

RAISIN ADMINISTRATIVE COMMITTEE

ADMINISTERING THE FEDERAL MARKETING
AGREEMENT AND ORDER REGULATING THE
HANDLING OF CALIFORNIA RAISINS

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MARKETING SUBCOMMITTEE MEETING NOTICE

IN-PERSON & TELECONFERENCE

February 10, 2023

TO: Members and Alternates of the Marketing Subcommittee

SUBJECT: Notice of Meeting

Chairman Gerald Chooljian has scheduled a Meeting of the Marketing Subcommittee for **Wednesday, February 22, 2023, at 3:30 p.m.** in the RAC Conference Room, 2445 Capitol Street, Suite 200, Fresno, California 93721, and by teleconference (GoToMeeting).

The Subcommittee will meet to review and discuss a Movie Opportunity, the 2022/23 Merchandise Incentive Program (MIP) for Taiwan, the recommendations for the 2023/24 MIP Terms & Conditions (2/1/23 – 1/31/24) for Taiwan, and the 2024/25 Market Access Program (MAP) Submission of Application.

Other issues may be discussed.

Members who will be participating via teleconference call by dialing in using their phone or connecting online, see the information below.

RAISIN ADMINISTRATIVE COMMITTEE

Debbie Powell
President / General Manager

Date: **Wednesday, February 22, 2023**

Time: **3:30 p.m.**

Place: **RAC Conference Room**

2445 Capitol Street, Suite 200 • Fresno, CA 93721

Login: **Please join the meeting from your computer, tablet, or smartphone.**

<https://meet.goto.com/RaisinAdminCmte/racmeetings>

Or

You can dial in using your phone.

United States **+1 (646) 749-3122**

Access Code: 497-974-077

CC: Ms. Kathie Notoro, USDA
Members and Alternates

Persons requiring reasonable accommodations including special meals, or who require alternative means of communication (braille, large print, audiotape, language translation or interpretation, etc.) should contact the RAC prior to the meeting.

"The Raisin Administrative Committee accepts and adopts the concept of diversity" (per the action of the RAC on 2/11/00)

2445 Capitol Street, Suite 200 • Fresno CA 93721-2236



AGENDA OF THE MARKETING SUBCOMMITTEE

Wednesday
February 22, 2023

The RAC office is open and members/alternates are encouraged to attend in person. The RAC office is practicing social distancing, disinfecting, and following recommended safety protocols. Masks are no longer required.

1. Call to Order – 3:30 p.m.
2. Roll Call

Member

Chooljian, Gerald - Chairman
Sahatdjian, Victor - Vice Chairman
Abdulian, LindaKay
Bedrosian, Michael
Cardoza, Dwayne
Chooljian, Chad
Coelho, Ed
Crowe, Richard
DeBorde, Brent
Hoff, Darren
Housepian, Dennis
Kazarian, Ron
Kister, Steve
Kriebel, Barry
Lion, Vinson

Alternate

Chooljian, Michael
Lion, Joshua
VACANT
Bedrosian, Paul
Huter, E.G.
VACANT
Olson, Brad
VACANT
Scott, David
Alles, Ken
Boghosian, Philip
VACANT
Estermann, David
Bowman, Ken
VACANT

Member

Marthedal, Jon
Medeiros, Manuel
Moles, Doug *
Naito, Tomo
Noorigian, Jeff
Overly, Harry
Sahatjian, Richard *
Sangha, Mitch
Spate, Steve
Schutz, Monte, Ex-Officio

Alternate

Gill, David
VACANT
Asmar, Jane *
Scrivner, Dan
Ludtke, Willy
Tietjen, Carsten
Lion, Frank *
VACANT
VACANT
VACANT

* Will Switch Positions on May 1st

3. Approval of Minutes – October 5, 2022
4. USDA Report
5. Management Report
6. Review & Discuss a Movie Opportunity
7. Review and discuss the 2022/23 Merchandise Incentive Program (MIP) for Taiwan. **Objective:** Motion needed to approve
8. Review and discuss recommendations for the Merchandise Incentive Program (MIP) Terms and Conditions for February 1, 2023 to January 31, 2024 term year for Taiwan. **Objective:** Motion needed to approve
9. Review and Discuss the Market Access Program (MAP) for 2024/25 Submission of Application
10. Other Business
11. Adjournment

Parking for persons with disabilities is available in the visitor parking on Capitol Street. The accessible entrance to the RAC Office is located on the north side of the building. Use the elevators for access to the 2nd floor offices.

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability. (Not all prohibited bases apply to all programs.)

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (202) 720-5964 (voice and TDD). USDA is an equal opportunity provider and employer.