



Cost Pressures on California's Food System and Household Impacts

Joint Informational Hearing: Assembly Committee on Economic Development, Growth, & Household Impact and Assembly Committee on Agriculture

**Fresno State
Smittcamp Alumni House
2625 East Matoian Way, SH 124, Fresno, CA 93740
9:00 a.m. - 11:00 a.m.**

I. Welcome

- Assemblymember José Luis Solache, Jr. Chair - Committee on Economic Development, Growth and Household Impact
- Assemblymember Esmeralda Soria – Chair - Committee on Agriculture

II. Panel 1: Economic Drivers & Affordability in Central Valley Agriculture

Experts will examine key economic pressures in the Central Valley and their impact on the cost of doing business and household affordability in the region.

- Dr. Srinivas Konduru, Chair, Department of Agricultural Business
- Caroline Danielson, VP of Research, Public Policy Institute of California
- Susie Pryor- Regional Director, Central California Small Business Development Center

III. Panel 2: Challenges & Opportunities for Central Valley Ag Enterprises

Local farmers and Ag business leaders will share real-world perspectives on affordability, regulatory hurdles, and market access, highlighting what is needed to sustain small and mid-sized operations in the Central Valley and how this affects affordability in the Central Valley.

- Macy Xiong, Owner, Xiong Farm Produce, LLC
- Johnny Verwey, Owner and Operator, Johann Dairy
- Gladys Martinez, Owner, Nelia's Birria

IV. Public Comment

V. Closing Remarks