



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

April 21, 2016

**Raisin Producers Approve Continuation of the
Marketing Order for California Raisins**

TO THE CALIFORNIA RAISIN PRODUCER ADDRESSED:

In a recently completed referendum, California raisin producers approved continuation of the Marketing Order for California Raisins. Of the 2,667 producers on our list, 1,583, or 59.36 percent participated in the referendum. Of those voting, 1,400, or 88.44 percent favored continuing the operations of the Marketing Order. Based on these results the Marketing Order for California Raisins is authorized to operate for another five years through July 31, 2021.

The Marketing Order for California Raisins is a state marketing order that has been in existence since 1998. The program conducts promotion and research activities on behalf of the California raisin industry. These activities are funded by a mandatory assessment on all raisin producers.

If you have any questions regarding the referendum or the activities of the Marketing Order for California Raisins, please contact Debbie Powell, the Acting President of the California Raisin Marketing Board, at (559) 248-0287, or Kathy Diaz-Cretu at CDFA.

Sincerely,

Robert Maxie, Chief
Marketing Branch

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