



October 31, 2014

**NOTICE OF PUBLIC HEARING
TO CONSIDER CONTINUATION OF THE
CALIFORNIA DRY BEAN RESEARCH AND MARKETING PROGRAM**

TO ALL INTERESTED PARTIES:

The California Department of Food and Agriculture (CDFA) is calling a public hearing to receive testimony and evidence from the dry bean industry and the general public on whether the California Dry Bean Research and Marketing Program should be continued. The Program requires CDFA to conduct such a hearing every five years to determine whether it is fulfilling the purposes of the California Marketing Act, under which the Program was created. The last public hearing regarding the continuation of the Program was conducted in 2009.

The California Dry Bean Research and Marketing Program is a State marketing order that was implemented in 1979 for the purpose of conducting promotion and research activities relating to the production and distribution of dry beans. These activities are funded by mandatory assessments levied upon dry bean producers and dealers in the state.

The public hearing is scheduled as follows:

Date / Time	Location
Thursday December 4, 2014 Beginning at 10:00 a.m.	San Joaquin County UC Cooperative Extension Center Calaveras Room 2101 E. Earhart Avenue, Ste. 200 Stockton, California 95206

HEARING PROCEDURE

All affected producers and handlers of California dry beans and other interested persons are invited to participate in this hearing. At the 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 dry bean industry of this state;
2. Whether the California Dry Bean Research and Marketing Program tends to effectuate the declared purposes and attain the declared objectives of the California Marketing Act.

(Over)



Notice of Public Hearing
Page Two

Additionally, written comments submitted to the CDFA Marketing Branch by Tuesday, December 2, 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 reverse 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 CDFA in determining if the California Dry Bean Research and Marketing Program will be authorized to continue. If the hearing record documents that the Program is fulfilling its declared purposes, CDFA may authorize the Program to 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 Program is fulfilling its declared purposes, CDFA will conduct a vote of affected dry bean producers and handlers to determine if the Program should be continued.

HEARING PREPARATION

At the hearing, supporters of the California Dry Bean Research and Marketing Program should provide testimony that communicates why they believe the Program should be continued. Conversely, those who have concerns about the Program's continuation should provide testimony that substantiates their concerns. In preparing testimony, witnesses may wish to consider the following questions:

- Has the California dry bean industry benefited from the research and promotional activities funded by the California Dry Bean Research and Marketing Program? If yes, please explain how. If no, please explain why not.
- What are the most significant accomplishments of the Program over the last five years?
- What problems, if any, would the industry face in the absence of a mandatory industry-funded research and promotion program?
- Does the general public benefit from the activities of the California Dry Bean Research and Marketing Program? 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 Program?
- Are there ways that the Program could be improved?

If you have questions regarding this hearing or the Program, please call Nathan Sano, Manager of the California Dry Bean Advisory Board, at (559) 591-4866 or Joe Monson with the CDFA Marketing Branch at (916) 900-5018.

Sincerely,



Robert Maxie, Chief
Marketing Branch