



NATGATM

North American Truffle Growers' Association

North American Truffle Growers' Association

Annual Membership Meeting

2025 Fall Congress

October 20, 2025

Via Zoom meeting with Membership

Call to order and announcements – President Margaret Townsend called the meeting to order at 1:00 p.m. CST.

Approval of last year's Business Meeting Minutes – Mary Hughes shared minutes from the 2024 Fall Congress, which were approved unanimously.

Revised Mission Statement- Margaret reviewed recent revisions to the NATGA Mission Statement. The changes are intended to reduce the emphasis on growers and include a wider representation of the truffle industry including foodies, foragers and dog handlers in addition to growers.

*The mission of the North American Truffle Growers Association (NATGA) is to promote **Awareness, Growth, and Development** of the truffle industry in North America.*

Key objectives:

- *Represent North American growers as the primary advocate for the truffle industry.*
- *Encourage collaboration and information sharing within the truffle industry.*
- *Raise the profile of the industry and its products locally, nationally, and internationally.*
- *Support industry growth through scientific research projects.*
- *Promote the development of local and national marketing initiatives.*
- *Educate government at state and federal levels to promote industry growth.*
- *Facilitate conferences, workshops, webinars, and industry networking events.*
- *Establish standards for the industry to support industry growth and protection.*
- *Build the value of the NATGA brand within and across the industry.*

Management Committee Introductions – Margaret introduced fellow members of the Board: Ann Scanlan (Vice President), Mary Hughes (Secretary), Kathleen Sedehi (Treasurer), Phylcia Bulmer (Member-at-Large), and Karen Passafaro (Past President). She also introduced the Task Force Chairs: Phylcia Bulmer (Membership and Internal Education), Ann Scanlan (Research), Cheryl Dimson (Marketing), Fabrice Caporal (Digital). The Government Task Force Chair position is currently open; she encouraged members to reach out if interested in the position.

Financial Update – Treasurer Kathleen Sedehi provided an overview of NATGA finances. She presented a chart that demonstrated a steady increase in membership from 2018 through the



NATGATM

North American Truffle Growers' Association

year to date in 2025, resulting in a strong cash position.

Ongoing Discussion Topics- Margaret reviewed the list of issues that NATGA currently has on their radar for future/continued effort and invited members to contact her with additional ideas and concerns:

1. Updating the NATGA logo
2. NATGA brand and license usage
3. Government lobbying for accurate product labeling
4. Increased content for audiences: new and experienced growers, foodies, and foragers (dogs)
5. Grower support through FSA programs and state and federal grants
6. Development support for value-added products and tourism
7. Potential investments to include microgrants, portal content and functionality and more local events

Events for 2026

1. Fran Angerer discussed the planning for the 2026 Congress which will be held in Santa Rosa, CA at the Flamingo Hotel. The planning committee has involved several new growers. There will not be a grand truffle dinner this year; instead the meeting will feature a panel of Michelin-star chefs discussing truffle cuisine. There will also be add-on options such as microscopy, dog training and cooking with truffles. He asked for members to contact him with suggested additional speakers and topics.
2. Karen Passafaro reported on the continued success of the webinar program which began under the leadership of then VP Don Detmer and has grown in number, diversity of content, and attendance. The goal is to have a monthly webinar. This year featured a series of topics aimed at new growers, which has been very popular.

Task Force Reports

3. Research Task Force: Chair Ann Scanlan reviewed ongoing research projects
 1. Spore augmentation study
 2. Full TRAPI grant proposal submittal
 3. Additional Microscopy class opportunities
4. Marketing Task Force: Chair Cheryl Dimson discussed a new branding initiative that is underway to update the NATGA logo with a goal to debut the new logo at the 2026 Congress. One outstanding question to be resolved is whether to remove the "g" in order to broaden the focus beyond growers.
5. Digital Task Force: Chair Fabrice Caporal reported on the recent website update to improve functionality related to serving as a knowledge/information repository as well as support for community engagement among members. He encouraged member input into the Forum section to ask and answer questions. Also he has added a Directory of Members behind the firewall. Members can filter locations by state and also send an email to foster communication.



NATGATM

North American Truffle Growers' Association

6. Membership Task Force: Margaret reported on behalf of Task Force Chair Phylcia Bulmer. Current activities include preparing the next edition of the truffle dog calendar and a NATGA cookbook. Members are encouraged to submit photos of their truffle dogs and favorite truffle recipes.

Leadership Opportunities. Margaret ended with a call for volunteers to assist with key activities and Task Forces. The work of the task forces is directly tied to accomplishing the organization's objective as listed in the Mission Statement. To volunteer, contact admin@trufflegrowers.com.

Needs include:

1. Government Task Force Chair
2. Assistance with the NATGA Treasurer's fiduciary responsibilities
3. Participation in the Research Committee
4. Participation in the Membership Task Force

Adjournment

The meeting was adjourned at 2:39 p.m.