

To All PRC Members/Sub-committee Members Who Plan to Attend the Grower Seminars next week (Dec. 9-SLO; Dec 10, Ventura; Dec 11 So. Coast Winery in Temecula:

Next week's grower meetings turn the spotlight on the Production Research Program. Growers who attend the meetings in SLO, Ventura and San Diego will be keenly interested in the Program's recent achievements, goals for 2009, and realistic long-term vision. One might view next week's grower-meeting circuit as the annual shareholders' meetings for the Production Research Program. We have just finished the 2008 program year, we have a full set of end-of-year research reports which show a particularly prolific year in terms of delivering research-based information critical to both growers and regulators. However our industry still faces formidable obstacles including threats from exotic pest introductions, competition for scarce water resources, and soaring production costs. As the CAC point person for the Program I will present a substantial report to this end, but will be relying on you as a PRC committee member) to be familiar with the projects in your sub-committee's portfolio too. I am pleased that there has been such a good response from PRC to attend the seminars and represent the Program.

A number of members have called and asked exactly what their responsibilities will be at the meetings. *Most important* is that we have good representation at each venue. Growers put credence in programs run by their peers, and each of you play an important role among this bright group of volunteers that provide program oversight.

I would also suggest that you be familiar with those projects in your subcommittee's purview: Be prepared to answer questions on the research informally during the Q & A and discussion part of the program; and be able to list a few major achievements in research in your area of expertise, or subcommittee discipline. I will lead the Q & A and discussion part of the program, and ask that both voting and non-voting members take front row seats.

Aside from having successful marketing programs, most would agree that the best way for the CA industry to continue to prosper is to keep the crop safe from pests and diseases, while simultaneously having a dramatic improvement in the efficiencies of production. Instead of seeing ever narrowing opportunities for profit -- we must widen our lead in the market through research, grower outreach and industry change.

Thank you for your proactive interest in our CAC Production Research Program.

Guy Witney