

June 14, 2013

NOTICE OF ISSUANCE
Pursuant to Section 59111 of the Food and Agricultural Code

**MINOR AMENDMENT
TO THE MARKETING ORDER FOR FLUID MILK
SO AS TO INCREASE THE SIZE OF THE MILK PROCESSOR BOARD**

Upon the recommendation of the California Milk Processor Board, the Department of Food and Agriculture (CDFA) has issued a minor amendment to the Marketing Order for Fluid Milk. The wording for the amendment is attached. The amendment becomes effective on July 1, 2013.

The amendment increases the size of the California Milk Processor Board from 12 members to 13 members by adding a fourth at-large member position. No other change is being made. Following is a table that shows the impact of this amendment upon the makeup of the Milk Processor Board.

Designation	Prior Representation	New Representation
Northern California District	3 members	3 members
South Valley District	1 member	1 member
Southern California District	5 members	5 members
At-large	3 members	4 members

The California Milk Processor Board is a state fluid milk promotion program that is funded by mandatory assessments upon all California fluid milk processors. For your information, following are some additional highlights regarding the structure of the Board.

- All members are appointed by CDFFA and serve a three-year term.
- District members are appointed from nominations generated via a district nomination process.
- At-large members are appointed from nominations submitted by the district members.
- Each member has the discretion to nominate an alternate who must be affiliated with their firm.



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If you have any questions regarding the newly implemented amendment for the Milk Processor Board, please contact the Board's Executive Director, Steve James, at (949) 481-6620 or call Dennis Manderfield here at the Marketing Branch.

Sincerely,

A handwritten signature in blue ink that reads "Robert Maxie". The signature is written in a cursive, flowing style.

Robert Maxie, Chief
Marketing Branch

Attachment

Minor Amendment

To the Marketing Order for Advertising, Promotion, Research and Education Relating to Fluid Milk Products in California Effective July 1, 2013

Additions are shown in ***Bold Italics*** and deletions are shown as ~~Strikethrough~~.

Purpose of the Amendment:

The amendment modifies the structure of the Board by adding a fourth at-large member. This increases the size of the board from 12 members to 13 members.

ARTICLE II

CALIFORNIA MILK PROCESSOR BOARD AND COMMITTEES

Section A. ESTABLISHMENT, MEMBERSHIP, AND TERM OF OFFICE

1. An industry advisory board to be known as the California Milk Processor Board has been established by the Department to assist in the administration of this Marketing Order. This Board shall be composed of ~~twelve~~ ***thirteen*** (~~12~~ ***13***) members and up to ~~twelve~~ ***thirteen*** (~~12~~ ***13***) alternate members, all of whom shall be handlers. Nine (9) members and their alternates shall serve as district representatives and ~~three~~ ***four*** (~~3~~ ***4***) members and their alternate members shall serve as at-large representatives.

2. Members and alternate members of the Board shall be appointed by the Department from nominations received for that purpose.

3. The term of office for Board members and alternate members shall be three (3) years, beginning January 1 of the fiscal year in which they are appointed and continuing through December 31 of the third fiscal year following their appointment. Members and alternate members shall serve for the duration of their term or until their successor has been duly appointed and qualified.

4. Nominations and appointment of fluid milk handlers as members of the Board shall be from the three (3) districts and ~~three~~ ***four*** (~~3~~ ***4***) members-at-large as described hereinafter.

District Number 1 - "Northern California" – Shall be composed of all Counties north of and including Monterey, San Benito, Merced, Madera, Tuolumne, and Alpine. Representation shall be three (3) fluid milk handlers.

District Number 2 - "South Valley" - Shall be composed of the Counties of Fresno, Kings, Tulare, and Kern. Representation shall be one (1) fluid milk handler.

District Number 3 – “Southern California” - Shall be composed of the Counties of Mono, Inyo, San Bernardino, San Luis Obispo, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial. Representation shall be five (5) fluid milk handlers.

Member-at-Large – In addition to the district membership, the district members of the Board, by a majority vote, shall nominate and the Department may appoint not more than ~~three~~ **four (3 4)** members-at-large, who will be selected without regard to districts. The term of office for the members-at-large shall be three (3) years beginning January 1 of the fiscal year in which he/she is appointed and continuing through December 31 of the succeeding third fiscal year, or until his/her successor has been duly appointed and qualified.

5. There may be an alternate member for each member of the Board that is to be nominated by and at the discretion of the respective board member and appointed by the Department for a corresponding term of office. An alternate must be affiliated with the same fluid milk handler as the respective board member. An alternate member of the Board shall, in the absence of the member for whom he/she is an alternate, sit in the place and stead of such member at any meeting of the Board and shall have all the powers, duties and privileges of the member while attending such meeting. In the event of the death, removal, resignation, or disqualification of a member, the assigned alternate member shall serve as a board member until a successor member is appointed and has qualified. Upon the appointment of a new member, the alternate member shall be dismissed and the new member will be asked to nominate a new alternate member.