

Oregon Sweet Cherry Commission
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REGULAR MEETING MINUTES
Albers Mill Building, Suite 240
1200 NW Naito Pkwy, Portland, OR 97209
Thursday, October 9, 2014, 10:00 A.M.

Call to Order/Introductions

Megan Thompson, Chairwoman, called the meeting to order at 10:08 a.m. the following Commissioners consisting of a quorum, including Megan, were present: Dan Crouse, Stacey Cooper, Jim Markman, Tom Brateng, Ryan Bond, Tim Ramsey and Les Stephens. Jeff Heater joined the meeting at 10:20.

Brian Tuck, Mid-Columbia Ag Research and Experiment Center (MCAREC), Sue Root, Oregon Cherry Growers, Eric Shrum, Western Ag Improvement, B.J. Thurlby, James Michael, Keith Hu, Washington State Fruit Commission, Jared Gidley, Orchard View Farms, Camille Holladay, Synergistic Pesticide Lab and Dana Branson and LeRoy Nickerson, OSCC Administrators were also present.

The minutes of the regular meeting held on August 13, 2014 were emailed in advance and available at the meeting. *Dan Crouse moved and Jim Markman seconded to approve the minutes as submitted. The motion carried unanimously.*

The financial statements for August and September were emailed in advance and available at the meeting. There were no questions. *Stacey Cooper moved and Dan Crouse seconded to accept the financial reports for August and September as submitted. The motion carried unanimously.*

Administrator's Activity Report

Dana went over the upcoming Cherry Research Review details. A sign up sheet for the working lunch and dinner on 11/13 and the preference for a book or CD of research materials was passed around.

Dana reported that almost all of the large packinghouses have sent in reports and payments. She has contacted the ones that haven't sent anything and they should be coming soon. There are still several fruit stands and individual growers that have not responded. A follow up letter will be drafted with input from Kris Anderson and mailed. A few payments were received just a little past the due date. After discussion *Stacey Cooper moved and Jeff Heater seconded to forgive interest and penalties*

for this year only on payments received within 15 days of the deadline. The motion carried unanimously.

Cascade Central Credit Union (CCCU) was authorized by the state to hold public funds and OSCC moved a large portion of the account to them because of the higher interest paid. We have used all the checks on the US Bank account, opened a checking account at CCCU and ordered checks. Dana would like to have authorization from the Commission to close all accounts at US Bank. *Jeff Heater moved to authorize the closure of accounts at US Bank. Stacey Cooper seconded and the motion carried unanimously.*

Chairman's Report

Megan, Stacey and Dana attended a forum on unmanned aerial applications held on the Columbia Gorge Community College campus September 26. Representatives of manufacturing firms as well as MCAREC researchers were there also. The forum was a starting point for discussion and learning about the fruit tree industry for the manufacturers. Most aerial applications are currently used on row crops. It takes longer to see the effects of actions on trees. There are also political factors to consider such as air space rights and privacy issues.

Megan also attended a breakfast meeting hosted by the Agri-Business Council in The Dalles on September 26. It was a meeting to highlight the Adopt-A-Farmer program organized by the Council. Mike Omeg, grower in The Dalles and Molly Pearmine MacCargar, from the Willamette Valley are participating hosting school children at their farms.

Research Committee Report

There will be presentations for new proposals down through Hubbard on the list of project proposals. There is a possibility that Salazar and Chiu will present because Salazar is relatively new and Washington wants her to go through the process. California strongly supports Chiu and they may want her to have the opportunity also. For the most part Oregon and Washington preferences matched up. Einhorn's project was ranked high by both states. Dana handed out a cash estimate so that the Commissioners could get an idea of what the funding level might be. Fresh promotion, research projects from the last review and the ODA fee still have to be paid.

Eric talked to Dena Ybarra & Jim McFerson from Washington's research committee about Nnadozie's presentation of his research reports. He has a tendency to go into too much scientific detail and loses his audience. Eric is going to meet with him and explain what information the growers are looking for. Nnadozie has seemed to be receptive to grower comments.

The test plot in Prosser looks better but Nnadozie still needs to remove some of the crosses to make room for new ones. Oregon is concerned about the increasing costs of the program, which was expressed at the start. Many people remember what happened in the apple-breeding program and we wanted to avoid that. The genetics were supposed to help focus the crosses and speed up the process.

Another revision of the Memorandum of Agreement (MOA) for the Breeding program was received. The MOA sets up procedures and rules for releasing new varieties and defines the members, terms of office and roles of the committee making recommendations. Dana thought Washington had all their approvals and sent a version to Kris Anderson and the Department of Justice for review back in May. Kris brought up a question on the latest version regarding the lack of a statement of where royalty money would go (the plan is to re-invest the majority in the cherry-breeding program). That brought up more questions about how the royalties would be calculated and what would happen to that money if or when the program ends. Dana will contact Jim McFerson to set up a meeting to discuss. Since the meeting it's been decided these questions will be explored at the next BPAC (Breeding Program Advisory Committee) meeting held in conjunction with the Research Review.

Dan Crouse talked with Brian Tuck about the kind of projects OSCC is looking for at MCAREC and Brian brought one today for consideration.

OSU Research & Extension Report

Brian handed out the proposal to be considered for funding. OSCC had asked to get any requests in the same time frame with the Research Review so they can all be considered at one time. The proposal is basically for funds to help with maintaining the cherry plots at the station. Brian was asked if this would help keep plot charges the same or lower? Brian said it would allow them to have very low land use fees as the money from OSCC will offset some of the overhead costs for maintaining the cherry blocks it also demonstrates to the University strong industry support for MCAREC.

MCAREC is looking for a gently used tractor to be donated to the station if anyone has one. He asked everyone to mark their calendars for the winter meetings on February 5, 2015 Cherry Day and February 6, 2015 Winter Hort Meeting. More details will be coming out later.

The meeting was recessed at 11:26 and resumed at 11:39.

Northwest Cherries 2014 Season Review

B.J. Thurlby, Washington State Fruit Commission, began with an overview of the season and comparisons to prior years. California had a short crop

and the high prices hurt the Northwest coming into the early market. All reports were that the NW fruit was good quality. There was a situation where California held some cherries until the Northwest started to pick; then they dropped their price and flooded the market forcing lower prices for NW fruit. There were challenges in mid-July with heat-stressed and rained on fruit, but B.J. thought returns were no lower than \$0.70/lb. even for that fruit. The season got going early and 10 million boxes were shipped before 4th of July. There was an unprecedented 34 day streak averaging over a half-million boxes shipped per day. Record heat in July compressed the crop some. Heat was a greater factor than rain this year, although there was rain to contend with too. The domestic market continued to move the large crop all through the season.

The meeting recessed at 12:25 and resumed at 12:38.

James Michael, Domestic Marketing and Keith Hu, International Marketing went through more details on the marketing programs used this season. The domestic side focused on getting articles published regarding health benefits and usage suggestions into magazines and blogs, retail ad support programs and in-store media. There was a big increase in exports to Korea this year and overall 33% of the crop was exported. China continues to be the premium market, SE Asia continues to perform and there was some improvement in the Japanese market. Australia was a challenge with powdery mildew and there was some increased activity with Mexico.

Old Business

Dana and Megan have prepared a draft of a Policy and Procedure Manual using the template Kris Anderson created. We are waiting for an opportunity to review it with her and then it will be ready for the Commission to look at.

At the last meeting a request for funding for the Summer Ag Institute was discussed. Dana checked and it has been a year since OSCC made a \$350 contribution. *Stacey Cooper moved, Ryan bond seconded to donate again this year the same amount that was donated last year. Motion carried.*

New Business

No new business.

Next Meeting

The next regular meeting will be Thursday, December 4, 2014 in the Boardroom of Columbia Gorge Community College in Building 1, 400 E. Scenic Dr. in The Dalles, OR starting at 10:00 a.m.

Adjourn

The meeting adjourned at 1:55 p.m.