

California Date Commission

Marketing Subcommittee Meeting, December 12, 2017 Tuesday

39-205 Leopard Street, Suite E, Palm Desert, CA 92211

Date Office Telephone # 760.347.4510

Meeting Start Time: 9:00 a.m.

A G E N D A

- 1) Call to Order – Doug Resh, Marketing Subcommittee Chairman
- 2) Roll Call & Establish Quorum

Member

Albert Keck, Chairman
Greg Raumin
Gordon Chuchian, Secretary/Treasurer
George Jeffrey
Greg Kirkjan, Vice Chairman/Food Safety Subcommittee Chairman
Doug Resh, Marketing Subcommittee Chairman
Dr. Darryl Adams, Public Member

Alternate

Sean Dougherty

Howard Chuchian
Jesse Nunez
Christopher Rogers
Oscar Valderama

- 3) Introductions
- 4) Public Comments on Agenda Items

A. WEBSITE / LOGO RE-DESIGN UPDATE

- 1) Update on CV Strategies website design progress. Review proposed California Dates redesigned logo.
- 2) Healthy Life Style videos for uploading to websites, YouTube and other links. Design content development, production schedule and release periods for 20 short videos (cooking, athletic, chefs, growers).

B. IHS MARKIT – PIERS REPORT

Update on first report of data on Date Imports.

C. MEDJOOOL BYPRODUCT USES

Discuss food product research and development on Medjool dates.

D. DATE PASTE IMPORT ISSUES

- 1) Consulting questions raised by Robert Schramm.
- 2) Laboratory Analysis for imported paste.

E. MEDJOOOL IMPORTS

- 1) Israel

F. MEDJOOOL MONTHLY INVENTORY BULLETIN

- 1) Development of new CDC Monthly Bulletin for Medjool reporting.

G. PROMOTION ACTIVITIES

- 1) Date Festival (February)
- 2) IWTG – BNP Paribas Tennis Tournament (March)
 - a) Dates for players
 - b) Suite for Industry

H. CECILIA RAMIREZ HARRIS, AUTHOR, LIFE COACH and CORRESPONDENT FOR UNIVISION

- 1) Link to Health Segment on Dates <http://www.univision.com/shows/primer-impacto/tres-datiles-al-dia-y-veras-los-grandes-beneficios-de-este-fruto-seco-video>

I. DATE INDUSTRY NEWSLETTER

- 1) Launch of industry newsletter of CDAC/CDC activities and other information.

J. INDUSTRY RECEPTION

- 1) Toscana, April 2018 (?).

K. NEW BUSINESS

L. OLD BUSINESS

M. OPPORTUNITY FOR PUBLIC COMMENT

N. ADJOURNMENT

All agenda items are subject to discussion and possible action. For more information, or to make a request regarding a disability-related modification or accommodation for the meeting, please contact Lorrie Cooper, Manager, California Date Commission, at (760) 347-4510. Requests for disability-related modification or accommodation for the meeting should be made at least 48 hours prior to the meeting time. For individuals with sensory disabilities, this document is available in large print, or computer disk. This notice and agenda are available on the internet at www.DatesAreGreat.com. If you have questions on the above agenda, please contact Lorrie Cooper at (760) 347-4510.