



July 18, 2016

**CALIFORNIA PEAR MARKETING PROGRAM  
ASSESSMENT RATES FOR THE 2016-2017 MARKETING SEASON**

**To All Interested Parties:**

The California Department of Food and Agriculture (Department), under the provisions of the California Pear Marketing Program (Program), and upon recommendation of the Pear Advisory Board (Board), has established assessment rates for the 2016-2017 pear marketing season.

Individual assessment rates for the 2016-2017 season for pears for processing and for the fresh market are as follows:

- All California fresh pears: \$0.20 per container for tight-fill cartons, with all other container types assessed by weight prorated based on the 36-lb tight-fill carton rate (*rate is increased by \$0.02 cents from the previous year*).
- Pears processed in California: \$4.25 per ton for Grade 1A and 1B (*same rate as the 2015-2016 season*), and an assessment of \$1.50 per ton for all other special uses (*this is the same rate as last year*), and
- All pears processed out-of-state: \$1.50 per ton (*this is the same rate as last year*)

The assessments established under the Program are a personal debt of every pear producer. In order to facilitate collection of the assessments, handlers and processors are required to pay the assessments on behalf of the producers from whom they receive pears. Handlers and processors may in turn deduct such assessment payments from any money owed to their producers.

No mandatory grade regulations will be in effect for fresh or processed pears during the 2016-2017 season.

If you have any questions about the assessment rates or the California Pear Marketing Program, please contact Chris Zanobini, Executive Director of the California Pear Advisory Board at (916) 441-0432 or David Hillis in the Marketing Branch at (916) 900-5018.

Sincerely,

Robert Maxie, Chief  
Marketing Branch

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