

CIRCLE RANCH

Tree Fruit • Table Grapes • Raisins • Gift Packs

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Circle K Ranch supports the C.T.F.A and believes that it has an extremely important role to fulfill in the tree fruit industry. Its mission is to help all growers in the marketing of their fruit. To accomplish this it should be a beacon for the industry to promote the virtues of the fruit, a forum to solve mutual threats such as Med Fly, and a catalyst to help develop new techniques, products, and markets.

In order to accomplish these goals we believe the focus of the C.T.F.A should be in the following areas listed in the order of importance to us:

1. Grades and standards with meaningful inspection to ensure consistent well labeled quality fruit.
2. Export promotion and marketing assistance along with industry inputs to export trade agreements and tariffs.
3. Domestic merchandising programs to guide retailers and institutional buyers in their marketing efforts such as crop timing and availability.
4. Research in pest control, farming practices, quality issues such as staining and corking. Product development and market research to stay competitive in the market place.
5. Proactive to resolve industry threats such as fruit fly quarantines.

Sincerely,



Mel Kazarian
MK/ap