



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

March 16, 2012

**2012 NOTICE OF ASSESSMENT FOR THE CALIFORNIA FRESH
CARROT RESEARCH AND PROMOTION PROGRAM**

TO THE FRESH CARROT HANDLER ADDRESSED:

Based on the recommendation of the California Fresh Carrot Advisory Board at its December 15, 2010 meeting, the California Department of Food and Agriculture has established a rate of assessment of one and three-tenths cents (\$0.013) for the Fresh Carrot Research and Promotion Program. This is the same as the rate that was charged last year. The Board has adequate reserves, and needs no change in rate to maintain its programs and reserve. The rate is applicable per 50 pounds of fresh carrots prepared for market and marketed during the period beginning January 1, 2012 and continuing through December 31, 2012. As in the past, the assessment continues to apply to all fresh carrots, including Cello-pack, Bunch, and Baby Cut.

Assessments are due monthly and are payable within 30 days of the close of the previous month. Assessments should be remitted directly to the California Fresh Carrot Advisory Board. The Board will provide the forms necessary for the remittance of assessments.

If you have any questions regarding the assessment rate, please contact Nathan Sano, Manager, California Fresh Carrot Advisory Board, 531-D North Alta Ave., Dinuba, California 93618, telephone (559) 591-5675, or Glenn Yost with the Marketing Branch at (916) 900-5018.

Sincerely,

Robert Maxie, Chief
Marketing Branch

2012 0315 2012 0315 0517

