



CALIFORNIA DEPARTMENT OF  
FOOD & AGRICULTURE

Karen Ross, Secretary

October 4, 2012

**NOTICE OF ISSUANCE**  
Pursuant to §59111 of the Food and Agricultural Code  
**Potato Producers Approve Major Amendments to the  
California Potato Research Program**  
*Effective October 9, 2012*

**To all interested parties:**

In a referendum recently conducted by the California Department of Food and Agriculture, the state's potato producers voted in favor of proposed amendments to the California Potato Research Program (Program) to increase the maximum allowable assessment rate from one cent per hundredweight to three cents per hundredweight and to reapprove continuation of the Program for another five years through September 30, 2017.

The voting period concluded on September 17, 2012, and the department tallied the ballots. The results are shown below. These voting results meet the approval requirements specified in the California Marketing Act. Based on this supportive vote of California potato producers, the department has implemented the proposed amendments, which will be effective on October 9, 2012.

Referendum results	Assessment Cap Increase	Continuation
Percent of eligible industry producers submitting a valid ballot:	<b>47</b>	<b>47</b>
Percent of those voting in favor:	<b>70.4</b>	<b>77.8</b>
Percent of the voted volume represented by those voting in favor:	<b>78.3</b>	<b>78.2</b>

An overview of the recently approved amendments is included with this notice. You may access the updated version of the California Potato Research Program on the department's website at [cdfa.ca.gov/mkt/mkt](http://cdfa.ca.gov/mkt/mkt). Please contact April Izumi of this office regarding questions about this referendum. If you have questions concerning operations of the California Potato Research Program, please call Manager Nathan Sano at 559.591.0436.

Sincerely,

Robert Maxie, Chief  
Marketing Branch

Enclosure

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## Overview of Major Amendments

**Article 4 – Budgets and Rates of Assessment** – The previous assessment provision allowed the program to establish an assessment rate up to **one cent (\$0.01)** per hundredweight (cwt). The voter approved amendment would allow the program to establish an assessment rate of up to **three cents (\$0.03)** per cwt. The program advisory board meets every September to consider program research priorities and set the assessment rate for the upcoming season. The assessment can vary from year-to-year according to industry needs and research priorities.

**Article 13 – Effective Time and Termination** – Successful passage of a major amendment substitutes for a continuation hearing and resets the timing for the next required five-year continuation hearing. Previous to this referendum, the program would have been subject to a continuation hearing in 2014. By adding this provision, the program has “reset” the timing of the next continuation hearing to be five-years from now in 2017.