



September 12, 2012

**NOTICE OF PUBLIC HEARING**  
**To Consider the Continuation of the**  
**California Processing Tomato Inspection Program**

TO ALL INTERESTED PARTIES:

The California Department of Food and Agriculture (CDFA) is calling a public hearing to receive comments from the processing tomato industry and the general public on whether the California Processing Tomato Inspection Program should be continued. The Program requires CDFA to conduct such a hearing every five years to determine whether it is fulfilling the purposes of the California Marketing Act, under which the Program was created.

The California Processing Tomato Inspection Program is a State marketing order that was implemented in 1987 for the purposes of establishing quality standards for processing tomatoes, administering a grading program to provide uniform inspections of processing tomatoes, and conducting research to improve the inspection process. The Program's activities are funded by mandatory assessments upon all producers and processors of processing tomatoes in the state.

The public hearing is scheduled as follows:

Date / Time	Location
Friday October 12, 2012 Beginning at 9:00 a.m.	California Department of Food and Agriculture 2800 Gateway Oaks Drive, Room 101 Sacramento, California 95833

**HEARING PROCEDURE**

**All affected California processing tomato producers and processors and other interested persons are invited to participate in this hearing. Additionally, written comments sent to this office, to the attention of Joe Monson, will be accepted and entered into the hearing record if received by the Marketing Branch no later than October 10, 2012.**

At the hearing, CDFA representatives will receive testimony and evidence, both oral and documentary, with respect to the following matters:

1. The production, economic, and marketing conditions affecting the processing tomato industry of this state;
2. Whether the California Processing Tomato Inspection Program tends to effectuate the declared purposes and attain the declared objectives of the California Marketing Act.

(over)



The hearing transcript, written comments, and evidence submitted will be considered by CDFA in determining if the California Processing Tomato Inspection Program will be authorized to continue. If the hearing record documents that the Program is fulfilling its declared purposes, CDFA may authorize the Program to operate for another five years without the need for an industry referendum. However, if CDFA finds from the hearing record that a substantial question exists as to whether the Program is fulfilling its declared purposes, CDFA will conduct a vote of affected processing tomato producers and processors to determine if the Program should be continued.

## HEARING PREPARATION

At the hearing, supporters of the California Processing Tomato Inspection Program should provide testimony that communicates why they believe the Program should be continued. Conversely, those who may have concerns about the Program's continuation should provide testimony that substantiates their concerns. Following are some examples of questions that hearing witnesses may wish to consider in preparing their testimony.

- Has the California processing tomato industry benefited from the mandatory inspection provided by the California Processing Tomato Inspection Program? If yes, please explain how. If no, please explain why not.
- What are the most significant accomplishments of the Program over the last five years?
- What problems, if any, would the industry face in the absence of a mandatory industry-funded inspection program?
- Does the general public benefit from the activities of the California Processing Tomato Inspection Program? If yes, please explain how. If no, please explain why not.
- Have assessment monies (inspection fees) been spent wisely, efficiently and according to the authority granted to the Program?
- Are there ways that the Program could be improved?

If you have questions regarding this hearing or the Program, please call Tom Ramme, Manager of the California Processing Tomato Advisory Board, at (530) 759-7501 or Joe Monson with the CDFA Marketing Branch at (916) 900-5018.

Sincerely,



Robert Maxie, Chief  
Marketing Branch