

Draft

Washington State Tree Fruit Association
The voice of the Tree Fruit Industry

“Elements of the Organization”
FOR DISCUSSION AND FEEDBACK PURPOSES ONLY DISTRUBTED AT THE 2013 ANNUAL MEETING

Mission - Enhancing the value of all segments of the Tree Fruit Industry

Membership:

- **Classifications**
 - Growers – someone owning or representing an entity that is involved in the commercial tree fruit growing of apples, pears, cherries and/or stone fruit. Packers – a company that pays a 1st handler’s fee to the WSDA.
 - Marketers – a company that has a formal arrangement to sell the tree fruit of a specific and designated packer or group of growers.
 - Associate Members - insurance companies, box vendors, banks, accountants, chemical companies, and/or allied companies relating to the tree fruit industry.

Dues:

- **Payment Schedule by Member Classes**
 - Growers: flat fee of \$100 a year for weekly mailing of reports or \$25 fee for email; during registration, must identify their packer(s).
 - Packers: per box \$6.75 to \$7.50 per 1,000 cases. The final number will be determined by the Transition Board.
 - Marketers: under a million boxes \$1,500 and over a million at \$2,500 flat fee.
 - Associate Members: have access to all services yet have limited access to information (to crop, size and movement) and cannot serve as a Trustee or vote for Trustees.
 - Base Rate for movement data \$450 a year
 - Note: Services will be determined at a later date. Each set of services would have a fee level.
- **Annual Meeting Dues**
 - Registration Fee: similar to current dues, yet the Taskforce may change as the to-be budget is finalized.
 - Sponsorship Levels would be similar: Bronze, Silver, Gold and Diamond

Board of Trustees

- Number: 11 to 16 members (depending on Industry Feedback)
- District Structure of Trustees: The state will be separated into 3 districts, where the Trustee must either reside or have operations in the district;
 1. Wenatchee (Chelan, Douglas and Okanogan Counties)

2. Yakima (Kittitas, Yakima and Benton)
 3. Columbia Basin (Grant, Adams, Franklin and all others)
- Membership Structure of Trustees (assuming 13 Trustees in this example): Each Trustee must be an owner or a senior manager of one or more membership classes: (Number of Trustees by District)
 - Growers – 4 Trustees; Wenatchee (1), Columbia Basin (1) and Yakima (2)
 - Packers – 4 Trustees; Wenatchee (1), Columbia Basin (1) and Yakima (2)
 - At Large – 5 Trustees; either a Grower, Packer or Marketer from any district, yet must have at least 2 Districts filling the At Large position.
 - Terms: 3 year terms, no more than 2 terms consecutively. Note, during the first election, there will be staggered terms to start the election rotation.
 - Election Process: The Immediate Past Chairman will chair the Nominating Committee (NC) and there will be an open nomination process which will close and be posted by November 1st. The NC will determine the qualifications and prepare the slate of candidates. If a person misses the open nomination process, then Nomination by Petition process could occur, requiring 25 member signatures by November 20th.
 - Committee Structure: See proposed organizational chart.
 - Officers:
 - Chairman- Presides over Board of Trustees Meetings, two year term
 - Vice-Chairman- Presides in absence of Chairman, annual election
 - Treasurer- Reviews financial statements, audits and tax filings, annual election
 - Immediate Past Chairman- Chairs the Nominating Committee, two year term
 - Standing committees: both Trustees and Members may participate in the following committees; Government Affairs, Grade and Pack, and Grower Outreach
 - Board of Trustee Meetings: will be held quarterly, with no less than 7 days of advance notice and will open to active Members when not in Closed Session.

New Association Functions:

- Education- Training and educational programs for members including the annual meeting, GRASSP program, and seminars on special topics of interest.
- Data and Reports- Collection and reporting of movement and pricing information, special member surveys and estimates, contracted data services to affiliated organizations such as the Marketing Associations and the Fruit Commission.
- Member Services- Member recruitment and outreach, training and regulatory compliance assistance, health insurance services, grant-supported program delivery.
- Advocacy- Advancement of industry public policy goals through Legislative lobbying, local government liaison, contacts with state regulatory agencies, and media relations.
- Other- Provide ongoing financial support to the Northwest Horticultural Council's efforts on federal and international trade policy, represent the WA tree fruit industry on USApple committees and in similar allied associations.

Staffing Structure – See proposed organizational chart (for discussion purposes only)

- Special Note: In the event the current organizations vote to adopt the recommendations of the Taskforce, then a Transition Board would be developed. The purpose of the Transition Board would be hire the new President and be responsible for the start-up of the new organization until the 1st election is held and new Trustees are established. The Transition Board would be comprised of 2 or 3 appointments from each of the organizations.

Office Location: Two offices; Wenatchee and Yakima

Fiscal Year: Crop September 1st to August 31st

First Draft of the Bylaws: Drafted by the Taskforce after the industry feedback is captured from the Annual Meeting. The Bylaws will have only the essentials without too much detail.

Bylaw Amendment Process: Must be a vote at the Annual Meeting similar to elections.

Policies and Procedures Manual: Determined by the Transition Board and can be changed by a vote of the Trustees

Milestones and Timeline:

- Industry comment period will end on January 10th 2014.
- Based on Industry feedback then, the timeline will be updated. Currently the Taskforce believes that the new industry could be in place by September 2014, yet, if adopted, the transition process will move at a responsible speed based on realities and circumstances.

Feedback: please submit your feedback in one of the following ways:

- Attend the 4:30 Feedback Session Tuesday December 3rd in the North Room of the Convention Center, north of the main Ball Room.
- Speak directly to one of the Taskforce members.
- Email your feedback to one of the following locations:

- Kirk Mayer: kmayer@waclearinghouse.org - Jon DeVaney: jon@yvgsa.com
- Bruce Grim: bruce@wahort.org - Charlie Pomianek: ctp@wvtraffic.com

Draft

Industry Collaboration Taskforce Manifest of Current Reports

The Taskforce wants to distribute reports to the proper stakeholders at the same level as before or improve the distribution of reports. Here is an example of the reports currently being generated by the WGCHA, WVTA and YVGSA:

- a. FOB data: variety, grade, size
- b. FOB data summarized by variety compared to two previous seasons (weekly/biweekly)
- c. FOB Search Engine so members can develop their own analysis (WGCHA only).
- d. Crop Estimates (apple-Traffics, cherry-Fruit Commission, pear-Pear Bureau)
- e. Monthly Apple Storage reports – Traffics
- f. Monthly "Other Varieties" apple shipment report (YVGSA)
- g. Weekly apple and pear shipments –Traffics
- h. Weekly credit report - Traffics
- i. Weekly processor price report - Traffics
- j. Weekly apple import report (WVTA only)
- k. Semi-Monthly organic and conventional apple and pear export reports.
- l. Daily cherry shipment report and weekly summary (seasonal)
- m. Daily cherry FOB data and weekly summary (seasonal)
- n. Annual apple, pear and cherry FOB summary reports.
- o. Annual Apple, Pear, Cherry and Organic shipment statistical reviews.
- p. Annual warehouse Net Return report (WGCHA only)
- q. Annual packout/conversion survey (only to participating packers) - Traffics
- r. Annual packing charge survey (only to participating packers) - Traffics
- s. Annual salary survey (only to participating members) - Traffics
- t. Archived fob data
- u. Planting trends – Tree Top

The Transition Board will determine how the above reports will be accessed, distributed and the frequency of distribution. The goal is to maintain or enhance the current information for all the stakeholders.

Washington State Tree Fruit Association

