

Directors Update - Aug 2023

Update for Members:

We had our latest Directors meeting on August 22, 2023.

Membership and Finances - We have roughly \$2,500 and have paid most of our expenses for the year outside of the Annual Meeting and some ongoing marketing costs. We have collected 77% of our Membership Renewals and have a total of 69 entity Members, an increase of 33% this year.

IFAS / FFGT Projects - Kevin Barley reminded the Directors of the aim of the project:

- Estimating annual production and developing a model for this.
- Learning more about the pace of reaching maturity, how long this takes and if it is more about how many plants that reach it.
- Examining the makeup of a farm in terms of its team
 1. How many strong, normal and weak players and why

Mr. Barley indicated that the data is providing the means to understand these better and analytics are being developed to illustrate this. Directors have gone to the field with the IFAS team to ensure measurement methods are correct and this resulted in some changes and remeasurements. We are looking forward to the August data.

Annual Meeting - plans for the Annual Meeting are underway! Lynn Beha, our new marketing assistant will assist Directors Merrick and Lucero in the communication plan.

Rick Turner and the Nominating Committee are finalizing the slate of choices for the Director election which will be held during the Annual Meeting. Mr. Barley introduced a policy (approved) which allows for an existing Director whose term has not expired to run for President if they so desire.

Website Updates - Lynn Beha has been working quickly to improve our website, specifically its SEO (search engine optimization, so Google searches will pick us up) and to update our content and membership data. Check it out. Lynn will also work with Peter

Chaires, Treasurer, to add Cash App to make it easier for Members to send payments for dues or Annual Meeting registrations.

Harvest Statistics Reporting - While we have many farmers reporting their harvesting data, we just got confirmation that two important farmers will be providing their data. This will give us enough data to cover most of the harvest and we will provide reporting on that soon.

Next Meeting - this is scheduled for September 21st.