



December 21, 2011

HEARING NOTICE MENDOCINO WINEGRAPE AND WINE COMMISSION TO CONSIDER CONTINUATION

ALL MENDOCINO COUNTY WINEGRAPE PRODUCERS AND VINTNERS, PLEASE TAKE NOTICE:

Pursuant to Section 78961 of the California Food and Agricultural Code pertaining to the Mendocino Winegrape and Wine Commission, the California Department of Food and Agriculture (CDFA) has scheduled a public hearing to consider the continuation of the Commission, which became effective in 2006. The Commission Law requires that CDFA conduct a hearing among eligible winegrape producers and vintners every five years to determine the industry's need and desire as to whether the Commission should continue. The hearing will take place as follows:

DATE/TIME	LOCATION
Wednesday February 1, 2012 Beginning at 9:00 am	Ukiah Valley Conference Center 200 South School Street Ukiah, CA 95482 Telephone: (707) 463-6701

HEARING PROCEDURE:

At the hearing, CDFA staff will receive testimony on the following:

- The production, economic and marketing conditions affecting the Mendocino County winegrape and wine industry and the effect of continuation of the Commission upon these conditions.
- Whether the Commission:
 - Attains the objectives for which it was established,
 - Effectuates its declared provisions, and
 - 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 for the hearing:

- How do the public relations activities, promotional events and other activities of the Mendocino Winegrape and Wine Commission affect the County's winegrape producers and vintners and consumers of wine? Please explain.



- Has the Commission helped to keep the County's winegrape and wine industry competitive with the winegrape and wine industries in other areas of the state and the nation? Please explain.
- Have assessment monies been spent wisely, efficiently and according to the authority granted in the Commission Law? Please explain.
- Has the Commission effectively monitored and addressed important trends and issues facing the winegrape and wine industry of Mendocino County? Please explain.
- Has the Commission undertaken activities desired by Mendocino County winegrape producers and vintners? Please explain.
- What are the Commission's most significant accomplishments and challenges? Please explain.

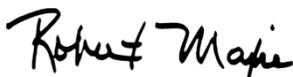
SUBSEQUENT STEPS:

A transcript will be made of all testimony and evidence received at the hearing. This record will then be considered by CDFA to determine whether or not there is substantial question as to whether the Commission should continue.

If the Department determines that no substantial question exists among Mendocino County producers and vintners regarding the Commission's continuation, then the Commission will continue. If the Department determines that there is a substantial question as to whether the Commission should continue, CDFA will submit the continuance of the Commission to a re-approval referendum among Mendocino County winegrape producers and vintners. If a majority of the eligible winegrape producers and vintners voting in the referendum vote in favor of continuance, then the Commission will remain in effect for up to a five-year period.

All Mendocino County winegrape producers and vintners and other interested persons are encouraged to attend and participate in the hearing. This Notice is also posted on our website at www.cdfa.ca.gov/mkt/mkt . Questions regarding the hearing should be directed to Glenn Yost or me at the Marketing Branch. If you wish to submit written comments on the continuation, please address them to Mr. Yost at the Branch or email them to glenn.yost@cdfa.ca.gov. Comments must be received by January 25, 2012 to become part of the hearing record. If you have questions about activities of the Mendocino County Winegrape and Wine Commission you should contact Megan Metz of the Commission at P.O. Box 1409, Ukiah, CA 95077, telephone (707) 468-9886.

Sincerely,


Robert Maxie, Chief
Marketing Branch