

May 14, 2012

**California Cantaloupe Handlers Approve Major Amendments  
to the California Cantaloupe Program**

The California Department of Food and Agriculture (CDFA) has completed votes to determine if handlers currently regulated by the California Cantaloupe Program and handlers not currently regulated by the Cantaloupe Program favored major amendments to the Program. In the vote by handlers currently regulated, 16 handlers, or 70 percent of all handlers on our list, voted in the referendum. Of those handlers voting, 16, or 100 percent voted in favor of the amendments, and those voting in favor represented 100 percent of the volume voted. In the vote by handlers outside the current area of regulation, 11, or 73 percent voted. Those voting in favor represented 100 percent of all voters, and those in favor represented 100 percent of the volume voted.

The California Marketing Act, the statute that governs marketing orders, provides that in order for major amendments to a marketing order to become effective not less than 40 percent of each affected group must vote, and not less than 65 percent by number of those voting must be in favor, and those voting in favor must represent not less than 51 percent of the volume voted. The voting results in the recent cantaloupe referenda exceed the approval requirements specified in the Act. Therefore, CDFA has made the amendments to the Program effective.

The marketing order will now affect all California cantaloupes marketed. This is contrasted with the order prior to amendment that affected only cantaloupes grown to the north and west of the San Geronio Pass. With the effectiveness of the major amendments a new district, the California desert district, will be added to the Program. Board representation will be given to the handlers from the new district. Finally the Program will include a food safety certification program that requires inspection to a set of production and handling metrics, and will make it an unfair trade practice not to comply with the metrics.

Now that the amendments have been made effective, the industry advisory board that will recommend programs will be appointed by CDFA. The Department will appoint the Board members and alternates from nominations received at the March 2012 public hearings for that purpose.

If you have any questions regarding the amendments to the California Cantaloupe Program, you may call John Gilstrap at the Cantaloupe Board office at 559 591-5715, or Glenn Yost at this office.

Sincerely,



Robert Maxie, Chief  
Marketing Branch

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