



Fruit and Vegetable Industry Advisory Committee Meeting Minutes | March 2024

Agency/Program	USDA Agricultural Marketing Service (AMS) Specialty Crops Program (SCP)
Meeting Purpose	The two-day virtual meeting was convened to examine and approve draft recommendations to the Secretary of Agriculture on how USDA can tailor programs and services to better meet the needs of the U.S. produce industry.
Meeting Purpose	Day 1: Monday, March 04, 2024 11:00 am to 4:00 pm Day 2: Tuesday, March 05, 2024 11:00 am to 4:00 pm
Meeting Location	Virtual Zoom Webinar
Facilitator(s)	FVIAC Chair Kay Swartz Rentzel and FVIAC Designated Federal Officer (DFO) Darrell Hughes
Attendees	See attendance report (pages 2-5)

Next Steps (Task, Assigned To)	Owner	Due Date
Finalize recommendations package for submission to FVIAC Chair and Vice Chair.	FVIAC DFO	Within 30 days.
Route final recommendations via USDA leadership channels.	FVIAC DFO	Within 30 days.
Schedule follow-on meetings to address draft recommendations pertaining to NRCS and H-2A that were not approved by the full committee.	FVIAC DFO	Within 30 days.

Decisions Made (What – Why – Impacts)
<ul style="list-style-type: none"> • FVIAC representatives reached unanimous consent to finalize 2 of 4 recommendations (Data & Analysis related) for submission to USDA. <ul style="list-style-type: none"> ○ A draft recommendation pertaining to NRCS studies and data was held for a small group of advisory members to engage further with NRCS staff. ○ A draft recommendation pertaining to NASS Farm Labor Survey was consolidated with a related workforce draft recommendation. • FVIAC representatives reached unanimous consent to finalize 1 of 2 recommendations (Labor Workforce related) for submission to USDA. <ul style="list-style-type: none"> ○ The remaining draft recommendation pertaining to the Labor Department’s H-2A program presented scope and advisory Charter challenges, requiring the draft recommendation be held for a small group of advisory members to engage further. • FVIAC representatives reached unanimous consent to finalize 1 recommendation (Inspection related) for submission to USDA.

USDA Discussion Topics
<ul style="list-style-type: none"> • FVIAC representatives discussed the importance of having access to agricultural data in a format that allows for flexible use. They engaged on the types of crop data that would be most meaningful for industry to receive via new or

revised Market News reports. They also discussed a range of ways the USDA NASS could retool its Farm Labor Survey, which is used by the Labor Department to calculate the Adverse Effect Wage Rate (AEWR). Representative expressed concern about the rising rate they fear could threaten their operations' financial solvency.

- FVIAC representatives discussed the Labor Department's H-2A Program and how certain requirements have led to a series of challenges that threaten their ability to remain in business. A draft recommendation requesting USDA to urge agricultural labor reform from Congress presented a challenge due to the FVIAC charter's scope being specific to the evaluation of "USDA programs and services" and federal agencies' inability to lobby Congress. FVIAC representations agreed to work on revising the draft recommendation.
- FVIAC representatives discussed three inspection-related USDA Charges. Members engaged on the various types of optical and sorting technologies the USDA could explore, along with suggested commodity databases, the ways virtual inspections would industry reduce costs in certain compliance areas, and the checks and balances that could help ensure trust and integrity should photo and/or video technology be incorporated.
- FVIAC representatives discussed the importance of harmonizing commodity specifications, standards, and grades in a comprehensive way that supports the USDA user-fee inspection/audit/grading services, while also providing a streamline approach for use across broader business dealings where commodity requirements can vary.

Miscellaneous Items

Nothing to report.

Day 1 Attendee Report | March 4, 2024

35. Judy Summers ASL Support

Public Attendees

1. Kay Swartz Rentzel	FVIAC Representative-CHAIR	1. Adam Brown	Leelanau Conservation District
2. Reginald Marshall	FVIAC Representative-VICE CHAIR	2. Ailita Whalen	Farm Service Agency
3. Angel Santiago	FVIAC Representative-SECRETARY	3. Alexis Benedict	Houston Food Bank
4. Alyssa Melendez	FVIAC Representative	4. Ali Kamara-Bunduka	KN
5. Amy Baker	FVIAC Representative	5. Allison Butler	USDA FNS
6. Andrew Garcia	FVIAC Representative	6. Amber Brown	ASPHN
7. Anthony Mirisciotta	FVIAC Representative	7. Amena Karim	Bottom-Up Prosperity
8. Bruce Frasier	FVIAC Representative	8. Andrew Montgomery	Indoor Farm & Finance
9. Christopher Ciruli	FVIAC Representative	9. Andrew Rose	Chesapeake Sun
10. Darwin Inman	FVIAC Representative	10. Angel Morales	Pura hacienda
11. David Van Eeckhout	FVIAC Representative	11. Angela Valadez	Publix
12. David Einsteadig	FVIAC Representative	12. Anita Lee	Bella Poultry
13. Donna Garren	FVIAC Representative	13. Annette Maggi	Annette Maggi & Associates, Inc.
14. Haven Baker	FVIAC Representative	14. Ardie Giebel	G&A
15. Isabel Freeland	FVIAC Representative	15. Arthur Fisher	Private Citizen Farmland
16. James Benson	FVIAC Representative	16. Ashanti Baker	Plant Bully, LLC
17. Jenifer DeAtley	FVIAC Representative	17. Ashley Keyes	Center Helping Obesity In Children End
18. Jorge Vazquez	FVIAC Representative	Successfully, Inc.	
19. Julie Masser Ballay	FVIAC Representative	18. Austin Hampton	FSA
20. Karla Stockli	FVIAC Representative	19. Avery McLoud	Seven Valleys Health Coalition
21. Michael Briano	FVIAC Representative	20. Bada A Ortiz	Pura Hacienda
22. Morris Hodges	FVIAC Representative	21. Ben Hartman	Sungold Consulting
23. Nathan Pumplin	FVIAC Representative	22. Biz Greenwell	NASS
24. Rebecca Serratos	FVIAC Representative	23. Blake Mouzin	Mouzin Brothers Farms
25. Susan Sutphin	FVIAC Representative	24. Bo Slack	California Giant
26. Darrell Hughes	USDA Staff	25. Bonnie Eubanks	Appalachian Sustainable Development
27. Jennie Varela	USDA Staff	26. Bonnie Johnson	Potatoes USA
28. Chris Purdy	USDA Staff	27. Brie Lowry Cox	GRC Advising
29. Jenny Lester Moffitt	USDA Staff	28. Bruce Boess	USDA - NASS
30. Heather Pichelman	USDA Staff	29. Bryan Flower	Northern Illinois University
31. Michelle Sharrow	USDA Staff	30. Candy Blanco	Redlands USD
32. Audrey Draper	USDA Staff	31. Carlene Morales	Second Harvest Food Bank of SE NC
33. John Okoniewski	USDA Staff	32. Carrie Nolin	Kroger
34. Doris Johns	ASL Support		

33.	Celeste Leroux	Goldfish	
34.	Celeste Treece	Jackson Street Farms	
35.	Charlene Messer	Elegant Bouquet Kitchen, Inc.	
36.	Charles Hall	GA Fruit and Vegetable Growers Association	
37.	Chelsea Jehle	Charlie's Produce	
38.	Cheryl Ferne	Cooley LLP	
39.	Cheryl Moore	Indiana Department of Education	
40.	Chi Ngo	USDA	
41.	Chive Chon	CHON and Son Oriental Produce	
42.	Chris Butts	Georgia Fruit and Vegetable Growers Association	
43.	Christian Rodriguez	Ironbound Community	
44.	Christina Badaracco	Self-employed	
45.	Christine Moseley	Full Harvest	
46.	Clinton Vicks	The Vicks Estate, Farm, & Fishery	
47.	Corey Miller	Organic Valley	
48.	Courtney Bartlett	Unv. Of KY	
49.	Courtney Williams	Fedco Seeds	
50.	Dan Holt	Hitchcock Farms	
51.	Dana Brown	Lashelle Farms	
52.	Danielle Desir	Cultivating for Community	
53.	Dave Stynchula	STYNCHULA FOUNDATION	
54.	Dean Strasser	National Crop Insurance Services	
55.	Denise Blankenship	Agency of Education, Child Nutrition Programs	
56.	Derrick Nyirenda	Kavunthula trading	
57.	Devin Williamson	Alabama State Department of Education	
58.	Diana Garcia Padilla	HOPE for Small Farm Sustainability	
59.	Don Dove	George S. Orr & Sons Inc.	
60.	Don Hewitt	ATBS	
61.	Don Terry	Community Harvest Food Bank	
62.	DON Wambles	AL Dept of Agriculture & Industries	
63.	DON YORK	Cumulus Media	
64.	Dr. Kyla L. Tennin	Lady Mirage Global, Inc. (global conglomerate)	
65.	Dustin Rowley	Cherry Hill Farms	
66.	Eliana Pinill	Common Market Great Lakes	
67.	Elizbia Capula	Department of Labor and Economic Opportunity	
68.	Emily Heller	EPA	
69.	Emily How	NDSU Extension	
70.	Emily Zobel	UME	
71.	Emma Kurnat-Thoma	Precision Policy Solutions, LLC	
72.	Eric Park	IUCL	
73.	Eric Rockafellow	Cahoon Farms Inc	
74.	Ethan Green	Cherokee Nation	
75.	Evangeline Taulton	PP Veterans Solution, Inc.	
76.	Felicia Whitehead	Self Employed	
77.	Fernanda Souza Krupek	Ohio State University	
78.	Gayla Lanum	Arkansas Department of Health	
79.	George Szczepanski	National Watermelon Association	
80.	Gertrude Black	Dreams Enterprise ans Company	
81.	Glen Murphy	Consultant	
82.	Goatwell Farms	na	
83.	Gregg Cady	Resource Conservation District of Greater San Diego County	
84.	Guillermina Gonjon	Autarky Oasis Inc.	
85.	Hannah Goggin	Utah Department of Health and Human Services	
86.	Hannah Lertola	Food Lifeline	
87.	Harry Crissy	Penn State Extension	
88.	Hayley Spring	Blue Zones Project Jacksonville	
89.	Heather Creegan	tjx	
90.	Heather Throne	Michigan Department of Agriculture and Rural Development	
91.	Henry Awika	University of the Virgin Islands	
92.	Hermogenes Myers	USDA	
93.	Hing Buon	Airschott Inc	
94.	Hinu Smith	Ho-Chunk Nation Department of Agriculture	
95.	Holly Hutchason	Pacific NW CSA Coalition	
96.	Humberto Trueba	Get Fresh Sales	
97.	Ilenys Perez-Diaz	USDA-ARS	
98.	J. Byron Williams	Mississippi State University Extension Service	
99.	Jacey Fears	Farm Service Agency	
100.	Jack Baran	Ole Tyme Produce	
101.	James Birt	N/A	
102.	Jarod Kent	GreenStone Farm Credit Services	
103.	Jena Carpenter	Silver Creek Software	
104.	Jeremy Sessions	sessions farm	
105.	Jesse Leadbetter	Freshlist, LLC	
106.	Jesus Diaz	Virginia Works	
107.	Jiahao Liu	FOODLON HOLDING CORP.	
108.	Jie Cao	Before accreditation body in China	
109.	JK Willis	Kind Hearts Community Inc.	
110.	Joan Healy	Rutgers University	
111.	Jody Kaufman	Jody's Farms	
112.	Joe Caldwell	Giorgi Mushroom Company	
113.	John Walt	Boatright American Farm Bureau	
114.	Joi Parks	USDA FNS	
115.	Jon Esformes	Pacific Tomato Growers	
116.	Jon Mallek	Michigan Department of Agriculture	
117.	Jonn Foulk	usda ars	
118.	Josh Balk	iowa department of natural resources	
119.	Josh Bendorf	USDA Midwest Climate Hub	
120.	Joshua Scheinberg	Food and Nutrition Service	
121.	Joyce Jenkins	Piney Woods School	
122.	Judi Desire	N/a	
123.	Julia Kurnik	World Wildlife Fund	
124.	Julie Feuerstein	GreenStone Farm Credit Services	
125.	Julius Fajardo	USDA-OCE-OPMP	
126.	Justin Nickelson	The Conservation Fund	
127.	Karyn Moskowitz	Interfaith Neighbors	
128.	Kathryn Grandy	Proprietary Variety Management (PVM)	
129.	Kayla Holscher	Browning State Hybrid	
130.	KeAnna Daniels	Thrive Realty and Development Group	
131.	Kelly Jackson	Daniels Produce	
132.	Kim Ward	Farm Service Agency	
133.	Kimberly Collins	Down In The Delta Farms	
134.	Kirstyn Horan	Health Department of Northwest Michigan	
135.	Kris Newton	Matrix Science	
136.	Kristina Ortiz	Care and share	
137.	Lane Webb	RMA	
138.	Larry Krum	MT Dept Of Ag	
139.	Latonya James	Georgia Department of Human Services	
140.	Latoria Nelson	Avid Solutions International	
141.	Laura Haggerty	USDA-NRCS	
142.	Laura Holtrop	Utah Department of Health & Human Services	
143.	Lawrence Schaefer	Schaefer Global Management LLC	
144.	Leonardo Wassilie	Salmonberry Tribal Associates	
145.	Libbi Urban	Retired	
146.	Lindsey Shapiro	Pasa Sustainable Agriculture	
147.	Lisa Johnson	Lisa K. Johnson Consulting	
148.	Lorraine Glover	SCDHEC	
149.	Lucinda Ward	MEd# RD# SNS MA Department of Elementary and Secondary Education	
150.	Luis Linares	PPS international llc	
151.	Luis Soto	Magenta Produce	
152.	Luke Ballard	Levo International	
153.	M Merrett	Hamilton Urban Garden Systems	
154.	Maddie Campbell	Florida Farm Bureau Federation	
155.	Malcolm O'Meara	Organic Sustainable Solutions Inc	

5. Amber Gariety USDA/NRCS
6. Anastasia Jones Ma'at Families Farm Cooperative
7. Andrew Bommersbach WSDA
8. Andrew Werner Western Overseas Corp
9. Annabelle Lee Rural Coalition
10. Archana Gupta EP
11. Ardie Giebel G&A
12. Audrey Broomfield Maryland Department of Agriculture
13. Ben Hartman Sungold Consulting
14. Bethany Schneider Food Bank Council of Michigan
15. Brie Lowry Cox GRC Advising
16. Brittany Woodby Appalachian Sustainable Development
17. Candy Blanco Redlands USD
18. Carla Schroyer Community Assistance Network
19. Carrie Johnson USDA FAS
20. Celeste Leroux Goldfish
21. Chad Martin NC Black Alliance
22. Charles Hall GA Fruit and Vegetable Growers Association
23. Chelsea` Jehle Charlie's Produce
24. China Anderson Sirius Intellect
25. Chris Butts Georgia Fruit and Vegetable Growers Association
26. Christina Badaracco Self-employed
27. Christopher Rusack Nippon Express
28. Clifton Williams Guaranty Bank & Trust Company
29. Cory Blumerick Greenstone Farm Credit Service
30. Courtney Bartlett Univ. Of KY
31. Courtney Williams Fedco Seeds
32. Crystal Tate` Chase Comer Ministriesz
33. Daniel Hartwig California Fresh Fruit Association
34. Danielle Desir Cultivating for Community
35. Dean Strasser National Crop Insurance Services
36. Deisi Martinez DEL MONTE FOODS INC
37. Derrick Martin Pathway Lending
38. Derrick Nyirenda Kavunthula trading
39. Devin Wright Sprout
40. Dr. Kyla L. Tennin Lady Mirage Global, Inc. (global conglomerate)
41. Emma Kurnat-Thoma Precision Policy Solutions, LLC
42. Eric Park IUCL
43. Eric Rockafellow Cahoon Farms Inc
44. Evangeline Taulton PP Veterans Solution
45. Faith Rahal Rahal Farms
46. Fernanda Gonzalez Equifruit Inc
47. Fredando Jackson Flint River Fresh, Inc.
48. George Szczepanski National Watermelon Association
49. Gertrude Black Dreams Enterprise ans Company
50. Goatwell Farms na
51. Gregory Hudson Vanguard (OTE)Consortium
52. Haley Poston McCall Farms, Inc.
53. Hamidreza Tahanian SPCRI
54. Heather Bauer DJ's Pickles, LLC
55. Helen Kim Bonduelle
56. Hortencia Calderon Wawona Frozen Foods
57. J. Byron Williams Mississippi State University Extension Service
58. James BirtN/A
59. Jamie Christian Lettuce Turnip the Beet Sustuinabilty Collective
60. Jayne Roth RQA Inc
61. Jia Kumar Levo International
62. Jody Kaufman Jody's Farms
63. Joe Kurtz Massachusetts Avenue Project
64. John McMinn Arkansas Farm bureau Federation
65. John Walt Boatright American Farm Bureau
66. JoJuana Leavell-Greene GreeneLanding KY Farm 327
67. Jon Esformes Pacific Tomato Growers
68. Jon MallekMichigan Department of Agriculture
69. Jonas E Heyl PAY-DAK Dairy
70. Jonn Foulk usda ars
71. Joshua Scheinberg Food and Nutrition Service
72. Judi Desire N/A
73. Karl Hardy Community Reinvestment
74. Kathryn Grandy Proprietary Variety Management (PVM)
75. Kathy Heath Citrus & Allied Essences Ltd.
76. Kelvin Wagner Parkside Business And Community In Partnership
77. Kristina Ortiz Care and share
78. Latoria Nelson Avid Solutions International
79. LaToya Adams Adams Family Farm
80. Laura Holtrop Utah Department of Health & Human Services
81. Leonardo Wassilie Salmonberry Tribal Associates
82. Libbi Urban Retired
83. Maddie Campbell Florida Farm Bureau Federation
84. Marie Calaguas Maersk Customs Services
85. Marion Minton Marion Blessings & Hope Familyhome Childcare
86. Mark Powers Northwest Horticultural Council
87. Marva Ulleland AgWest Farm Credit
88. Matt Armstrong Pinion
89. Md.Mahfuzur Rahman California International Agricultural Friendship Inc.
90. Michel'le Wheatley Wheatley's Farms
91. Mike Espy Senate Committee on Energy & Natural Resources
92. Molly Conlin FNS
93. Mónica Moreno Arellano Grupo PM
94. Mustafa Jibrin Oklahoma State University
95. Nagisa Manabe Ramapough Culture and Land Foundation
96. Natalia Contreras NG GROUP JC SA DE CV
97. Nels Veliquette Cherry Ke Inc
98. Pamela Murray Idaho Dept. of Education
99. Randy Francis AmplifiedAg Technology
100. rebecca anderson GLOBALG.A.P.
101. Rebecca Naab Ohio Department of Education and Workforce
102. Renee Johnson Congressional research service
103. Renee Rowe TWC Global Solutions
104. Robert Bladow Southwest Tennessee Community College
105. RR Johnson USDA
106. Sara Runkel Carolina Farm Stewardship Association
107. Sarah Slater Alaska State WIC
108. sharon cheryl N/A
109. Sheila M. Hernandez De La Cruz PR Association of Conservation Districts
110. Shivani Kathi Oklahoma State University
111. Solomon Oyeniran OSOA FOODS
112. Stephen Lucke Gardopia Gardens
113. Talesha Dokes Natural Resources Consulting
114. Tara Herron Legacy Realty & Associates
115. Thomas Facer Farm Fresh First, LLC
116. Tim Allen Florida Gulf Coast University
117. Tina Cave AgWest
118. Tom Staszak Del Monte Foods
119. Venkatesh Balan University of Houston
120. Virginia Kilgore Water Is Alive
121. Walter Ram The Giumarra Companies
122. William Hlubik Rutgers Cooperative Extension, Rutgers University

From: [Kay Rentzel](#)
To: [AMS - SCP FVIAC](#)
Cc: [Angel Santiago Colon](#); reginald_mrshll@yahoo.com; [AMS - SCP FVIAC](#)
Subject: Re: Please Approve - FVIAC March 2024 Meeting Minutes
Date: Wednesday, March 13, 2024 8:11:05 PM
Attachments: [FVIAC-Minutes-March-2024.pdf](#)

I approve.

Kay
Chair FVIAC

Kay S Rentzel



On Tuesday, March 12, 2024 at 02:43:08 PM EDT, AMS - SCP FVIAC <scpfviac@usda.gov> wrote:

Hi Kay:

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

Thank you,

Jennie and Darrell

Fruit & Vegetable Industry Advisory Committee

USDA Agricultural Marketing Service

[Visit our webpage to learn about the FVIAC.](#)

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