



May 9, 2016

**CALIFORNIA CHERRY MARKETING AND RESEARCH PROGRAM
ASSESSMENT RATES FOR THE 2016-2017 MARKETING SEASON**

TO ALL INTERESTED PARTIES:

Under the terms of the California Cherry Marketing and Research Program, and upon recommendation of the California Cherry Board (Board), the California Department of Food and Agriculture has approved a combined assessment rate of fourteen cents (\$0.14) per standard container, or the equivalent thereof, on all California sweet cherries packed during the period beginning on April 1, 2016, and continuing through March 31, 2017. The assessment rate on cherries is shared equally by the packer and the grower of the cherries, namely seven cents (\$0.07) per container on the grower and seven cents (\$0.07) per container on the packer. The assessment rate of fourteen cents (\$0.14) per container is lower than the eighteen cents (\$0.18) per container assessed last year.

All assessments due under the California Cherry Marketing and Research Program should be remitted to the California Cherry Board at 1521 I Street, Sacramento, CA, 95814-2016. The Board will be sending assessment forms and invoices for the advance payments out to packers in the near future. Please note that assessment reports and assessments for all cherries packed during the 2016 harvest are due on September 1, 2016.

Packers are authorized to deduct the grower's share of assessments due from any monies owed to growers. Any grower who is also a packer and packs his or her own cherries is required to remit both the packer and grower share of assessments. Packers who do not pack more than 10,000 containers and growers who do not produce more than 1,000 containers during the 2016-2017 marketing season, and from whom assessments are collected, may apply for a refund of assessment payments following March 31, 2017.

A copy of the Department's order establishing the assessment rates is available upon request from the Marketing Branch. If you have any questions concerning the assessment rates or collection procedures please contact Chris Zanobini, Executive Director of the California Cherry Board, at (916) 441-1063, or call David Hillis at the Marketing Branch.

Sincerely,

Robert Maxie, Chief
Marketing Branch

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