



March 11, 2014

**REQUEST FOR APPLICATIONS TO SERVE ON THE ADVISORY COMMITTEE
OF THE PROPOSED OLIVE OIL COMMISSION OF CALIFORNIA**

TO ALL INTERESTED PARTIES:

The California Department of Food and Agriculture (CDFA) is requesting applications from individuals interested in being appointed to the initial Advisory Committee of the proposed Olive Oil Commission of California. In order to qualify to serve on this committee, you must produce or cause to be produced olives that are processed into less than 5,000 gallons of olive oil annually.

The statutory authority for this proposed program is the Olive Oil Commission of California Law (reference Chapter 29, Part 2 of Division 22 of the California Food and Agricultural Code) which was enacted into law on January 1, 2014 via the recent passage of SB 250. According to the provisions of the Commission Law, CDFA is currently conducting a referendum of California producers of olives that are processed into olive oil in the amount of 5,000 gallons or more annually to determine if the proposed Olive Oil Commission of California should become operative. The outcome of the implementation referendum will be announced by CDFA following tabulation of the ballots at the end of the month.

OVERVIEW OF PROPOSED OLIVE OIL COMMISSION OF CALIFORNIA: Following is an overview of the proposed Olive Oil Commission of California. The actual Olive Oil Commission of California Law can be accessed at: <http://www.cdfa.ca.gov/mkt/mkt/ordslaws.html>.

If implemented:

- The Commission would be authorized to establish mandatory olive oil grades and labeling standards for olive oil sold in California, subject to the approval of CDFA, and conduct research relating to olive oil.
- The operations of the Commission would be directed by a ten-member board of directors consisting of six elected producers, three elected handlers, and one appointed public member. *Additionally, an advisory committee consisting of seven persons who produce olives that are processed into less than 5,000 gallons of olive oil annually would be appointed by CDFA to advise the board of directors on Commission activities.*
- The day to day operations of the Commission would be carried out by a staff to be hired or contracted with by the Commission.
- The Commission would be funded by a mandatory assessment levied on producers of olives for processing into olive oil. The rate of this assessment would be set annually by the Commission's board of directors at any level at or below the maximum allowable rate, which is twenty-five cents (\$0.25) per gallon of olive oil handled.
- Persons who produce olives that are processed into less than 5,000 gallons of olive oil annually would be exempt from paying the assessment.
- CDFA would conduct a public hearing every fifth year to determine if the Commission should continue in operation.

[Over]



Olive Oil Commission
Advisory Committee Application Process
March 11, 2014
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APPLICATION PROCESS: Enclosed with this notice is an application. If you produce olives that are processed into less than 5,000 gallons of olive oil annually and are interested in serving on the advisory committee of the proposed Olive Oil Commission of California for a three-year term of office, please complete all applicable sections of the application and mail it to:

CDFA Marketing Branch
Attn: Joe Monson
1220 N Street
Sacramento, CA 95814-5607

Completed applications may also be submitted electronically to: joe.monson@cdfa.ca.gov

In order for your application to be considered by CDFA for appointment to the committee, it must be postmarked or otherwise received by this office no later than **April 2, 2014**.

Please note, applications for positions on the advisory committee are being requested prior to the completion of the implementation referendum. If producers approve implementation of the proposed Commission, CDFA will move forward with appointing the members to the advisory committee. However, if producers do not approve implementation of the proposed Commission, the advisory committee will not be appointed.

If you have any questions about the advisory committee application process or the proposed Olive Oil Commission of California, please contact Joe Monson with the CDFA Marketing Branch at (916) 900-5018.

Sincerely,



Robert Maxie, Chief
Marketing Branch

Enclosure

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**ADVISORY COMMITTEE APPLICATION
PROPOSED OLIVE OIL COMMISSION OF CALIFORNIA**

MUST BE RETURNED (POSTMARKED) BY APRIL 2, 2014 IN ORDER TO BE CONSIDERED FOR APPOINTMENT

Instructions

- Refer to accompanying letter for important background information.
- In order to qualify to serve on the Advisory Committee of the proposed Olive Oil Commission of California, you must produce or cause to be produced olives that are processed into less than 5,000 gallons of olive oil annually
- Complete the (1) Producer Contact Information, (2) Producer Questions, and (3) Certification sections below.
- Return completed application by April 2, 2014 by mailing it to:

CDFA - Marketing Branch
Attn: Joe Monson
1220 N Street
Sacramento, CA 95814-5607

Or by emailing it to: joe.monson@cdfa.ca.gov

Section 1: Producer Contact Information	
Name (print clearly):	Name of Business Operation (if applicable):
Mailing Address, City, State & Zip:	
Telephone Number:	Email Address:

Section 2: Producer Questions <i>[Please answer the following questions regarding your operation in the space provided or attach addition pages, if necessary.]</i>
How many gallons of olive oil were processed using olives produced by your operation during the period of July 1, 2012 through June 30, 2013?
What is the name of the handler entity who processes your olives into olive oil (write "self" if you process your own production)?
Describe the history of your operation.
If you sell olive oil processed from olives produced by your operation, what marketing channels do you use (example: farmers' markets, restaurants, ect.)?
List any other qualifications you would like CDFA to be aware of when considering your application.

Section 3: Certification <i>[By signing below, I certify that the above information is correct to the best of my knowledge, and that I am willing to serve on the Advisory Committee of the proposed Olive Oil Commission of California if appointed.]</i>	
Date:	Signature: 