



CALIFORNIA DEPARTMENT OF  
FOOD & AGRICULTURE

Karen Ross, Secretary

July 14, 2015

**Minor Amendments  
to the Marketing Order For Research, Education and Promotion  
of Marketing Milk and Dairy Products in California**

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**Term of Office Dates Modified for CMAB Directors**

TO ALL CALIFORNIA MARKET MILK PRODUCERS:

The California Department of Food and Agriculture (CDFA), upon the recommendation of the California Milk Advisory Board (CMAB), has approved several minor amendments to the Marketing Order for Research, Education and Promotion of Market Milk and Dairy Products in California. These minor amendments are attached to this Notice as Exhibit "A". They will become effective August 1, 2015. Following are key points regarding the amendments:

- The amendments primarily relate to changing the start and ending dates for the CMAB board member term of office. Currently, a term of office is three years with a start date of December 1 and an ending date of November 30 three years later. Under these amendments, the term will start on March 1 and conclude at the end of February three years later.
- The CMAB's annual district nomination meetings will continue to occur in the fall.
- New incoming board members will be invited as observers to the CMAB's December meeting, but will not officially serve as voting board members until the CMAB's March meeting.
- Outgoing board members will serve out their term which will now include serving as voting members at the December meeting.
- The Executive Committee will be elected at the March meeting after the seating of the new board.
- Members of the outgoing Executive Committee will continue serving until a new Executive Committee is elected at the March meeting.
- References to the "Executive Subcommittee" have been changed to the "Executive Committee".



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- The provision regarding the term limits for the Chairman position remains the same, but has been moved to a more appropriate section within the CMAB Marketing Order.

If you have any questions regarding these amendments, please call Dennis Manderfield of this office at (916) 900-9018. If you have questions about the CMAB and its activities, please call John Talbot, CEO of the CMAB, at (650) 871-6455.

Sincerely,



Robert Maxie, Chief  
Marketing Branch

Attachment

**Minor Amendments**

**To the Marketing Order for Research, Education and Promotion  
of Market Milk and Dairy Products in California**

**Effective August 1, 2015**

Additions are shown in ***Bold Italics*** and deletions are shown as ~~Strikethrough~~.

**Purpose of the Amendments:**

The primary purpose of the minor amendments is to modify the starting date of producer board member terms of office from December 1 to March 1. This change creates the corresponding need to adjust the term of office for the public representative positions. Additionally, language clarifying when Executive Committee members are selected has been added, references to the "Executive Subcommittee" have been changed to the "Executive Committee" and the provision regarding the term limit for the Chairman position has been moved to a more appropriate location within the CMAB Marketing Order.

**Article II, Section A, Subsection 4 is amended as follows:**

4. The term of office of all members, alternate members, and reserve alternate members of the Board shall be for a period of three (3) years. Other than for the public member and alternate public member, said term shall be on a staggered basis with one-third (1/3) of the members, alternate members and reserve alternate members, appointed each year. With the exception of the public member and alternate member, the term of office of each member, alternate member, and reserve alternate member, shall commence on ~~December 1~~ ***March 1*** of any given year and continue to ~~November 30~~ ***the last day of February*** of the third year thereafter, or until their successors have been duly appointed and qualified. The term of office of the public member and alternate public member shall commence as soon as appointed by the Department following nomination by the Board ~~for a term ending on November 30, 1976, or until their successors have been duly appointed and qualified.~~ ~~Thereafter,~~ ~~s~~Such nomination may be made at the first meeting of the Board held after ~~December 1~~ ***March 1*** of each third year, or as soon thereafter as possible. ~~After the initial term, t~~The term of office of the public member and alternate public member shall be for three years or until their successors have been duly appointed and qualified. ~~As of the effective date of these amendments~~ ***Beginning with terms starting in 2012,*** no member or alternate shall serve more than four consecutive three-year terms in the same position. When the fourth term ends, the member or alternate who has termed out will not be eligible to run for the vacated position during the next nomination process.

Article II, Section A, Subsection 7 is amended as follows:

7. There may be a public member and alternate public member on the Board nominated *and recommended* by the Board *for the Department's appointment* from persons who are neither producers nor producer-handlers, as defined herein, to represent the public generally, ~~and recommend to the Department for appointment~~. Said recommendation shall be by majority vote of the total membership of the Board made at its first meeting held after ~~December 4~~ *March 1* of each third year, or as soon thereafter as possible.

Article II, Section H, Subsection 9 is amended as follows:

9. To elect a Chair, Vice Chair, Secretary, and Treasurer and such other officers as may be appropriate from the membership of the Board. ~~The Chair is limited to three consecutive one-year terms. At the end of this term, it is an option of the incoming Chair to ask the outgoing Chair to serve in a one-year ex-officio position on the Executive Committee. The Board has the option to nominate the individual to the Executive Committee after the expired term as Chair, but not for the position of Chair.~~

(This provision is being deleted here in order to move it to Article II, Section J, Subsection 2 below.)

Article II, Section J, Subsection 2 is amended as follows:

2. Executive Subcommittee. An Executive SubCommittee shall be selected by the Board, consisting of the Chairman, Vice Chairman, Secretary, and Treasurer of the Board, and three (3) additional members of the Board.

*The Executive Committee shall be selected by the Board at the first Board meeting held after March 1 of each year. The members of the Executive Committee shall serve until a new Executive Committee is selected, even in such instances when an Executive Committee member has not been reappointed to a new term as a Board member.*

*The Chair is limited to three consecutive one-year terms. At the end of this term, it is an option of the incoming Chair to ask the outgoing Chair to serve in a one-year ex-officio position on the Executive Committee. The Board has the option to nominate the individual to the Executive Committee after the expired term as Chair, but not for the position of Chair.*

(This provision is being moved from Article II, Section H, Subsection 9 above.)

The duties and functions of the Executive SubCommittee shall be those delegated to it by the Board and shall be limited to those necessary to carry out the actions and policies of the Board in the interim's between Board meetings. All actions taken by the Executive SubCommittee shall be subject to approval by the Board and the Department.