



April 2, 2015

**Cut Flower Producers Approve Continuation
Of The California Cut Flower Commission**

In a recently completed referendum, the state’s cut flower and greens producers voted to continue the operations of the California Cut Flower Commission (CCFC) for another five years. Such a vote is required every five years.

The final tally of the Department of Food and Agriculture indicates that 72% of the producers that voted favored the Commission’s continuation. This level of support exceeds the majority approval criteria stipulated by the Cut Flower Commission Law. As a result, the Cut Flower Commission is authorized to continue in operation until December 31, 2020. Following is a summary of the industry referendum results.

VOTER PARTICIPATION

| | |
|--|------------|
| Number of Eligible Producers | 60 |
| Number of Eligible Producers that Participated by Casting Valid Ballots | 50 |
| Portion of All Eligible Producers that Participated by Casting Valid Ballots | 83% |

FAVORING CONTINUATION

| | |
|--|------------|
| Number of Producers Who Voted in Favor of Continuing the CCFC | 36 |
| Portion of the Voting Producers Who Favored of Continuing the CCFC | 72% |

OPPOSING CONTINUATION

| | |
|--|------------|
| Number of Producer Who Opposed Continuation the CCFC | 14 |
| Portion of the Voting Producers Who Opposed Continuation of the CCFC | 28% |

If you have any questions concerning this referendum, please call Kathy Diaz-Cretu with the Marketing Branch at (916) 900-5018. If you have any questions about the activities of the California Cut Flower Commission, please call Kasey Cronquist, Executive Director of the Commission, at (916) 441-1701.

Sincerely,

Robert Maxie, Chief
Marketing Branch

2015 0330 | 2015 0401 | 2126

