

California Citrus Industry

An in-depth discussion on the industry's current state



Date:
Thursday, July 29, 2010

Check-in:
11:30 a.m.

Lunch:
12:00 p.m.

Speakers:
12:30 p.m.

Place:
Double R Ranch
17014 Avenue 296
Visalia, CA

Registration Deadline:
Monday, July 26, 2010

Be part of a discussion on the citrus industry and enjoy lunch in the south valley at the Double D Ranch. Enjoy a nice meal and listen as Joel Nelsen, Chief Executive Office of California Citrus Mutual discusses the current state of the citrus industry and the future risks and challenges facing the industry.

Joel Nelsen joined California Citrus Mutual as Chief Executive Officer in February 1982.

During Nelsen's tenure, CCM has been actively involved in issues originating from Washington D.C. and Sacramento, affecting the produce industry and agriculture. California Citrus Mutual conducts legislative, marketing and production seminars for its members. The coordination and dissemination of publications to members on such subjects as weekly marketing updates, legislative alerts, monthly newsletter and annual reviews of each citrus season are a corner stone for the organization. The Market Memo is second to none as a source of accurate pricing and market information.

Nelsen grew up in Southern California and graduated from Cal State University, Fullerton, with a B.A. in communications. His industry involvement includes the Produce Marketing Association and the United Fresh Fruit and Vegetable Association. He was appointed to USDA's Agricultural Technical Advisory Committee for Trade and is co-chair of the United States Citrus Science Council. He was a former executive committee member for the "Buy California California Grown" campaign.



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Ag Lenders c/o Olive Luncheon, 8939 N. Chestnut #204, Fresno, CA 93720

Name(s)

Company/Affiliation

Phone

Number Attending Members

Non-members

Cost: \$20 for members, \$25 for non-members

For More Information Contact:
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