



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

December 30, 2013

**California Pepper Commission Continuation Referendum
Voting Period Ends January 29, 2014**

The California Pepper Commission Law requires that a referendum be conducted every five years to determine if producers and handlers of peppers in California favor continuation of the Commission. The last such referendum was conducted in 2008, the results of which authorized the continuation of the program through February 28, 2014. The California Department of Food and Agriculture is conducting voting during the 30 day period, December 30, 2013, through January 29, 2014, to consider continuation of the California Pepper Commission for five years through February 28, 2019.

The California Pepper Commission conducts production research on behalf of the California pepper industry. These activities are funded by a mandatory assessment upon all producers and handlers of peppers in California. The Commission is directed by a board of directors consisting of industry representatives from across the state. The Commission has been operating since 1989.

Ballots have been mailed to all California pepper producers and handlers of record with the Commission. *(Please see enclosed ballot).* If you qualify as an eligible producer or handler, please complete the ballot and return it in the enclosed postage-paid return envelope to the California Department of Food and Agriculture, Marketing Branch. Each separate producer and handler entity is entitled to receive a ballot in their respective category for this vote—*entities that operate both as a producer and a handler are eligible to cast a ballot in each category and will receive appropriately marked ballots.* A summary of the results of the referendum will be announced following tabulation. Votes on individual ballots will be kept strictly confidential at all times.

IMPORTANT: In order for your ballot to be counted, (1) it must be signed and (2) it must be postmarked no later than January 29, 2014.

Continuation of the Commission requires that both of the following occur:



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- A majority of the eligible producers voting in the referendum vote in favor of the Commission's continuation, and
- A majority of the eligible handlers voting in the referendum vote in favor of the Commission's continuation.

If you have any questions concerning this referendum, please call Joe Monson of this office at (916) 900-5018 or by email at joe.monson@cdfa.ca.gov. If you have questions about the activities of the Pepper Commission, please call Nathan Sano, Manager of the Commission at (559) 591-3925.

Sincerely,

A handwritten signature in blue ink that reads "Robert Maxie".

Robert Maxie, Chief
Marketing Branch

Enclosures