



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

March 21, 2012

CALIFORNIA PEAR MARKETING PROGRAM REAPPROVED

TO THE CALIFORNIA PEAR PRODUCER ADDRESSED:

In a recently completed referendum, California pear growers approved the continuation of the California Pear Marketing Program (also known as the California Pear Advisory Board or CPAB). Of the 63 pear growers voting in the referendum, 60 growers, or 95.24%, representing 226,439 tons or 97.35% of the pears participating in the referendum voted in favor of continuing the operations of the Program.

Based on the results of the vote and pursuant to the provisions of the Marketing Act and marketing order governing the activities of the CPAB, the Program may continue to operate for another five years. The CPAB, subject to the approval of the California Department of Food and Agriculture, conducts promotion, research, inspection and pest control activities on behalf of California pear growers. These activities are funded by a mandatory assessment on all California western-type pears.

If you have any questions regarding the activities of the CPAB, please contact Mr. Chris Zanobini, Executive Director of the California Pear Marketing Program at (916) 441-0432. Questions regarding the referendum may be directed to Kathy Díaz-Cretu with the Marketing Branch.

Sincerely,

Robert Maxie, Chief
Marketing Branch

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