



An Equal Opportunity Employer and Provider

CALIFORNIA WALNUT BOARD & CALIFORNIA WALNUT COMMISSION

Marketing, Promotions & Business Development Committee Meeting

Thursday, March 27, 2025

10:00 a.m.

Sacramento Farm Bureau
2600 River Plaza Drive
Sacramento, CA 95833
First Floor-Centennial Room

Contact: Suzanne Wuehler
(916) 932-7070 or swuehler@walnuts.org

CWB Committee Members

Jack Mariani – Chairperson
Kiran Black – Vice-Chairperson
Bill Carriere
Frank Guerra
Mike Machado
Brock Middleton
Michael Petz
Gary Thiara

CWC Committee Members

Gordon Heinrich – Chairperson
Chuck Crain – Vice-Chairperson
John Aguiar
Jay Colombini
Brian Dunning
Ashley DeValentine McKenzie
Craig Knight
Matt Langford
Jimmy Simonian
Jeffrey Sleeper

AGENDA

- A. Call to Order (Mariani/Heinrich)
- B. Roll Call - Establish Quorum
- C. Approval of the Minutes:
 - 1. CWB approval of CWB/CWC Marketing, Promotions, & Business Development Committee Meeting of July 23, 2024
 - 2. CWC approval of CWB/CWC Marketing, Promotions, & Business Development Committee Meetings of July 23, 2024, and August 7, 2024.

- D. Marketing Update - (Lee/Graviet/Olmstead/Lott/Anderson/Becker/Nuffer Smith Tucker)
 - 1. 2024/25 Program Update
 - a. U.S. Retail Program Plan – CWB Action
 - 2. 2025/26 Program Proposal – CWB/CWC Action
 - 3. MAP 2026 Request – CWC Action
 - 4. RAPP Update
- F. Time and Place of Next Meeting
- G. Executive Session (California Walnut Board)/Closed Session (California Walnut Commission)

Closed Session regarding the appointment, employment, evaluation of performance, or dismissal of an employee and/or pending litigation pursuant to California Government Code Section 11126(a)
- H. Return to Open Session / Report action taken, if any.
- I. Adjournment

The California Walnut Board (CWB) and California Walnut Commission (CWC) prohibit discrimination in all programs and activities on the basis of race, color, national origin, age, disability, sex, marital/familial/parental status, religion, sexual orientation, political beliefs, reprisal or retaliation for prior civil rights activity, or because all or part of an individual's income is derived from any public assistance programs. Persons with limited English proficiency or disabilities who require special accommodations, alternative means for communication of program information (translated materials, braille, large print, audiotape, etc.) or special meals should contact Suzanne Wuehler at (916) 932-7070 at least five days prior to the meeting. To file a complaint of discrimination, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at http://www.ascr.usda.gov/complaint_filing_cust.html or write a letter with all information requested in the form and either send to USDA, Office of the Assistant Secretary of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, fax to (202) 690-7442, or email to program.intake@usda.gov. CWB/CWC is an equal opportunity employer and provider.

The California Walnut Board and the California Walnut Commission, their members and staff, strictly comply with all state and federal antitrust laws. Discussions regarding setting prices and price terms, restrictions on competition, and boycotts are prohibited at all program functions. Should any meeting attendee observe discussions that involve antitrust sensitivity, the attendee should raise his or her concern and request the discussion be stopped. If the discussion continues, the discussion should be reported to the program Executive Director/CEO and Department staff.

NOTE: *Each of the Agenda Items above will include discussion and possible action by the Commission. All meetings of the California Walnut Commission are open to the public and subject to the Bagley-Keene Open Meeting Act. All interested parties are invited and encouraged to attend the meeting. Time will be allowed for members of the public to make comments on each Agenda item. This time may be limited to two minutes per person for each Agenda item.*

This Meeting Notice and Agenda is available on the California Department of Food and Agriculture's Website at www.cdfa.ca.gov/mkt/mkt/meeting.html. For further information regarding the Agenda for this meeting, please contact the California Walnut Commission at (916) 932-7070.