



May 18, 2011

**NOTICE OF PUBLIC HEARING TO CONSIDER CONTINUATION
OF THE CALIFORNIA CELERY RESEARCH ADVISORY BOARD**

TO ALL PRODUCERS OF CALIFORNIA CELERY:

The California Department of Food and Agriculture is calling a public hearing to consider continuation of the California Celery Research Advisory Board. This hearing is called pursuant to Section 59086 of the California Marketing Act, (Chapter 1 of Part 2, Division 21 of the Food and Agricultural Code), which requires a public hearing among producers during the 2010-2011 marketing season to determine the industry’s need and desire to continue operation of the board for another five years.

The board conducts research relating to production, processing, distribution and marketing of celery. These activities are funded by mandatory assessments on all California celery producers. This program has been in operation since 1976. The last California Celery Research Advisory Board continuation hearing was held in 2006.

The hearing is scheduled as follows:

DATE AND TIME	LOCATION
Thursday June 23, 2011 Beginning at 9:00 a.m.	Courtyard Marriott 1605 Calle Joaquin Road San Luis Obispo, CA 93405 Telephone: (805) 786-4200

HEARING PROCEDURE: Staff will present testimony to explain development of the official list of celery producers for purposes of this hearing. Staff will also receive testimony and evidence to determine whether the board shall be continued. Specific testimony should include:

1. The production, processing, distribution and marketing conditions affecting California’s celery industry and the effect that the board has had on those conditions.
2. Whether the California Celery Research Advisory Board:
 - a. Attains the objectives for which it was established.
 - b. Effectuates its declared purposes.
 - c. Furthers the interests of residents of the state of California.



HEARING PREPARATION: Following are some relevant questions that hearing witnesses may wish to consider in preparing their testimony:

- Has the board helped to keep California celery and celery producers competitive?
- Can all celery producers receive benefits from continuation of production, processing, distribution and marketing research activities of the board? If yes, then what are those benefits?
- Has the board carried out its research activities as desired by California celery producers?
- How have the board's focus and activities changed over time to accommodate economic, market, environmental and social changes?
- What are the current research needs of the California celery industry? What are future needs?
- Have assessment monies been spent wisely, efficiently and according to the authority granted by the marketing order?
- What is the current production of California celery? What is the projected production?

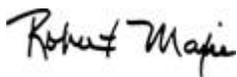
SUBSEQUENT STEPS: Hearing transcript, written comments and evidence submitted will be combined to form the hearing record. The record will be considered by the California Department of Food and Agriculture to determine whether or not there is a substantial question regarding continuation of the program. If the hearing record generally supports continuation, then the department will reauthorize it to operate for another five years. If the department finds that a substantial question exists as to whether the board is fulfilling its declared purposes, then it will conduct a referendum among celery producers.

Additional copies of this notice are available at <http://it.cdfa.ca.gov/igov/postings/industry notices>.

All celery producers and other interested persons are invited to attend and participate in this hearing. Written comments may be sent to this office, to the attention of April Izumi, and will be entered into the hearing record if postmarked or otherwise received no later than June 22, 2011.

Questions or requests regarding this hearing should be directed to April Izumi with the Marketing Branch at 916.341.6005. Questions regarding activities of the California Celery Research Advisory Board may be directed to J.D. Allen, manager of the program, at 559.591.0434.

Sincerely,



Robert Maxie, Chief
Marketing Branch