

2025 Current Fiscal Year Report: Fruit and Vegetable Industry Advisory Committee

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1. Department or Agency

Department of Agriculture

2. Fiscal Year

2025

3. Committee or Subcommittee

Fruit and Vegetable Industry Advisory Committee

3b. GSA

Committee No.

10732

4. Is this New During Fiscal Year?

No

5. Current Charter

05/21/2024 05/21/2026

6. Expected Renewal Date

7. Expected Term Date

8a. Was Terminated During Fiscal Year?

Yes

8b. Specific Termination Authority

8c. Actual Term Date

02/20/2025

9. Agency Recommendation for Next Fiscal Year

Continue

10a. Legislation Req to Terminate?

Not Applicable

10b. Legislation Pending?

Not Applicable

11. Establishment Authority

Agency Authority

12. Specific Establishment Authority

13. Effective Date

08/06/2001

14. Committee Type

Continuing

14c. Presidential?

No

15. Description of Committee

16a. Total Number of Reports

No Reports for this Fiscal Year

17a. Open

0

17b. Closed

0

17c. Partially Closed

0

Other Activities

0

17d. Total

0

Meetings and Dates

No Meetings

Current Next
FY FY

18a(1). Personnel Pmts to Non-Federal Members	\$0.00	\$0.00
18a(2). Personnel Pmts to Federal Members	\$0.00	\$0.00
18a(3). Personnel Pmts to Federal Staff	\$0.00	\$0.00
18a(4). Personnel Pmts to Non-Member Consultants	\$0.00	\$0.00
18b(1). Travel and Per Diem to Non-Federal Members	\$0.00	\$0.00
18b(2). Travel and Per Diem to Federal Members	\$0.00	\$0.00
18b(3). Travel and Per Diem to Federal Staff	\$0.00	\$0.00
18b(4). Travel and Per Diem to Non-member Consultants	\$0.00	\$0.00
18c. Administrative Costs (FRNs, contractor support, In-person/hybrid/virtual meetings)	\$0.00	\$0.00
18d. Other (all other funds not captured by any other cost category)	\$0.00	\$0.00
18e. Total Costs	\$0.00	\$0.00
19. Federal Staff Support Years (FTE)	0.00	0.00

20a. How does the Committee accomplish its purpose?

The scope and objective of the committee is to examine the full spectrum of fruit and vegetable issues and provide suggestions and ideas to USDA on how it can tailor its programs to meet the industry's needs. The duties of the Committee are solely advisory. Agenda items and issues of importance are gathered by the Agricultural Marketing Service from Committee members in advance of each meeting. Following identified

officials, experts and specialists speaking to the Committee during meetings, the Committee devises recommendations, and votes as a full Committee on recommendations to be forwarded to the Secretary of Agriculture. The Committee conducts votes on issues by voice vote. During two previous charters, Committee members have divided into 5-to 6-person working groups to do research on specified issues between meetings. A working group spokesperson then presents findings to the full Committee for its consideration during meetings.

20b. How does the Committee balance its membership?

Membership consists of up to 25 members who represent the fruit and vegetable industry: growers/shippers, wholesalers/receivers, retailers, state departments of agriculture, trade associations, processors, fresh-cut processors, importers, foodservice suppliers and brokers, each representing a balanced diversity of views regarding fruit and vegetable industry interests.

20c. How frequent and relevant are the Committee Meetings?

Estimated number of meetings average 1-2 per fiscal year, with committee members split into working groups based upon subject matter determined by the full committee. These working groups meet approximately 2-4 times per year each via teleconference call.

20d. Why can't the advice or information this committee provides be obtained elsewhere?

This committee is essential in the view of the fruit and vegetable industry's importance to the nation's economy. The exchange of views and information between industry representatives and

USDA should result in improved understanding of the impact of USDA programs on the fruit and vegetable industry and contribute to those programs effective and efficient administration. Advice of the committee is not available from other sources because no other source would provide a focal point and unified voice for an industry otherwise represented by numerous and small firms that are often overshadowed by larger interests.

20e. Why is it necessary to close and/or partially closed committee meetings?

N/A.

21. Remarks

The Committee made six recommendations for USDA leaders to consider. The Committee held a virtual meeting on March 4-5, 2024, to finalize those recommendations. These recommendations are under agency review. The Committee also developed an additional set of recommendations for consideration in FY 25.

Designated Federal Officer

Jennie M. Varela Designated Federal Officer

Committee Members	Start	End	Occupation	Member Designation
Baker, Amy	10/28/2022	03/24/2025	Processor/Shipper	Representative Member
Baker, Haven	10/28/2022	10/28/2024	Food Service Supplier	Representative Member
Benson, James	10/28/2022	01/08/2027	Growers/Producers/Shippers	Representative Member
Brazeel, Stephen	01/08/2025	01/08/2027	Industry	Representative Member
Briano, Michael	10/28/2022	10/28/2024	Processor/Shipper	Representative Member
Choi-Barrick, Alice	01/08/2025	01/08/2027	Industry	Representative Member
Ciruli, Christopher	10/28/2022	10/28/2024	Growers/Shippers	Representative Member
DeAtley, Jenifer	10/28/2022	10/28/2024	Food Hub	Representative Member

DiNovo, Alex	01/08/2025	01/08/2027	Industry	Representative Member
Dill, Mike	01/08/2025	01/08/2027	Industry	Representative Member
Einstandig, David	07/09/2020	10/28/2024	Wholesalers/Distributors/Brokers	Representative Member
Evanega, Sarah	01/08/2025	01/08/2027	Industry	Representative Member
Frasier, Bruce	10/28/2022	10/28/2024	Grower/Shipper/Wholesaler	Representative Member
Freeland, Isabel	10/28/2022	10/28/2024	Wholesaler/Distributor	Representative Member
Freytag, Tony	01/08/2025	01/08/2027	Industry	Representative Member
Garcia, Andrew	10/28/2022	10/28/2024	Grower/Shipper	Representative Member
Garren, Donna	10/28/2022	10/28/2024	Trade Association	Representative Member
Harmon, Roland	01/08/2025	01/08/2027	Industry	Representative Member
Hodges, Morris	10/28/2022	01/08/2027	Growers/Producers/Shippers	Representative Member
Inman, Darwin	10/28/2022	01/08/2027	Processor/Shipper	Representative Member
Love, Ken	01/08/2025	01/08/2027	Industry	Representative Member
Maloney, Jenny	01/08/2025	01/08/2027	Industry	Representative Member
Marshall, Reginald	10/28/2022	01/08/2027	Farm Organization/Grower	Representative Member
Masser Ballay, Julie	07/09/2020	10/28/2024	Growers/Producers/Shippers	Representative Member
Mazzetti, Frank	01/08/2025	01/08/2027	Industry	Representative Member
Melendez, Alyssa	10/28/2022	10/28/2024	Importers/Exporters	Representative Member
Mirisciotta, Anthony	10/28/2022	01/08/2027	Food Hub	Representative Member
Nagata, Neil	01/08/2025	01/08/2027	Industry	Representative Member
Nakamura, Takashi	01/08/2025	01/08/2027	Industry	Representative Member
Proffitt, Eric	01/08/2025	01/08/2027	Industry	Representative Member
Pumplin, Nathan	10/28/2022	10/28/2024	Food Service Supplier	Representative Member
Santiago Colon, Angel	10/28/2022	01/08/2027	Distributor/Wholesaler	Representative Member
Serratos, Rebecca	10/28/2022	10/28/2024	Farmers Market	Representative Member
Stockli, Karla	07/09/2020	01/08/2027	Farmer organizations/Produce Trade Associations	Representative Member
Sutphin, Susan	10/28/2022	10/28/2024	Food Hub	Representative Member

Swartz Rentzel, Kay	10/28/2022	01/08/2027	Industry Associations	Representative Member
Van Eeckhout, David	10/28/2022	10/28/2024	Food Hub	Representative Member
Vazquez, Jorge	10/28/2022	10/28/2024	Distributor	Representative Member
Wambles, Don	01/08/2025	01/08/2027	Industry	Representative Member
Weyland, Bill	01/08/2025	01/08/2027	Industry	Representative Member
Wright, Eastlyn	01/08/2025	01/08/2027	Industry	Representative Member

Number of Committee Members Listed: 41

Narrative Description

A goal of USDA's Agricultural Marketing Service (AMS) is to continually evolve to meet the changing needs of the U.S. produce industry. AMS services to the industry are related to price and market information (Market News), fresh and processed product grading and certification, food procurement for domestic schools and assistance organizations, marketing orders, generic promotion, and the administration of a fair-trade law (the Perishable Agricultural Commodities Act). Hearing from the industry in a unified voice, that this Committee provides, enables AMS to adjust its user-fee services, which are mostly voluntary (in most cases not required to be used by industry members) for the best value by customers.

What are the most significant program outcomes associated with this committee?

Checked if
Applies

Improvements to health or safety	<input checked="" type="checkbox"/>
Trust in government	<input checked="" type="checkbox"/>
Major policy changes	<input checked="" type="checkbox"/>
Advance in scientific research	<input type="checkbox"/>
Effective grant making	<input checked="" type="checkbox"/>
Improved service delivery	<input checked="" type="checkbox"/>
Increased customer satisfaction	<input checked="" type="checkbox"/>

Implementation of laws or regulatory requirements
Other



Outcome Comments

During a number of meetings throughout the tenure of the Committee, Committee members expressed a satisfaction that USDA is working for the benefit of their industry, something that they were not assured of prior to the Committee participation. Simply knowing government is open to change and their ideas has foster positive exchange of ideas and a strong, personable relationship between USDA and the produce industry.

What are the cost savings associated with this committee?

Checked if Applies

None



Unable to Determine



Under \$100,000



\$100,000 - \$500,000



\$500,001 - \$1,000,000



\$1,000,001 - \$5,000,000



\$5,000,001 - \$10,000,000



Over \$10,000,000



Cost Savings Other



Cost Savings Comments

NA

What is the approximate Number of recommendations produced by this committee for the life of the committee?

143

Number of Recommendations Comments

143 total recommendations for the life of the committee. The six recommendations finalized in 2024 are under agency review. As of FY24, the Committee is working to provide and additional six recommendations by Q2 of FY25.

What is the approximate Percentage of these recommendations that have been or will be Fully implemented by the agency?

80%

% of Recommendations Fully Implemented Comments

The Committee continues to evaluate USDA programs and services via recommendations to the Agriculture Secretary.

What is the approximate Percentage of these recommendations that have been or will be Partially implemented by the agency?

15%

% of Recommendations Partially Implemented Comments

Recommendations outside of the Agricultural Marketing Services jurisdiction are conveyed to the appropriate agency and office, with dialogue as to the source of the recommendation. Some of these are delivered in the format as either a supporting or change option statement as opposed to a recommendation.

Does the agency provide the committee with feedback regarding actions taken to implement recommendations or advice offered?

Yes ☒ No ☐ Not Applicable ☐

Agency Feedback Comments

The Agency consistently provides feedback on the recommendations from this committee in general. the affected divisions have provided feedback on 2024 recommendations that are now under review. Once the review is complete, the full report, including feedback will be posted on the Committee website.

What other actions has the agency taken as a result of the committee's advice or recommendation?

Checked if Applies

Reorganized Priorities	<input type="checkbox"/>
Reallocated resources	<input type="checkbox"/>
Issued new regulation	<input type="checkbox"/>
Proposed legislation	<input type="checkbox"/>
Approved grants or other payments	<input type="checkbox"/>
Other	<input type="checkbox"/>

Action Comments

n/a

Is the Committee engaged in the review of applications for grants?

No

Grant Review Comments

NA

How is access provided to the information for the Committee's documentation?

Checked if Applies

Contact DFO	<input checked="" type="checkbox"/>
Online Agency Web Site	<input checked="" type="checkbox"/>
Online Committee Web Site	<input checked="" type="checkbox"/>
Online GSA FACA Web Site	<input checked="" type="checkbox"/>
Publications	<input checked="" type="checkbox"/>
Other	<input type="checkbox"/>

Access Comments

N/A