

## California Walnut Board

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### CALIFORNIA WALNUT COMMISSION MARKET DEVELOPMENT COMMITTEE MEETING MINUTES

#### REVISED

**Thursday – December 16, 2010  
Via Conference Call  
Sacramento, CA**

A meeting of the California Walnut Commission Market Development Committee was held via conference call on Thursday – December 16, 2010 at the public location of the California Walnut Commission offices, 101 Parkshore Dr., Folsom, CA with members calling in from various locations in California. The meeting was called to order at 2:40pm by CWC MDC Chairperson Donald Norene. Ms. McConico called the roll and the following members participated in the call:

#### CWC MDC

Donald Norene	(public location)
Carl Cilker	(call in)
Robert Driver	(call in)
Peter Jelavich	(call in)
Robert Lea	(public location)
David Miller	(call in)
Kevin Wagner	(call in)

CWC Committee member Mr. Jeb Headrick and Mr. Bill Tos were absent. Ms. McConico informed the Chairperson that a quorum was present. Also in attendance were Mr. Chuck Crain, CWC Chairperson and CWC staff members Dennis A. Balint, Carol Sloan and Anne McConico.

The first order of business was the approval of the minutes from the last Joint Market Development Committee meeting held on March 30, 2010.

MDC Commission Chair Donald Norene called for a motion to approve the minutes as mailed. Mr. Bob Lea so moved and Mr. Carl Cilker seconded. Ms. McConico conducted a roll call vote and the motion carried unanimously.

The next item on the agenda was Health Research Proposals. Ms. Sloan introduced Dr. Frank Hu's research proposal titled 'Systemic Review and Meta-analysis of Alpha-Linolenic Acid (ALA) and Cardiovascular Diseases and Other Outcomes'. She explained this project will look at research conducted in the area of cardiovascular disease that includes walnuts as well as looking at other studies that have been done with ALA and summarizing the outcomes. She said there is enough evidence showing ALA can stand on its own and that clinicians and researchers are asking for a summary of this information. Dr. Hu feels time is of the essence in gathering the information and having it available. Ms. Sloan stated this project is similar to the walnut meta-analysis done in 2009 which was important for the Dietary Guidelines Committee of 2010 and we would like to have walnuts and ALA in a better place when the 2015 Dietary Guidelines Committee begins their research. Ms. Sloan said this study would cost less than a randomized clinical trial and preliminary data would be in

by the end of 2011 and conclude in 2012. The cost is \$97,500 per year 2011/2012 for a total of \$195,000.

Mr. Balint pointed out that having a database collection of ALA information in one place is important strategically to get over the comparison of walnuts to fish oil. Additionally, few people are aware of ALA's differences and what they accomplish on their own. Over time this research study will benefit the California Walnut Commission in defending and promoting walnuts as a food product rich in ALA. He stated this research study would publish in a reasonably good journal and the publicity surrounding it should be positive. Exactly how much publicity there will be depends on the outcome.

There was some discussion regarding whether the monies will come from a budget already approved. Mr. Balint explained the budget is approved and the CWC Market Development Committee has the authority to spend against the approved budget. He also stated the contract would move forward immediately and could possibly spread out over three years.

Chairperson Norene called for a motion to approve the proposal to conduct new health research by Dr. Frank Hu, 'Systemic Review and Meta-analysis of Alpha-Linolenic Acid (ALA) and Cardiovascular Diseases and Other Outcomes'. Mr. Bob Lea so moved and Mr. Carl Cilker seconded. Ms. McConico conducted a roll call vote and the motion carried unanimously.

There being no other business the meeting moved to the next agenda item, Time and Place of Next Meeting. It was decided the Committee will meet in Monterey, CA on Thursday, February 17, 2011, time to be determined.

There was no Closed Session necessary the meeting was adjourned by Chairperson Norene at 3:00pm.