

Update for Members:

We had our latest Directors meeting on February 13, 2024.

Membership and Finances are in good order. We have about \$4,400 of capital/funds carried over into our new year and expect income of roughly \$10,000. We cleaned up our Membership rolls as of year end and removed members that had not paid. Since then our membership is up 4% with a total today of 79 members. Annual Dues Renewals have been billed and payments are coming in. This is exciting and important for us as we have a commitment to our Key Project which is scaling up.

Research - We have had several meetings with Dr. Davie and his boss, Michael Rogers of UF-IFAS, Don Rockwood of FFGT, and Cathy Atchley of OnPoint Ag. We anticipate that most of the farms that will be harvested this year will want to be included in the Key Project research so that they can better understand their own farm's production and track to maturity. It turns out that Dr. Davie's team has great prospects for funding in 2025 but is lacking in 2024. We have been exploring the best way to approach this and will keep you posted as we get more information. It looks like we will have about 150 acres involved this season in the program and Cathy Atchley will provide the data collection as an outside contractor. Don Rockwood will provide the program planning, framework and data processing.

Marketing - We are pleased to have hired Ambar Acevedo as our Marketing Specialist. We are depending heavily on Ambar as we develop a few key areas:

- Hub for Markets - we want to position the FBGA as a hub for anyone in the country that is involved in procuring bamboo shoots or culms for their markets.
- We want to encourage all of the market oriented industry members to join FBGA to best enable partnerships and relationships between us as suppliers and the markets.

- We intend to provide regular member Spotlights, a new form of highlighting these companies that we want to know, for as many of these members as possible.
- Ambar will help develop our connections and exposure as an industry through our LinkedIn page. I encourage you to Follow us on LinkedIn.

Next Meeting - March 12th at 2:30pm.