

PRESENTED BY



## The Importance of Agricultural Exports in our State Economy

### Luncheon – Noon to 1:30pm

**Paul V. Oliva**

**Founder and Principal, OlivaGlobal Communications  
Navigating Asia-Pacific and European Policy Changes  
in Food and Ag Trade**

*Agricultural and food products are getting caught in a "spaghetti bowl" tangle of bilateral trade agreements in Asia-Pacific. Asia-Pac officials are now discussing further rules on food safety, food security, and public health. Meanwhile, Europe is embarking on a grand experiment with paper-free import and export shipments. The rules are changing. What should you know? Will these changes affect your business, and how will you communicate with your customers? Do you have problems you've already experienced with rules changes? Should you tell U.S. trade officials? Paul Oliva has been navigating the changing world of policy issues and will offer provocative insights and interaction regarding policy impacts on your international business.*

**Assemblymember William W. Monning  
Field Representative, 27th Assembly District  
California's Economic Revival Is Dependent on  
International Trade Expansion and Promotion**

*California's budget crisis continues to unfold as we face a \$20 billion projected deficit through the 2010-11 budget year. This projected deficit comes on top of a \$41 billion budget gap last year and a combined \$60 billion deficit over the past 18 months. There is not a single program from education to public safety, healthcare, and small business loan protection that has not been impacted. It is precisely because of the recession and global economic crisis that Assemblymember Bill Monning is a supporter of expanding California's trade promotion and opportunities.*

*As the former Director of the International Trade and Commercial Diplomacy Master's Degree program at the Monterey Institute of International Studies, Assemblymember Monning is well aware of the critical role of international trade to our state and nation's economy. In the Central Coast region, agriculture, tourism, and education represent the three biggest employers. Each of these economic drivers is positioned to gain from a more focused campaign to promote California products abroad.*

#### **LIMITED SEATING RESERVATIONS REQUIRED**

Contact the MBITA office at 831-335-4780

or email [cristina@mbita.org](mailto:cristina@mbita.org)

Online agenda, speaker bios and registration at  
[www.mbita.org/events/home.php](http://www.mbita.org/events/home.php)

### SEMINAR

10:00am to 11:45am

**Candy Hansen Gage, Director**

**Center for Int'l Trade Development – Fresno  
Exporting Specialty Crops and the CITD**

*Mrs Hansen Gage will discuss how the California Agricultural Export Training Program or "CalAgX" benefits the producers, processors and marketers of California grown or processed specialty crops. This successful program is starting its 5th consecutive year and is offered statewide. Also to be discussed are current agricultural trends, emerging markets, and export services available through the California Centers for International Trade Development.*

**Brooks D. Ohlson, Director**

**Sacramento Center for Int'l Trade Development  
Honorary Consul General for Bulgaria  
Exporting Specialty Crops and the CITD**

*California's diversity Central Valley agricultural export sectors are adapting their fruit and nut processing to meet the demands of foreign born and foreign based consumers. Creative export packaging, market sampling and enhanced export marketing can define and identify new sales opportunities in foreign markets.*

**Jerry R. Avila, Regional Manager**

**SBA Export Express Loan Guarantee Program  
U.S. Small Business Administration (SBA)**

**SBA, through Its USEAC Network, Assisting Export  
Businesses Access Working Capital**

*Jerry Avila will review SBA's Office of International Trade role and activities in assisting agriculture small businesses to engage and/or expand their export business activities. He will review specific export transactions with SBA's guarantee support to more clearly illustrate how SBA's EWCP and Export Express can help promote U.S. exports.*

**Robert Tse, Deputy Secretary of Trade Development  
California Department of Food and Agriculture  
(CDFA)**

**Global Profile of California Ag Trade**

*Robert Tse will provide a comprehensive review of California ag exports with a hint of the future derived from USDA's 2010 forecast.*

#### **Supporting Organizations**



Food Chain Radio I  
AM 1080 KSSC  
Saturday 9am



**Date** Friday, March 19, 2010  
**Place** Cathay House Restaurant  
213 Monterey St. Salinas, CA – 93901

**PRICE:** Seminar & Lunch:  
\$50 MBITA and Salinas Chamber members  
\$60 non-members

**Lunch OR seminar only:**  
\$30 MBITA and Salinas Chamber members  
\$40 non-members

**AT DOOR:** \$10 surcharge CASH OR CHECKS ONLY