



March 21, 2016

**Notice to California Strawberry Processors to Supply Information
Regarding California Strawberries Received From Producers
During the 2015 Calendar Year
Response Due April 19, 2016**

To All California Strawberry Processors:

Why is CDFA Requesting Producer Information From Strawberry Processors?

The Processing Strawberry Advisory Board (PSAB) recently asked the California Department of Food and Agriculture (CDFA) to conduct procedures necessary to expand the PSAB from a processor-only program into a joint processor-producer program. Such procedures entail the conducting of a public hearing and subsequent processor and producer votes to determine if the proposed expansion should be implemented. In order for CDFA to proceed, it must first construct an accurate list of strawberry producers. CDFA needs the cooperation of California strawberry processors to compile this producer list and it is for this reason that CDFA has sent you this notice.

What Producer Information is Being Requested?

CDFA needs each processor to submit a list of all strawberry producers from whom it received strawberries during 2015. This list must include an address and the strawberry volume for each producer. *Specific reporting instructions are provided on the reverse side of this notice.*

Must Strawberry Processors Comply With this Request?

Section 58775 of the Food and Agricultural Code (Code) requires processors to cooperate in such matters. Not cooperating may result in penalties being assessed as provided in the Code. Additionally, if a processor does not respond to this request, the producers that supply it with strawberries may be denied the opportunity to participate in the vote regarding the proposed expansion of the PSAB. Please note that the proprietary information submitted per this request will be treated as confidential pursuant to Section 58781 of the Code.

If you have questions about this notice, call Beth Jensen of this office at 916-900-5018.

Sincerely,

Robert Maxie, Chief
Marketing Branch

Enclosures

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Instructions to Strawberry Processors For Responding to the CDFA Information Request

Response due April 19, 2016

If you have questions about this reporting requirement, please call Beth Jensen of CDFA at 916-900-5018.

Information Needed (The information submitted by processors will be treated as confidential pursuant to Section 58781 of the Food and Agricultural Code.)

- The total number of pounds of California fresh strawberries received by your firm for processing from California producers during the period of January 1, 2015 through December 31, 2015
- The name, and address of each California producer from whom your firm received fresh strawberries for processing during the period of January 1, 2015 through December 31, 2015. Include your firm if it is also a producer of strawberries
- The number of pounds of California fresh strawberries of each California producer from whom your firm received fresh strawberries for processing during the period of January 1, 2015 through December 31, 2015
- If available, each producer's federal Employer Identification Number (EIN). This will help CDFA identify separate producers.

Forms to Complete and Submit to CDFA (The following forms have been e-mailed to you for completion.)

- **Strawberry Processor Certification Form** – This form contains a certification section and a processor volume section which must be completed. This form must be completed and submitted with requested 2015 producer information.
- **Strawberry Producer Information Form** – This form is for providing information on the specific California producers from whom your firm received strawberries for processing during the 2015 calendar year. You have been e-mailed two versions of this form; a WORD version and an EXCEL version. You may provide the requested producer information by completing either version of the form. Alternatively, you may also submit the producer information on your own forms, provided that such forms include the same requested producer information. CDFA actually prefers that the producer information be provided in an electronic format as that will make it easier for CDFA to properly record such information.

Methods for Submitting the Requested Information

Processors may submit the required information to CDFA by three alternative methods as indicated below. Each method requires the submission of a signed Strawberry Processor Certification Form and the submission of 2015 producer information. The producer information may be submitted using either of the two Strawberry Producer Information Forms formats provided or on other forms of a processor provided that such forms include the same requested producer information. CDFA actually prefers that the producer information be provided electronically as that will make it easier for CDFA to properly record such information.

Mail <i>(mail completed forms to address below)</i>	FAX <i>(FAX completed forms to FAX # below)</i>	E-mail <i>(E-mail completed forms to address below)</i>
CDFA Marketing Branch Attention: David Hillis 1220 N Street Sacramento, CA 94814	FAX #: 916-900-5343 Attention: David Hillis	E-Mail: david.hillis@cdfa.ca.gov

Guidelines for Reporting Producer Information

Who Qualifies As A Producer?

For the purpose of this report, a producer is defined as the person or business that incurs the business risks associated with the growing of the strawberries and holds title to the fruit at the time of harvest.

What Strawberries Should Be Reported?

For the purpose of this report, strawberries mean all strawberries that are produced in California for the purpose of being processed into a use other than fresh consumption. It does not include strawberries received from sources outside of California.

Following are some additional instructions to guide you in reporting your producer information.

- Provide actual names of producers and/or production entities instead of the names of fields or blocks.
- Please combine producer information when appropriate. For example, if a producer provides strawberries to you from several different fields or blocks, combine the volumes from the various subunits and report it as one total.
- Processors should report themselves as producers if they produce strawberries for their processing operations.
- Producer strawberry volume must be reported in pounds.

Strawberry Processor Certification Form
Concerning Strawberries Received for Processing
During the Period of January 1, 2015 through December 31, 2015
Must Be Submitted by April 19, 2016

- **This form must be completed and submitted to CDFA along with requested 2015 producer information.**
- **Please read the accompanying letter and instructions before completing this form.**
- **Refer to the accompanying Instructions for alternative methods of submission.**
- **If you have questions about this form, please call Beth Jensen of CDFA at 916-900-5018.**

Processor Certification
(must be signed and completed below)

I hereby certify that the information that I am submitting to CDFA regarding fresh strawberries received from California strawberry producers during the period of January 1, 2015 through December 31, 2015 is correct to the best of my knowledge. I further certify that I am authorized to submit the requested information on behalf of the strawberry processor with which I am affiliated.

Name of Business:		
Phone Number:	E-Mail Address:	Your Name (Typed or Printed):
Date:	Your Signature: 	

Processor Volume
(pounds of strawberries must be reported below)

During the period January 1, 2015 through December 31, 2015, our firm received from California producers this amount of fresh strawberries for processing.	(pounds of strawberries)
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Definition of “Strawberries”

For this report, “strawberries” mean all strawberries that are produced in California for the purpose of being processed into a use other than fresh consumption. It does not include strawberries received from sources outside of California.

STRAWBERRY PRODUCER INFORMATION FORM – Due April 19, 2016

(for reporting California producers from whom your firm received strawberries for processing during the period of January 1, 2015 through December 31, 2015)

Name of Processor Reporting _____

Name of Producer's Operation	Producer's Name	Producer's Mailing Address	Producer's Federal EIN# <i>(if available)</i>	Producer's Volume <i>(in Pounds)</i>

Related Instructions:

- Read the accompanying letter and instructions for more details about this required report.
- Make additional copies of this sheet if you have additional producers to report.
- “Producer” is defined as the person or business that incurs the risk of strawberry production and who holds title to the fruit at the time of harvest.
- If your firm is also a producer of California strawberries, then include your own producer operation in the table above.
- Combine producer information when appropriate. For example, if the same producer provided your firm with strawberries from different fields or blocks, combine the volumes and report is as one total.
- Please provide the producer’s federal Employer Identification Number (EIN) if it is available. This will help CDFA in identifying separate producers.
- Producer strawberry volume must be reported in pounds.

Submission:

- The requested producer information may be mailed, FAXed or E-mailed to CDFA. Please refer to the instructions page for submission details.

If you have questions about this reporting requirement, please call Beth Jensen of CDFA at 916-900-5018.

Strawberry Producer Information Form - Due April 19, 2016

(for reporting California producers from whom your firm received strawberries for processing during the period of January 1, 2015 through December 31, 2015)

Name of Processor Reporting: _____

Name of Producer's Operation	Producer's First Name	Producer's Last Name	Producer's Mailing Address	City	State	Zip Code	Producer's Federal EIN # (if available)	Producer's Volume (in Pounds)
Total Volume								0

Related Instructions:

- * Read the accompanying letter and instructions for more details about this required report.
- * Insert additional rows as needed to complete this form.
- * "Producer" is defined as the person or business that incurs the business risk of strawberry production and who holds title to the fruit at the time of harvest.
- * If your firm is also a producer of California strawberries, then include your own producer operation in the table above.
- * Combine producer information when appropriate.
- * If the same producer provided your firm with strawberries from different fields or blocks, you should combine the volumes and report it as one total.
- * Please provide the producer's federal Employer Identification Number (EIN) if it is available. This will help CDFA in clearly identifying separate producers.
- * Producer strawberry volume must be reported in pounds.

Submission:

*The requested producer information may be mailed, FAXed or E-mailed to CDFA. Please refer to the instructions page for submission details.

If you have questions regarding this reporting requirement, please call Beth Jensen of CDFA at 916-900-5018.