



March 24, 2014

**PRODUCERS APPROVE IMPLEMENTATION OF THE
OLIVE OIL COMMISSION OF CALIFORNIA**

TO ALL INTERESTED PARTIES:

The California Department of Food and Agriculture (CDFA) recently conducted a referendum to determine whether or not California producers of olives for olive oil favor the implementation of the proposed Olive Oil Commission of California. A summary of the voting results is presented in the table below:

Implementation Referendum Results	
Percentage of eligible producers who participated in the referendum	67.57%
Of those voting, percentage of producers voting in favor of implementation	86.00%
Of those voting, percentage of volume represented by those voting in favor of implementation	90.45%

Since these figures exceed the criteria specified in the Commission law for implementation of the proposed program, the Secretary of Food and Agriculture has certified the referendum results and made the Commission operative effective today.

Now that the Commission is operative, CDFA will conduct a nomination and election process to appoint qualified individuals to serve on the initial Board of Directors of the Commission. Notice of the district nomination meetings schedule was provided to all eligible producers and handlers on March 11, 2014 and is available online at: <http://it.cdfa.ca.gov/igov/docs/2014OliveOilNominationMeetings.pdf>.

A series of business meetings of the Commission's Board of Directors will be scheduled over the next three months to make organizational decisions and address matters before the Commission. Prior to the beginning of the Commission's first fiscal year, which is July 1, 2014 through June 30, 2015, the Commission will adopt a budget and establish a rate of assessment to fund its activities. Notice of each Commission meeting, including the date/time, place, and agenda, will be posted on the CDFA website at least 10 days prior to the meeting date.

If you have questions regarding this referendum or the Olive Oil Commission of California, please contact Joe Monson with the CDFA Marketing Branch at (916) 900-5018.

Sincerely,

Robert Maxie, Chief
Marketing Branch

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