



USDA Fruit and Vegetable Industry Advisory Committee Meeting Minutes

Agency/Program	Agricultural Marketing Service (AMS) Specialty Crops Program (SCP)	
Meeting Purpose	To examine the full spectrum of fruit and vegetable industry issues and provide recommendations and ideas to the Secretary of Agriculture on how the U.S. Department of Agriculture (USDA) can tailor programs and services to better meet the needs of the U.S. produce industry.	
Date/Time	Tuesday, April 06, 2021 10:00 AM Eastern Time	
Meeting Location	Virtual Webinar	
Meeting Facilitator	FVIAC Chair Paul Lightfoot and FVIAC Designated Federal Officer (DFO) Darrell Hughes	
Attendees	See attendance report (page 2)	
Next Steps (Task, Assigned To)	Owner	Due Date
Distribute workgroup survey (questionnaire) to full FVIAC body.	CHAIR and DFO	Within 30 days
Determine which subcommittees (workgroups) to be established.	CHAIR and DFO	Within 60 days
Schedule subcommittee/workgroup administrative meeting(s).	CHAIR and DFO	Within 90 days
Decisions Made (What, Why, Impacts)		
<ul style="list-style-type: none"> • The FVIAC Chair recommended this meeting be used as an information gathering mechanism. No decisions were made regarding the development of USDA recommendations. • The FVIAC membership body would need to determine which agricultural issues they plan to explore. FVIAC workgroups should be established prior to developing recommendations. 		
Discussion		
<ul style="list-style-type: none"> • FVIAC representatives were provided one minute each to share comments of their preference. • The representative body concurred with the FVIAC Chair’s suggestion to decide which workgroup (subcommittee) using email communication and electronic surveys. • FVIAC DFO provided insights on establishing focused subcommittees and ways the FVIAC can collaborate with other USDA advisory groups, which could help curtail the submission of duplicative or conflicting recommendations from USDA advisory groups that have common goals and objectives. 		
Miscellaneous Items		
<ul style="list-style-type: none"> • FVIAC representatives and public participants received a series of presentations from various USDA subject matter experts. The presentations are available via the Resources section of the following link: <ul style="list-style-type: none"> ○ https://www.ams.usda.gov/event/fruit-and-vegetable-industry-advisory-committee-april-2021-virtual-meeting 		



USDA Fruit and Vegetable Industry Advisory Committee Attendee Report

Panelist (Speaker) Details	Attendee (Public) Details
<p>ASL-Brenda Wharton (Brenda Wharton) Sonia Jimenez, USDA AMS SCP Deputy Administrator Audrey Draper, USDA-FDA Liaison Tara Ponds, USDA RMA Liaison Bruce Summers, USDA AMS Administrator Carl Purvis, USDA AMS Public Affairs David Zapf, FVIAC Representative Charles Wingard, FVIAC Representative Michael Janis, FVIAC Representative Reade Sievert, FVIAC Representative Mae Wu, USDA MRP Deputy Under Secretary Marc McFetridge, USDA-AMS Lorenzo Tribbett, USDA AMS SCP Assoc. Deputy Administrator Kay Riley, FVIAC Representative ASL- Heidi Johnson (Heidi Johnson) Andrea DeJesus, Registered Public Comments Speaker Judith Rudman Director, USDA AMS PACA Bret Erickson, FVIAC Representative Closed Captioner (Beverly Early (Closed Captioner)) Heather Pichelman, USDA-MRP Kumar Chandran, USDA Karla Stockli (Karla Stockli) Shaun McKinney, USDA Paul Palmby, FVIAC Representative Travis Hubbs, USDA George Hamner, FVIAC Representative Paul Teague, FVIAC Representative Brian Kirschenmann, FVIAC Representative Derrin Wheeler, FVIAC Representative Julie Masser Bailey, FVIAC Representative Christopher Purdy, USDA AMS CPP Charles Stephens, USDA-AMS Robert Bonnie, USDA Tommy Wilkins, FVIAC Vice-Chair Ronnie Maurer, USDA K.C. Ely, FVIAC Representative Paul Lightfoot, FVIAC Chairman Kiley Harper-Larsen, FVIAC Representative Ken Petersen (Ken Petersen, Deputy Director, USDA AMS SCP SCI) Angela Britt, Registered Public Comments Speaker Clayton Myers, USDA Pest SME Nicole Nelson Miller David Einsteadig, FVIAC Representative Daniel Whitley, USDA FAS Acting Administrator Tom Lipetzky, FVIAC Representative Donn Zea, FVIAC Representative</p>	<p>Gabriel Bernal, Seasons Farm Fresh Marc Phillips, PPQ/APHIS/USDA Nathaniel Taylor, USDA Dudley Hoskins, Senate Ag Committee Mark Rasmussen, USDA/FAS Tyra Whelton, Farm Credit Funding Allison Moore, Fresh Produce Association of the Americas Justin Machell, Highland Ag Solutions Jason Tabatchnick, Tabatchnick Fine Foods Patricia Petrella, SCP-PED Mason, Valliwide Marketing Inc Charles Gagne, BrightFarms Jennifer, CA Leafy Greens Research Program Andrew Hatch, USDA Agricultural Marketing Service Manuel Ramos Gandia, MANUEL RAMOS GANDIA INC Adam Mefrakis, MDA Ken Henderson, Missouri Dept., Agriculture - Grain Inspection & Warehouse Div. Thomas, Castellini Cameron Douglass, USDA/OCE/OPMP Jodi Devaurs, California Table Grape Commission Adam Mefrakis, Missouri Grain Inspection Services Clint Thompson, AgNet Media Lorren Walker, Elias Walker, Inc. Robert Guenther, United Fresh Produce Association Jeannette Matetzschk, USDA - FSA Dianna Todd, McLeod Farms, Inc. Jeremy Witte, Senate Agriculture, Nutrition, and Forestry Committee Suzanne Thornsbury, USDA Alyssa, California Citrus Mutual Ryan Terrell, Steele Communications Inc Carmen Rottenberg, Groundswell Strategy Katie Jennings, NC State University Jodi Emtman, Roloff Farms, Inc. Michelle Person, USDA Agricultural Marketing Service David Spitzer, Dependable Food Terry Long, USDA-AMS- SCMN Kate Lewis, USDA OSEC OCS David Marve, IFruit and Vegetable Growers Association, Delaware Angela Tiwari, United Fresh Produce Association Cheryl Birden, Jodi & Associates Shirley Morgan-Jordan, USDA Lori Apodaca, California Citrus Mutual Fatma Aliyaeva, Premio International Services, Inc Kelly Robertson, USDA Joan Murphy, IHS Markit</p>

From: [Paul Lightfoot](#)
To: [AMS - SCP FVIAC](#)
Cc: ["Tommy Wilkins"](#); Jballay@masserspuds.com; [Katie Connors](#)
Subject: Re: Please Approve - FVIAC April 2021 Meeting Minutes
Date: Wednesday, April 14, 2021 3:00:07 PM
Attachments: [image001.png](#)

I approve

Thanks Darrell.

From: AMS - SCP FVIAC <SCPFVIAC@usda.gov>
Date: Wednesday, April 14, 2021 at 2:49 PM
To: Paul Lightfoot <plightfoot@brightfarms.com>
Cc: 'Tommy Wilkins' <tommy@growfarmstx.com>, "Jballay@masserspuds.com" <Jballay@masserspuds.com>, Katie Connors <kconnors@brightfarms.com>
Subject: Please Approve - FVIAC April 2021 Meeting Minutes

Good afternoon Paul:

I've attached the April 6 meeting minutes for review and approval. Please respond to this email approving the minutes. A simple "I approve" will suffice.

Thank you,
Darrell



Darrell A. Hughes | Designated Federal Officer
Fruit & Vegetable Industry Advisory Committee
U.S. Department of Agriculture | Agricultural Marketing Service
Desk: (202) 378-2576
SCPFVIAC@usda.gov

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.