



CALIFORNIA DEPARTMENT OF  
FOOD & AGRICULTURE

Karen Ross, Secretary

April 5, 2014

**NOTICE OF CONTINUATION OF THE  
CALIFORNIA APPLE COMMISSION**

TO ALL INTERESTED PARTIES:

The California Department of Food and Agriculture (Department) held a public hearing on February 20, 2014 in Stockton California to consider the continuation of the California Apple Commission (Commission). The Department is required under the Commission Law to conduct such a hearing every five years to provide an opportunity for apple growers and other interested parties to comment on the usefulness and effectiveness of the Commission.

The California Apple Commission is a State marketing program authorized to conduct advertising, promotion, marketing research, and production research of California apples. These activities are funded by mandatory assessments levied upon all apple producers who produce more than 40,000 pounds of apples per year.

Based on the testimony and evidence received during the hearing process, the Department has found that a substantial question does not exist among apple producers as to whether the Commission is fulfilling its declared purposes. Therefore, the Department has approved the continuation of the California Apple Commission for five more years, through June 30, 2019.

If you have questions regarding this notice or the Commission's activities, please contact Alex Ott, Executive Director of the California Apple Commission, at (559) 225-3000 or Joe Monson with the Department's Marketing Branch at (916) 900-5018.

Sincerely,

Robert Maxie, Chief  
Marketing Branch

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