



## PRUNE BARGAINING ASSOCIATION

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### FOR IMMEDIATE RELEASE

Contact:

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YUBA CITY, February 19, 2013 – Prune Bargaining Association will celebrate a milestone anniversary on February 28th by hosting their 45th Annual Meeting in conjunction with a regional conference on marketing opportunities, strategies, and outlook for tree crop producers.

The annual meeting and conference begins at 9 a.m. at Manzanita Place, 1705 Manzanita Ave, Chico, CA.

Presentations will focus on the outlook for specialty crops, how biotechnology will impact California tree crop production, farmland property values and trends, and marketing, financing and risk management strategies. The event is made possible through a cooperative partnership with the USDA Risk Management Agency.

Speakers include Karen Halliburton Barber, Senior Agricultural Analyst, Rabobank, N.A.; Mike Evans, Evans Appraisal Service, Inc.; John W. 'Skip' Leach, Consumer Package Goods Executive; Buzz Minson, Director International Business, California Bank & Trust; Sharon Shoemaker, Founding Executive Director, California Institute of Food and Ag Research; and keynote speaker Martina Newell-McGloughlin, Director International Biotechnology Program, UC Davis.

The day will include breakfast refreshments, as well as a full tri-tip lunch. The cost is \$20 per person and reservations are recommended.

To register for the conference or for more information, contact Greg Thompson at (530) 674-5636 or by email at [greg@prunebargaining.com](mailto:greg@prunebargaining.com).



In Cooperative Partnership USDA–Risk Management Agency