



## NOTICE AND AGENDA

CA LGMA Advisory Board Meeting

March 18, 2026 | 9:00 am – 1:00 pm

Monterey County Farm Bureau, Salinas, California

Zoom Login: <https://us02web.zoom.us/j/87621809839>

Meeting ID: 876 2180 9839

1. Call to Order – Chair Matt Amaral
2. Roll Call – Tim York (5 min)
3. Public Comment (5 min)
4. Review and Approval of Minutes (10 min) *\*Board Vote Required\**
5. 2026 – 2030 Strategic Plan – Action Plan (45 min)
- 10:15 am Break (15 min)
6. 2026 Marketing Communications Plan *\*Board Vote Required\** (30 min)
7. Romaine Test & Learn Program Update (10 min)
8. LGMA Staff Updates (20 min)
  - a. Compliance
  - b. Training
  - c. Metrics Development
  - d. Research – CPS, CALS
- 11:30 Working Lunch
9. SB 54 - Plastic Pollution Prevention and Packaging Producer Responsibility Act (15 mins)
10. LGMA CEO Update (60 min)
  - a. Year in Review
  - b. Outreach – Members, FDA
  - c. CFIA
  - d. Animal-Ag Intersection
  - e. Financial Update
    - i. Select and Approve Auditing Firm to Conduct 2025/26 Audit *\*Board Vote Required\**
    - ii. Review and Approve Executive Committee Recommendation of 2026/27 Budget and Assessment Rate *\*Board Vote Required\**
11. Items to Discuss at Future Board Meetings
12. Public Comment
13. Closed Session - to discuss personnel matters as authorized by Government Code section 11126(a)(1)
14. Adjourn

Note: Each of the Agenda Items above will include discussion and possible action by the Board. All meetings of the California Leafy Greens Marketing Agreement are open to the public and subject to the Bagley-Keene Open Meeting Act. All interested parties are invited and encouraged to attend the meeting. Time will be allowed for members of the public to make comments on each Agenda item. This time will be limited to two minutes per person for each Agenda item. Attendance at closed sessions is restricted to members of the board, alternate members sitting in the stead of an absent board member, and persons with knowledge essential to the board in making decisions on matters included in the closed session agenda. Persons with disabilities needing special accommodation should contact Brooke Palmer, Executive Assistant, California Leafy Greens Marketing Agreement at (916) 441-1240 at least five days prior to the meeting. This Meeting Notice and Agenda is available on the California Department of Food and Agriculture's Website at <http://lit.cdfa.ca.gov/liqov/postings/detail.aspx?type=Notices>. For further information regarding the Agenda for this meeting, please contact Brooke Palmer at (916) 441-1240.