



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

March 14, 2012

2012 CONTINUATION REFERENDUM FOR
THE MARKETING ORDER FOR PROCESSING STRAWBERRIES

TO THE STRAWBERRY PROCESSOR ADDRESSED:

The Department of Food and Agriculture, in accordance with the provisions of the Marketing Order for Processing Strawberries, is conducting a referendum of strawberry processors to determine whether or not the Marketing Order will continue in operation for another five year period. The voting period is from March 15, 2012 through April 14, 2012.

Enclosed with this letter are the following:

- A REFERENDUM BALLOT
- A POSTAGE PAID RETURN ENVELOPE

You are encouraged to complete the ballot and return it to CDFA in the postage paid return envelope. Ballots must be postmarked or received by the Department **no later than April 14, 2012.**

In order for the Marketing Order to continue for another five year period a majority of those strawberry processors voting in the referendum must vote in favor of continuation. If it is determined from the referendum that discontinuance is favored, the Marketing Order will terminate on December 31, 2012, which is the end of the current marketing season.

If you have any questions regarding the voting procedures, please contact Roger Wyant, Manager of the Processing Strawberry Advisory Board, P.O. Box 929, Watsonville, California 95077, telephone (831) 724-5454, or Glenn Yost with the Marketing Branch at the phone number below.

Sincerely,

Robert Maxie, Branch Chief
Marketing Branch

Enclosures

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