



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

October 23, 2012

CALIFORNIA FRESH CARROT ADVISORY BOARD
Reapproval Referendum
Voting Period ends November 7, 2012

TO THE CALIFORNIA FRESH CARROT HANDLER ADDRESSED:

The California Department of Food and Agriculture is conducting a reapproval referendum for the California Fresh Carrot Research and Promotion Program (program). The marketing order requires a referendum to be conducted every five years. The program will continue if a majority of the handlers voting in the reapproval referendum favor continuation. If the program is not reapproved by a majority of the handlers voting, then it will terminate at the end of the current marketing season, which is March 31, 2013, as made effective in August 2012 by a minor amendment to the program.

Please note that the marketing order defines a “handler” as any person engaged within this state as a distributor of carrots or as a processor of carrots or a shipper of carrots who handles a quantity of 10 million pounds or more of carrots in the prior marketing season. The program’s prior marketing season was January 1, 2010, through December 31, 2011.

Attached is a Referendum Ballot for your use:

1. Mark it according to your preference.
2. Email it to April Izumi at april.izumi@cdfa.ca.gov or send by fax to 916.900.5343.
3. **The ballot must be received by November 7, 2012, to be valid.**

If you have questions regarding the program, call Mr. Nathan Sano, manager of the California Fresh Carrot Research and Promotion Program, at 559.591.5675. For questions regarding the referendum, call Ms. April Izumi at 916.900.5018. Thank you.

Sincerely,

Robert Maxie, Chief
Marketing Branch

Attachment

2012 1018 2012 1022 0810

