



January 27, 2014

**NOTICE OF PUBLIC HEARING
TO CONSIDER CONTINUATION OF THE
CALIFORNIA SALMON COUNCIL**

TO ALL INTERESTED PARTIES:

The California Department of Food and Agriculture (CDFA) is calling for a public hearing to receive comments from the salmon industry and the general public on whether the California Salmon Council should be continued. Section 79657 of the California Food and Agricultural Code requires CDFA to conduct such hearings every five years to determine whether the Council is fulfilling its declared purposes.

The California Salmon Council is a state marketing program authorized to conduct consumer promotion and educational activities relating to California's salmon industry. These activities are funded by mandatory assessments upon all commercial salmon fishermen in the state.

The public hearing is scheduled as follows:

Date / Time	Location
Tuesday, February 25, 2014 Beginning at 1:00 p.m.	UCSD Scripps Institution of Oceanography 133 Aviation Blvd., Suite 109 Santa Rosa, CA 95403

HEARING PROCEDURE

All Commercial Salmon Vessel Operators and other interested persons are invited to participate in the hearing listed above. At each hearing, a panel composed of CDFA staff will receive testimony and evidence, both oral and documentary, regarding the following:

1. The production, economic, and marketing conditions affecting the salmon industry of this state;
2. Whether the California Salmon Council tends to effectuate the declared purposes and attain the declared objectives for which it was established.

Additionally, written comments submitted to the CDFA Marketing Branch by Friday, February 21, 2014 will be accepted and entered into the hearing record. Please send all such correspondence to the attention of Ben Kardokus at the mailing address listed at the bottom of this notice or by email to:

ben.kardokus@cdfa.ca.gov.

The hearing transcript, written comments, and evidence submitted will be considered by CDFA in determining if the California Salmon Council will be authorized to continue. If the hearing record documents that the Council is fulfilling its declared purposes, CDFA may authorize the Council to



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operate for another five years without the need for an industry referendum. However, if CDFA finds from the hearing record that a substantial question exists as to whether the Council is fulfilling its declared purposes, CDFA will conduct a vote of affected salmon vessel operators to determine if the Council should be continued.

HEARING PREPARATION

At the hearing, supporters of the California Salmon Council should provide testimony that communicates why they believe the Council should be continued. Conversely, those who oppose the continuation of the Council should provide testimony that substantiates their concerns. In preparing testimony, witnesses may wish to consider the following questions:

- What have been the accomplishments or deficiencies of the Council over the past five years? Is the industry better off because of the Council or has it not been cost effective? Is there a better way to advance the interests salmon fishermen, other than with this Council?
- Is the Council capable of addressing the problems of the industry? If not, why not? If so, why? Are there things the Council can do to better serve the industry?
- Are assessment monies being spent to advance the interests of the greatest number of California Salmon Fishermen? If not, why not? How could the cost efficiency of the Salmon Council activities be improved?
- Has the Department of Food and Agriculture provided sufficient assistance to the Council and the industry? If not, how could or should the Department improve its services or play a more effective assistance role? Are the improvements possible under the California Salmon Marketing and Development Act?
- What are the problems and opportunities facing the California Salmon industry in the next five years? How should the Council operate to address these problems and opportunities?

If you have questions regarding these hearings or the California Salmon Council, please call David Goldenberg, Executive Director of the California Salmon Council, at (916) 933-7050 or Ben Kardokus with the CDFA Marketing Branch at (916) 900-5182.

Sincerely,



Robert Maxie, Chief
Marketing Branch