



May 24-25, 2022
AFM / JEC / MHAIA Board Meetings

Live:

AFM Headquarters
222 West Las Colinas Blvd
Irving, TX 75039

Zoom Meeting information:

AFM Tuesday May 24:

<https://us02web.zoom.us/j/83601134244?pwd=S3lhS2hEVzBQK0RTSXZKvy85Y2dKUT09>

Meeting ID: 836 0113 4244

Passcode: 269411

MHAIA Wednesday May 25:

Join Zoom Meeting

<https://us02web.zoom.us/j/85239854495?pwd=aTliWUVBNG54cGI0akc4aytEUzBiQT09>

Meeting ID: 852 3985 4495

Passcode: 630545

Hotel - Westin Irving Convention Center at Las Colinas:

<https://www.marriott.com/events/start.mi?id=1649709401886&key=GRP>

Tuesday May 24

- 9:30 AM AFM Call to Order / Roll Call / Minutes / Antitrust Policy
- 9:45 AM AFM Treasurers Report / Admin Update / Crisis and Corporate Communication
- 10:45 AM Research Results
- 11:15 AM Marketing and Trade Plans
- 12:15 PM Lunch
- 1:15 PM Marketing Continued
- 2:30 PM New Business
- 2:45 PM Adjourn



Wednesday May 25

- 9:30 AM MHAIA Call to Order / Roll Call / Minutes / Antitrust reminder
- 9:45 AM MHAIA Treasurers Report / Crop Report
- 10:15 AM 2022-23 Budget Proposal / Website Update
- 10:45 AM Reforestation in and around the Monarch Butterfly Biosphere Reserve
- 11:30 AM Sustainability and Consumer Perceptions / Hartman Group
- 12:30 PM New Business / Public Comment
- 12:45 PM Adjourn



ANTITRUST POLICY

MHAIA and AFM seek to comply with all antitrust laws. To that end, we require that those that attend this meeting comply with the following rules:

- Participation in the meeting is voluntary and any failure by anyone to either attend or participate shall not be used to penalize any company;
- At no time during this meeting or during any breaks or any subsequent meetings shall there be any discussion of (a) prices, (b) the allocation of customers, markets, or products, (c) boycotts, (d) refusals to deal, or (e) market shares;
- This meeting (and all subsequent meetings) shall be governed by a written agenda prepared in advance, and shall be memorialized by a written report of what took place prepared promptly after the meeting;
- Pilot tests and data collection shall be governed by protocols developed in consultation with, and monitored by, counsel;
- Any recommendations from these organizations to industry members are just that -- recommendations. Each company remains free to make its own independent, competitive business judgments.