

**CALIFORNIA AVOCADO COMMISSION
PRODUCTION RESEARCH COMMITTEE
MEETING MINUTES**

March 7, 2017

A meeting of the Production Research Committee (PRC) of the California Avocado Commission (CAC) was held on Tuesday, March 7, 2017 in the CAC board room in Irvine, California with the following people present:

MEMBERS PRESENT:

John Burr
Tyler Cobb
Jim Davis (9:18 a.m.)
Dan Grant
Darren Haver
Derek Knobel (9:45 a.m.)
Leo McGuire
Tom Roberts
Ryan Rochefort (9:15 a.m.)

GUESTS PRESENT:

Steve Wede

CAC STAFF PRESENT:

Dr. Tim Spann
April Aymami
Tom Bellamore

MEMBERS ABSENT:

Ed McFadden

ITEM #1 CALL TO ORDER

Leo McGuire, Production Research Committee (PRC) Chairman, called the meeting to order at 9:10 a.m. with a quorum present.

ITEM #2 OPPORTUNITY FOR PUBLIC COMMENT

There were no public comments.

Committee Chairman McGuire introduced new PRC member Tyler Cobb. Tyler stated that he previously worked for several years in the fertilizer industry, then with Giumarra. He now works with Simpatica on the operations side.

ITEM #3 APPROVAL OF MINUTES OF AUGUST 9, 2016 PRODUCTION RESEARCH COMMITTEE MEETING

MOTION

To approve the minutes of the August 9, 2016 Production Research Committee meeting. (Roberts/Burr) MSC Unanimous.

Motion 7-3-17-1

ITEM #4 RESEARCH PROGRAM DIRECTOR'S REPORT

A. UC Indirect Costs Meeting Report

Dr. Spann reported that he attended a meeting on February 16, 2017 with University of California officials, members from other commodity groups and the California Department of Food and Agriculture regarding the University of California's (UC) attempt to begin collecting indirect costs from commodity research grants that are awarded to UC researchers.

At the meeting, it was discussed that there are unseen funds and costs of projects that are absorbed by the commodity groups and their growers. The commodity groups agreed to forward a breakdown of these costs to Glenda Humiston, UC ANR Vice President, by mid-March, 2017.

Dr. Spann discussed that CAC research projects do not have a high amount of indirect costs and that there is a strong case to maintain the zero indirect cost rate.

Dr. Spann also noted that UC President Napolitano has directed that no changes to the indirect cost rate will occur before July 1, 2017 and any projects funded before then by commodity boards will maintain a zero indirect cost rate, and any changes to the rate after July 1, 2017 will not be retroactive.

B. Production Research Current and Proposed Budgets

In discussing the current PRC budget Dr. Spann noted that Dr. Kuhn's contract for the \$19,780.00 portion of the Development of New Avocado Rootstock Varieties project had not been executed due to administration issues at the United States Department of Agriculture.

Dr. Spann discussed that several projects would be ending in 2016-17 and that if the budget for 2017-18 is the same as for 2016-17 or slightly increased there could potentially be \$200,000-\$400,000 available for new projects.

C. Production Research Strategic Planning and Modernization

The Committee reviewed and discussed a Research and Development chart that was put together in 2012 by Dr. Jonathan Dixon, CAC's former Research Program Director. The Committee used the four Strategic Imperatives of increasing average per acre production, achieving and sustaining critical industry mass, maintaining a premium quality product and effective grower education from this chart to help guide their discussion.

The Committee discussed research projects that would fit within the Strategic Imperatives. Topics discussed included pulse irrigation, technologies to improve water use efficiency and quality, fertilizer use and efficiency, understanding and preventing tip burn, avoiding pesticide resistance, pruning practices and post-harvest quality.

ITEM #5 DISCUSSION ITEMS

A. Production Research Goals and Priorities

In continuing their discussion from above, the Committee talked about the possibility of sending out a survey to help determine which research projects would be most important to growers.

The Committee also discussed the best way to achieve the Strategic Imperatives, and how not all questions need to be answered with a research project; that education and grower outreach based on previously completed research may be able to effectively address an issue.

B. Grower Outreach and Education Needs and Strategy

The Committee discussed different methods for grower outreach and education, including online discussion boards, articles and in-the-grove outreach. The Committee also discussed tactics for reaching out to a larger audience of growers.

Discussion ensued about the need to identify best grower practices and how to share those best practices with other growers to maintain industry critical mass. Committee members talked about the possibility of having a CAC staff member who would connect with growers and be a hub of cultural practice information. This staff member would visit with growers on an individual basis and could pass along cultural practice information. This staff member could also use the information that they gather from visits with growers to suggest specific research questions.

C. 2017-18 Call for Proposals

The Committee discussed the need for a Request for Proposals (RFP) to be specific and to address the needs that were discussed in the strategic planning section above. Dr. Spann asked the Committee to send him specific research questions that should be included in the RFP.

D. Future Meeting Dates

The Committee discussed dates for upcoming PRC meetings. The Committee decided on May 9, 2017, July 25, 2017 and September 26, 2017 for upcoming meeting dates.

The Committee discussed having researchers attend the meetings throughout the year to give updates on their projects, or the possibility of moving one of the meetings to the University of California, Riverside for a group discussion with the researchers.

ADJOURN MEETING

Leo McGuire, Production Research Committee (PRC) Chairman, adjourned the meeting at 1:37 p.m.

Respectfully submitted,

Timothy Spann
Research Program Director

EXHIBITS ATTACHED TO THE PERMANENT COPY OF THESE MINUTES

EXHIBIT A March 7, 2017 Production Research Committee AB 2720 Roll Call Vote
Tally Summary

CALIFORNIA AVOCADO COMMISSION
Production Research Committee
AB 2720 Roll Call Vote Tally Summary

To be attached to the Meeting Minutes

Meeting Name: <i>California Avocado Commission Production Research Committee Meeting</i>	Meeting Location: <i>California Avocado Commission 12 Mauchly, Suite L Irvine, CA 92618</i>	Meeting Date: <i>March 7, 2017</i>
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Attendees Who Voted	<u>MOTION</u> <u>7-3-17-1</u>
Leo McGuire, Chair	Yea
John Burr	Yea
Tyler Cobb	Yea
Jim Davis	Not Present
Dan Grant	Yea
Darren Haver	Yea
Derek Knobel	Not Present
Tom Roberts	Yea
Ryan Rochefort	Yea
Outcome	Unanimous