come. The PREDIMED PLUS is one such long-term (5+ year) project that will include two groups of participants (6,000 total) that are overweight or with symptoms of metabolic syndrome. The participants will consume nuts – 50% walnuts and 25% each of almonds and pistachios – and extra virgin olive oil. The main difference between the groups will be the behavior modification/physical activity. The researchers are asking for walnuts for this project. The pilot which is about to begin will require 165 pounds of walnuts (including shipping) for a total cost to the CWC of \$1,317.00. In 2014, the CWC would provide financial support for purchasing 50% of the walnuts needed. Shipping and handling would not be provided. The total for 50% of the 12,685 pounds of walnuts needed would be \$31,715.00. In the spring when the CWC MDC meets again, the Committee will assess possible contribution for 2015.

Mr. Tos made a motion to approve the cost of the walnuts for the pilot at \$1,317.00 and for 50% of the walnuts needed for 2014 at \$31,715.00. Mr. Zaffarano seconded the motion and it carried unanimously via roll call vote.

Under other business, Mr. Balint talked about the upcoming activities the CWB/CWC has planned in preparation of the CWB continuation referendum that will take place in 2014. Staff will be attending not only all of the UC Extension Service walnut grower meetings, but several grower meetings at handler facilities and ag shows in Turlock, Colusa and Tulare.

Time and place of the next meeting will be determined at a later date. A closed session was not necessary. Hearing no further business to come before the Committee, Chairperson Lea adjourned the meeting at 12:53 p.m.