



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

July 10, 2012

2012-2013 ASSESSMENT RATE OF \$2.80 PER PAID TON
for the
CALIFORNIA CLING PEACH BOARD

California Cling Peach Producers:

Based on recommendation of the California Cling Peach Advisory Board (board), the California Department of Food and Agriculture has established a producer assessment rate of \$2.80 per paid ton for the 2012-2013 fiscal year (June 1, 2012 – May 31, 2013).

The assessment rate last fiscal year was \$5.15 per ton, which consisted of two components: 1) regular assessment of \$2.40 to fund promotion, research and administrative expenditures; and 2) special assessment of \$2.75 to fund the Export Rebate Program. The board is no longer collecting the special assessment for the export program. Funds collected for the export program exceeded the processor payment limit by roughly \$36,800. Therefore, the board is adjusting the regular per ton assessment rate of \$2.90 by reducing it \$0.10 per ton for a total regular assessment rate of \$2.80 for the 2012-2013 marketing season.

As in the past, processors should remit assessments on behalf of their producers. Processors may deduct the assessment from amounts owed to their producers. Assessment checks should be made payable to the California Cling Peach Board and sent to the following address:

California Cling Peach Board
531-D North Alta Avenue
Dinuba, CA 93618

While the board's office will handle the regular collection of assessments, the Marketing Branch will handle collection of any delinquent assessments.

If you have questions regarding the assessment rate, contact Mr. J.D. Allen, manager of the California Cling Peach Board at (559) 591-1425, or Ms. April Izumi at the Marketing Branch.

Sincerely,

Robert Maxie, Chief
Marketing Branch

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