



November 7, 2014

**NOTICE OF PUBLIC HEARING
TO CONSIDER CONTINUATION OF THE
CALIFORNIA SHEEP COMMISSION**

TO ALL INTERESTED PARTIES:

The California Department of Food and Agriculture (Department) is calling a public hearing to receive comments from California sheep producers and the general public on whether the operation of the California Sheep Commission should be continued. Pursuant to Section 76381 of the California Food and Agricultural Code, the Department is required to conduct such a hearing every five years to determine if the Commission is fulfilling its declared purposes. The last public hearing regarding the continuation of the Commission was conducted in early 2010.

The California Sheep Commission is a State marketing program that conducts advertising and promotion, production research, and educational activities relating to California's lamb and wool industry. These activities are funded by mandatory assessments levied upon all California sheep producers who market over 100 pounds of wool annually.

The public hearing is scheduled as follows:

Date / Time	Location
Tuesday December 9, 2014 Beginning at 8:00 a.m.	Raley Field - Clubhouse 400 Ballpark Drive West Sacramento, California 95691 (Please park in the lot behind center field using the 5 th Street entrance)

HEARING PROCEDURE

All affected California sheep producers and other interested persons are invited to participate in this hearing. At the hearing, a panel composed of Department staff will receive testimony and evidence, both oral and documentary, regarding the following:

1. The production, economic, and marketing conditions affecting the sheep industry of this state;
2. Whether the California Sheep Commission tends to effectuate the declared purposes and attain the declared objectives for which it was established;
3. Whether the California Sheep Commission furthers the interests of the residents of California.

(over)



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Additionally, written comments submitted to the Department's Marketing Branch by Friday, December 5, 2014 will be accepted and entered into the hearing record. Please send all such correspondence to the attention of Joe Monson at the mailing address listed on the front side of this notice or by email to: joe.monson@cdfa.ca.gov.

The hearing transcript, written comments, and evidence submitted will be considered by the Department in determining if the California Sheep Commission will be authorized to continue. If the hearing record documents that the Commission is fulfilling its declared purposes, the Department may authorize the Commission to operate for another five years without the need for an industry referendum. However, if the Department finds from the hearing record that a substantial question exists as to whether the Commission is fulfilling its declared purposes, the Department will conduct a vote of affected sheep producers to determine if the Commission should be continued.

HEARING PREPARATION

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

- Has the California sheep industry benefited from the activities funded by the California Sheep Commission? If yes, please explain how. If no, please explain why not.
- What are the most significant accomplishments of the Commission over the last five years?
- What problems, if any, would the industry face in the absence of a mandatory industry-funded program?
- Does the general public benefit from the activities of the California Sheep Commission? If yes, please explain how. If no, please explain why not.
- Have assessment monies been spent wisely, efficiently and according to the authority granted to the Commission?
- Are there ways that the Commission could be improved?

If you have questions regarding this hearing or the California Sheep Commission, please call David Goldenberg, President/CEO of the California Sheep Commission, at (916) 933-7667 or Joe Monson with the Department's Marketing Branch at (916) 900-5018.

Sincerely,



Robert Maxie, Chief
Marketing Branch