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**California Fresh Fruit Association hosts 87th annual meeting**

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March 16, 2023

The California Fresh Fruit Association recently held its 87th Annual Meeting at the Lodge at Torrey Pines in La Jolla, CA. The event, which included industry and committee updates, featured the election of the board of directors and chairman. The board of directors is made up of 32 individuals from operations located across California.

Wayde Kirschenman (Kirschenman Enterprises, Inc.) was elected as chairman of the board of directors for the 2023-24 fiscal year. The organization's officers, including First Vice Chair Melissa Frank (Wonderful Orchards) and Secretary/Treasurer Louis Pandol (Pandol Bros. Inc.), are nominated to serve for a one-year period and are selected by a committee of past board chairs.

At the event, the association honored past CFFA Chairman Harold McClarty of HMC Farms with the Mentor's Award, which is bestowed upon individuals who have demonstrated exceptional dedication to the fresh grape, berry and tree fruit communities through their leadership in the industry.

The Annual Meeting also included two days of the annual Industry Workshop, where attendees discussed the political climate in Sacramento and Washington, DC. On Monday, Ron Barsamian of Barsamian & Moody Attorneys at Law provided a California labor update. On Tuesday, attendees heard from political strategist Lorren Walker, who focused on the priorities taking place in Washington, DC, as preparations begin for the 2023 farm bill.

With over 220 people in attendance, the Annual Meeting provided the opportunity for membership to gather prior to the 2023 harvest season. The California Fresh Fruit Association is a voluntary public policy organization that represents growers, packers, and shippers of the California table grape, blueberry, kiwifruit, pomegranate and deciduous tree fruit communities.

CFFA serves as a representative for these growers, shippers, and packers on issues at both the state and federal levels. More information on the Association can be found at [www.cafreshfruit.com](http://www.cafreshfruit.com).

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