



**ARIZONA & CALIFORNIA LGMA
JOINT STRATEGIC PLANNING SESSION
PRE-MEETING AGENDA
OCTOBER 27, 2025 | 2:00 PM – 4:00 PM PST**

Meeting ID: 953 216 2128

<https://us02web.zoom.us/j/9532162128>

1. Call to Order
2. Roll Call/Introductions
3. Public Comment
4. Welcome/Strategic planning 101
5. Where are we now? Review SWOT analysis
6. Level set from the LGMAs
 - a. Review history and rationale for the existence of two programs.
 - b. Discuss viability of creating one national program.
 - c. Discuss current organizational structure – what is flexible and what is not.
 - d. Level set on how the two organizations work together, including an update on alignment work done to date, and planned next steps.
7. Recap & Next Steps
 - a. Discuss key principles/areas of agreement from this meeting that will carry us into future discussions.
 - b. Present questions to consider/think about before the in-person meeting.
8. Public Comment
9. Adjournment

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 LGMA 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://it.cdffa.ca.gov/igov/postings/detail.aspx?type=Notices>. For further information regarding the Agenda for this meeting, please contact Brooke Palmer at (916) 441-1240.