

Organizational

Expand Revenue Opportunities

Objective

Grow membership revenue base by 25% within 5 years (Year 3 target 10%; Year 5 target 25% of 2020 baseline)

Grow non-dues revenue base by 25% within 5 years

Enhance CCM Profile

Objective

Expand organizations profile within the citrus industry

Expand organizations profile within Sacramento and Washington D.C.

Improve Coordination

Objective

Foster cooperation and improve coordination within citrus industry organizations that support the grower.

Improve coordination with aligned agricultural organizations.

Promote Industry Communication

Objective

Foster cooperation within the industry by facilitating communication between growers, packinghouses, and marketers.

Trade & Marketing

Expand Export Market Opportunities

Objective

Facilitate the opening of new market opportunities for all varieties of citrus.

Advocate for the reduction in tariffs that hinder market access for citrus.

Advocate for additional market promotion support from the federal government.

Regulation of Citrus Imports into the United States

Objective

Monitor citrus imports and ensure importing countries are complying with existing phytosanitary agreements.

Work with the USDA-APHIS to properly regulate pending access requests to ensure that the domestic citrus industry is protected from new invasive pest and diseases.

Government Purchases

Objective

Advocate for additional movement of citrus varieties through government purchase programs.

Production Costs

Objective

Provide regular updates to the membership on costs to produce citrus.

Promote Industry Market Coordination

Objective

Foster cooperation within the industry by facilitating communication between growers, packinghouses, and marketers.

Water

Enhance Water Supply Availability

Objective

Advocate for increased water supply statewide within the State and Federal government through resolution of the biological opinions and needed fixes in the Delta.

Advocate for public resources to build projects that allow more water to be captured during wet years for use in the dry years.

Foster Coordination within the Water Community

Objective

Advance the interests of the membership by facilitating coordination and collaboration between water agencies, government, and communities.

Foster cooperation between Friant system and the Exchange Contractors.

Provide Timely Information to Citrus Growers

Objective

Maintain a comprehensive calendar of water related events for the membership.

Provide education and compliance assistance resources to the membership.

Communicate the positive benefits of agricultural water use.

Pest & Disease

Coordination within the Industry and Government

Objective

Communicate priorities of CCM members to industry partners. (CRB, CCM, CCQC, CPDPP)

Coordinate with government regulatory agencies to enforce and streamline current rules. (CDFA-Citrus Division, DPR)

Public Perception and Communication with Key Stakeholders

Objective

Build strategic relationships within government and policy influencers to allow the continued safe use of pesticides.

Provide tools to empower the industry to effectively communicate with stakeholders and the public.

Funding for Research Programs

Objective

Advocate for critical research support from state and federal government (i.e., Farm Bill, Appropriations).

Pesticides

Objective

Advocate to maintain the safe and beneficial use of existing pesticides.

Work with the allied industry and registrants to develop new pesticides that fight resistance and replace current ones that may be phased out in the future.

Enforcement of Pest & Disease Inspections (CDFA, USDA)

Objective

Protect the industry against the spread of invasive pests and diseases by promoting compliance assistance and enforcement of existing rules and regulations.

Labor

Improve labor supply and reliability

Objective

Partner with industry organizations to support investments in automation and technologies that improve labor efficiency in the field and the packing house.

Support federal legislation that creates a guest worker program and provides a pathway to legal status for the existing workforce.

Provide educational resources to the industry about the H-2A program.

Reduce employer liability and risks

Objective

Establish a legal and technical services fund for the purpose of retaining outside counsel and expertise when needed to address challenges that have broad impact to the citrus industry.

Support efforts to reform the Private Attorneys General Act (PAGA) and reduce employers' exposure to PAGA litigation for alleged labor code violations.

Provide resources to assist employers in complying with labor laws and regulations.

Invest in and support initiatives or organizations that seek to improve the perception of agricultural employers among policy makers (i.e., California Farmworker Foundation, Alliance of California's Farmers and Ranchers).

Reduce employer liability and risks

Objective

Advocate for reasonable legislation that supports employees and creates economic stability for employers.

Provide real-time data to the industry, policymakers, and other stakeholders about the costs of labor.
