



<b>Revenue and Fund Balance</b>	<b>\$1,077,066.90</b>
<b>Expenses thru Feb 2021</b>	<b><u>(4,622.71)</u></b>
<b>Ending Fund Balance</b>	<b>\$ 1,072,444.19</b>

*Jeff Heater moved to approve October 14, 2021 financials as reported. Seconded by Stacey Cooper. A roll call was taken, and motion carried unanimously.*

### **ADMINISTRATOR’S REPORT**

Assessment for 2021 are down 30% compared to the 2020 crop year. Julie Hoffman reports that assessment totals for the 2020 year were \$1,175,607.52, plus \$7,067.00 for penalties and interest. As of October 1, 2021 \$798,582.15 has been received. The administrative office is waiting on an expected \$30,000 to still be received in the mail.

Julie Hoffman will have to-date assessment dollars received to report at the research review in November.

### **RESEARCH REVIEW**

This will be held in Yakima. Nov 9th 8-12pm Zoom researchers will give pre-recorded reports on old/funded projects. Nov 10th 10am- 2pm committees will be reviewing new proposals and deciding where the commission wants to put its funding.

Julie Hoffman will provide all commissioners with the rankings and book with formal proposals.

Rankings- Top 11 projects, plus two additional projects may get additional federal funding as well as what may come from the Sweet Cherry Commission. Julie Hoffman will send out the rankings and the formal proposal books to commissioners ASAP.

### **OREGON DEPARTMENT OF AGRICULTURE REPORT – Kris Anderson, not present**

HB 2992 has passed. All qualified commissioners will be reimbursed the same amount as what the legislators make, \$155 per day, that they spend on commission work. Qualification of a commissioner is if they file \$50,000 individually or \$100,000 jointly on their taxes. Randi Alexander-Rolison will confirm that the rule states “equal to legislators” not a specific amount when filing the final rule change.

The OSCC needs to decide if they will adopt the “pay all” policy or pay the per diem to qualified members only. Julie Hoffman will provide totals for what the commission would need financially for both options.

Mileage forms have been provided in the meeting packets so commissioners can claim their travel reimbursement if they chose.

### **NORTHWEST HORTICULTURE COUNCIL REPORT - B.J. Thurlby**

B.J. Shared that he and Mark have been talking, they are working closely with the senators and the state of Washington, still trying to figure if there is a funding mechanism to help support the little cherry scenario. There may be significant support money as a line item in the farm bill for

little cherry health and replanting. B.J. and NW Cherry Growers need to be careful to “stay in their lane” of market development and grower education, however he’s happy to pass on the information he has been bestowed with.

### **OSU RESEARCH & EXTENSION REPORT – Steve Castagnoli**

USDA ARS program- Jim Mattheis has shared that Rachel [REDACTED] has accepted the position as the post harvest scientist, and will start work on October 26th starting remotely then move into the office. Building renovation is close to being completed.

Lab renovation update. Steve met with Columbia Fruit Growers board of directors on September 21 and their budget committee on October 7th, with final votes to come, they will be funding the renovation and that will begin shortly.

### **Extension Q&A researchers of Ashley Thompson, Chris Adams and Kelsey Galimba...**

They are busy writing proposals and reports. Trying to do more in person education through extensions.

X Disease- little cherry virus 1 and 2; Two in Hood River County and One in Wasco County. This is the first finding here since the beginning of the outbreak. More info available if needed. Also seeing a surprising amount of Tomato Ringspot virus in young trees. Kelsey and Ashley want to send out a survey about the knowledge, interest and priority with X Disease. What do you plant after taking out cherry trees? What can go in diseased ground?

Chris Adams- What level of pest damage are people experiencing? What is the dollar amount of damage? What level of product is affected that goes into the production system? How is the best way to collect this information? *Chris is asking for a formal advisory committee.*

### **NW CHERRIES SEASON REVIEW – B.J. Thurlby & Staff**

[You can listen to the report via Zoom here.](#)

#### **B.J. Thurlby starts the report at 29:24**

Even with a 20% overall crop loss, retailers are wanting and asking for more. Export retailers have been lost, due to COVID and the travel restriction process.

[B.J.’s presentation can be viewed online here.](#)

#### **Keith Hu 1:03:51**

Total exports increased 6% this year. Live online sales in China greatly increased, especially through social media channels with influencers. There was a unique influx in India when a celebrity sent 25 of her friends a cherry gift box and they all shared a review of the products on their specific media channels.

[Keith’s presentation can be viewed here.](#)

**James Michael 1:34:35**

North America Market saw 4th July as the Cherry holiday. Pricing started with \$5.20 in May and ended at \$3.25 in July. Costco had people promoting cherries via informational cards and directing people to where to find them in the store. WalMart did a sample cherry sample bag with a conversational QR code to promote cherries and gather information from shoppers. Podcasts were also a great place to prompt cherries, the health benefits and recipes.

[Jame's presentation can be viewed here.](#)

End of report 2:01:21

**OLD BUSINESS**

Fresh Handler Position H1 is still open.

**NEW BUSINESS**

Discussions for nominations for "Cherry King"

\$75 million grant for an accredited ag program with high school (that has land), Blue Mountain and Mt Hood Community Colleges. Stacey Cooper is looking for a signed letter of support. Julie Hoffman said she would send the letter (provided by Stacey) to the group and to Megan Thompson to sign via DocuSign. Stacey is asking for input from the group to help enhance this ag partnership program.

**NEXT MEETING DATE, TIME & LOCATION**

Wednesday December 1, 2021 10 a.m at the Food Innovation Center, 1207 NW Naito Pkwy # 154, Portland, OR 97209