

Washington Tree Fruit Association

Presented by
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Washington Tree Fruit Association

Industry Consolidation



Washington State Horticultural Association

Yakima Valley Growers and Shippers Association

Wenatchee Valley Traffic Association

Washington Growers Clearing House Association



Washington Tree Fruit Association



Washington Tree Fruit Association

Mission

Enhancing the value of all segments of the Tree Fruit Industry.



Washington Tree Fruit Association

Member Services

Education and Training

Health insurance

Frost forecast

Assistance with regulatory actions and compliance

Washington Tree Fruit Association

Industry Data Reporting

Key movement

Storage holdings

FOB pricing data

Washington Tree Fruit Association

Advocacy

Legislative lobbying

State agency rulemaking in Olympia

Speaking with one voice

Washington Tree Fruit Industry

Support for other industry associations

Northwest Horticultural Council

US Apple

NCAE

Washington Tree Fruit Association

Membership

Three classes of voting members

Growers

Packers

Marketers

Non-voting associate members

Washington Tree Fruit Association

Funding

Most dues collected on a per box basis

Anticipated an assessment of \$6.75 to \$7.50 per load
(less than 1 cent per box)

Weekly reports for growers - Annual fee

\$25 /e-mail

\$100/US Mail

Marketers

Flat fee of \$1,500 up to one million boxes

\$2,500 over one million

Associate members

\$450 for basic movement data

Washington Tree Fruit Association

Board of Trustees

11 to 13 members

Owners/senior managers from the voting membership

Growers, Packers, Marketers

Wenatchee District

Columbia Basin

Yakima

Washington Tree Fruit Association

Board of Trustees

3 year terms

Meet quarterly

Chairman, vice-chairman, treasurer

Immediate past chairman

Nominating committee

Advisory committees

Government affairs

Grade and pack

Grower outreach

Others as necessary

Washington Tree Fruit Association

Staff

Executive Director or President

Three Senior Staff

Industry information

Education

Regulatory affairs

Office Manager

Communications Manager



Washington Tree Fruit Association

Location

Offices in Wenatchee and Yakima

Washington Tree Fruit Association

Timeline

Feedback through January

Current boards

draft by-laws

appoint board members

hire director

New organization in place to begin the 2014 apple
crop year

President/CEO

- Association Management
- Lead on policy and political issues
- Staffs Board of Directors
- Staffs Government Committee
- Member recruitment and retention

Consultant on Health Care

- HC Advisory Cmte.

Olympia Lobbyists

(Contract, not staff)

Communications Manager

- Media
- Website content
- Publications

Office Manager

Responsibilities:

- Administrative Support (IT, budget, billing, etc)

Regulatory Affairs

- Monitors state and local regulatory actions
- Provide industry comments and advocacy during rulemaking
- Staff to the Grade and Pack Committee

Industry Information

- Data Collection on movement and pricing
- Report preparation
- Analysis and queries
- Database management
- Liaison to WSDA/USDA
- Staff to Industry Information Committee
- Contracted services to Marketing Associations

Education and Member Services

- Industry Employee Education
- Food Safety Training & Compliance (GRASSP)
- Annual Meeting
- Human Resource/Labor Education (Advisory Cmte?)
- Staff to Education Committee
- Grant administration

Washington Tree Fruit Association

Your input continues to be important

Example:

Voter criteria – voting by persons vs. entities?

What would be the official definition of a grower?

Do we need 3 Districts? Could we work with 2?