

### COMMISSION MEETS WITH U.S. AG. SECRETARY, SONNY PERDUE

On August 14, 2018, the California Blueberry Commission met with U.S. Agriculture Secretary Sonny Perdue, along with local growers and producers in Modesto, Calif., at a town hall meeting to learn about critical agriculture issues facing Central Valley farmers. The topic of discussions included, water, trade barriers and upcoming tariffs.



### ASIA FRUIT LOGISTICA

On September 5-7, 2018, the California Blueberry Commission (CBC) will travel to Hong Kong for Asia Fruit Logistica. This is the largest fresh fruit trade show in Asia and provides the Commission the opportunity to reach a vast audience and allows visitors to get direct contact with exhibitors. The Asia Fruit Logistica is Asia's leading trade show for the international fresh fruit and vegetable business. In addition, the California Blueberry Commission will participate in a partnership, with the California Olive Committee to host a booth in the U.S. Pavilion. This will provide the CBC with the opportunity to create awareness of California blueberries in various Asian markets, in addition to, establishing relationships with key market contacts. For more information, please contact the Commission office.

### US & MEXICO REACH NEW TRADE AGREEMENT

The United States and Mexico reached an agreement to enter a new trade deal, replacing the former North American Free Trade Agreement (NAFTA). The new

trade pact will be called "The United States - Mexico Trade Agreement," according to President Trump. Mexico President Nieto stated that "This is something very positive for the United States and Mexico," and, has agreed to immediately begin purchasing as many agricultural products from the United States as possible. For more information, please contact the Commission office.

### NEW BOARD SET FOR 2018-2019

Congratulations to the California Blueberry Commission's Board of Directors for FY 2018-2019!

DISTRICT ONE	
Member Vacant	Alternate Will Gerry
DISTRICT TWO	
Member Dennis Burreson	Alternate Stan Kaufman
DISTRICT THREE	
Member Tobin Martin	Alternate Young Kwun
First Statewide Position	
Member Jon Marthedal	Alternate Scott Critchley
Second Statewide Position	
Member Buck Klein	Alternate David Munger
Handler Members	
Member Bill Steed Kable Munger Doug Perkins Chad Hansen Jayson Scarborough	Alternate Dan Clenney Brian Caster Chase Higginbotham Guy Cotton Tom Avinelis
Public Member	
Vacant	Vacant

### UNITED FRESH PUBLIC POLICY CONFERENCE

On September 24-26, 2018, the California Blueberry Commission will attend the United Washington Public Policy Conference. This conference is an annual event held in Washington DC, which provides the produce

industry the opportunity to gather together and have a face to face dialogue with key members of Congress and address the industry's most pressing public policy matters. If you would like more information, please contact the Commission office.

### **PRODUCE MARKETING ASSOCIATION (PMA) FRESH SUMMIT**

The Produce Marketing Association Fresh Summit's annual convention and exposition, will take place October 18-20, 2018, at the Orange County Convention Center in Orlando, Florida. PMA helps members grow by providing connections that expand business opportunities and increase sales and consumption. In addition, PMA allows the Commission to meet and maintain relationships with other industry leaders as it connects with the industry on current industry topics and workshops. In 2019, PMA will be held in Anaheim, California. For more information, please contact the Commission office.

### **NABC AND USHBC FALL MEETING**

The North American Blueberry Council (NABC) and the United States Highbush Blueberry Council (USHBC) will conduct their fall meeting on October 3-5, 2018, at the

Hyatt Centric French Quarter New Orleans in New Orleans, LA. The NABC and the USHBC will hold meetings for their respective committees, discussing current topics and updates. Industry members from around the country will have a chance to meet and discuss the blueberry industry at the semi-annual meeting. The NABC and USHBC next Spring meeting will be in San Diego, CA., 2019. For more information please visit (<http://www.blueberry.org/meetings/>) or contact the Commission office.

### **Blueberry Bites**

#### **BLUEBERRY DUMP CAKE**



#### **Ingredients:**

1 box yellow cake mix	½ cup sugar
4 cups fresh California blueberries	1 teaspoon cinnamon
	½ cup butter melted

#### **Directions:**

1. Preheat oven to 350 degrees
2. Mix blueberries, sugar and cinnamon in the bottom of a 9x13 inch pan. Cover the blueberries with the dry cake mix. Pour butter over cake mix, *do not stir*.
3. Bake for 30 minutes, or until light brown. Serve warm

Recipe courtesy of [www.allrecipes.com](http://www.allrecipes.com).

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### **CALENDAR OF EVENTS**

- **Asia Fruit Logistica**  
-Date: September 4-7, 2018  
-Hong Kong, China
- **United Fresh Public Policy Conference**  
-Date: Septmeber 24-26, 2018  
-Washington, D.C.



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