

Virginia State Apple Board
Mrs. Rowe's Restaurant – Staunton, Virginia
Monday, December 15, 2014
Final MINUTES

Present

Shannon Showalter	Heather McKay	Stephen Ginn
Lynn Graves	Bethany Hill	Ruth Saunders
John Bruguiera		

Absent

Tommy Williams	Dudley Rinker
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Guests

David Robishaw	Karen Davis	Liz White
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Call to Order and Welcome guests

Lynn Graves, Chairman of the Apple Board, called the meeting to order at 11:00 AM and welcomed the guests and Board. The Board welcomed Bethany Hill from Hill's Orchards in Cana as a new member to the Board from District 3.

Minutes

Prior to the meeting, David Robishaw sent the Board the draft minutes from the November 11, 2013 meeting. After a brief review, John Bruguiera moved to approve the minutes as presented, Ruth Saunders seconded, and with no further discussion, the motion passed.

Financial Report for the Apple Board and the Apple Growers Association

Prior to the meeting, David sent the Board copies of the finances for both the Board and the Apple Growers Association. The report is included with the official minutes. David explained to the Board how the 3 apple cost codes work, the purpose of each code, and reviewed the balance in each one. Additionally, David explained the "indirect cost recovery" which was authorized by the General Assembly and calculated by the Department of Accounts. The Board can anticipate a similar amount being recovered again by the General Assembly in FY

2016. The Board is receiving the interest from the state for the unspent funds, which helps offset what was lost.

Web Site

David began the web site discussion with a brief review of what happened with the previous web site. The original apple web site had the web address of www.virginiaapples.org and unfortunately that domain registration expired the industry did not renew it since the new address was www.virginiaapples.net David will investigate how the industry can acquire the old domain name and link the two addresses. The industry also needs someone to maintain the site and keep up with the information. The industry received a proposal from Tootie Rinker to pick back up on maintaining the site, keeping the site updated and current, and also updating the Facebook page (<https://www.facebook.com/pages/Virginia-Apple-Growers-Association/408605615842611>) to help promote the industry. After a lengthy discussion, John Bruguiere moved to hire Tootie Rinker to maintain the web site and develop the Facebook page until the end of the fiscal year. David will work with Lynn Graves to finalize the contract details with Tootie with an emphasis on work in the spring time to make sure the web site is ready for the fall apple festival season. Stephen Ginn seconded the motion, and with no further discussion, the motion passed.

U. S. Apple Export Council

Virginia is a member of the US Apple Export Council, which is a group of apple producing states, excluding Washington State, that work together to educate consumers in other countries about member state's apples and assist in the export of apples. Virginia exports approximately 15% to 20% of the total apple harvest and benefits from having representation in their target countries. For the 2014-2015 season, the dues for Virginia are \$11,289.21, the same as last year. John Bruguiere moved to fund the U.S. Apple Export Council for this year, Ruth Saunders seconded, and with no further discussion, the motion passed.

Agriculture in the Classroom

Karen Davis, the head of the *Virginia Foundation for Agriculture in the Classroom*, (AITC) made a presentation to the Board on the work the Foundation does to help promote agriculture to Virginia students. All the material presented is included with the official minutes. One of the featured activities of Agriculture in the

Classroom is Agriculture Literacy Week, where farmers and industry personnel go into schools and read to the students. This is a very popular event and conveys a very positive message to students about the importance of agriculture. After the presentation, the Board discussed ways to support this effort. Ruth Saunders moved to provide a \$2,500 donation to AITC to be used to provide apple education resources to help teachers educate students about apples. Stephen Ginn seconded the motion, and with no further discussion, the motion passed.

Distribution of the 2014 Apple Crop

Each year, the Board must decide how to allocate the money collected by the Virginia Department of Taxation from the apple assessment. The Board has some funding left in cost code 646 from the previous year and is anticipating collecting approximately the same amount this year as last. Based on that, John Bruguere moved to allocate the money as presented below. Ruth Saunders seconded the motion, and with no further discussion, the motion passed.

During the month of June, 2015 (before the end of the fiscal year), the Virginia Department of Agriculture will process and distribute money in cost code 646 to the following entities:

U.S. Apple Association	20%
Virginia State Horticultural Society	20%
Virginia Agricultural Resource Program	20%
Administration Fund	10%
Reserve Fund	10%

The remaining 20% will remain unallocated and stay in cost code 646 for distribution the following year.

Public Discussion

Liz White, Executive Director of the Virginia State Horticultural Society, invited everyone to attend the Mid Atlantic Fruit and Vegetable Conference (MAFVC) in January 2015 in Hershey, PA. This conference takes the place of the Virginia Horticultural Conference. The Horticultural Society will hold its annual meeting during the MAFVC and everyone is welcome to attend.

Lynn Graves reminded the board about the Fruit School dates. The Patrick-Carroll school (Mt. Airy) will be held on Tuesday, Feb 10. The Botetourt-Roanoke school will be held on the morning of Wednesday, Feb 11, starting at 8:00 AM. The Nelson-Albemarle (Central Virginia) school will be held in the late afternoon-evening of that Wednesday, starting at 4:00 PM. The Madison-Rappahannock school will be held on Thursday, Feb 12, and the Winchester school will be held on Friday, Feb 13.

Next Meeting and Adjourn

Liz White suggested holding the next Apple Board meeting in conjunction with the Horticultural Society Board meeting since there is some crossover in membership. David and Liz will work out the details, but the meeting will most likely continue to be held between Thanksgiving and Christmas.

With no further business, Chairman Graves adjourned the meeting at 1:15 PM

Respectfully submitted,

Lynn Graves, Chairman

David Robishaw, Secretary