



May 26, 2016

NOTICE OF REQUIRED PUBLIC HEARING
to Consider the Five-Year Continuation
of the California Celery Research Advisory Board

The California Department of Food and Agriculture (CDFA) is calling a public hearing to receive testimony and evidence from the California celery industry and the general public on the possible continuation of the Marketing Order for the California Celery Research Program. CDFA is required to conduct such a hearing at least once every five years to determine if this program is fulfilling its purpose as governed by the California Marketing Act as contained in the California Food and Agricultural Code.

The public hearing is scheduled as follows:

Date / Time	Location
Monday June 27, 2016 Beginning at 10:00 a.m.	University of California, Cooperative Extension San Luis Obispo County 2156 Sierra Way San Luis Obispo, CA 93401

(There is free parking at this location.)

The California Celery Research Program (Program) is a state marketing program operating under the oversight of CDFA that conducts research activities on behalf of California producers of celery. The Program is funded by a mandatory producer assessment levied on all celery produced in California. The assessment rate is \$0.018/cwt. for the 2015-2016 season (fiscal year October 1, 2015 to September 30, 2016).

HEARING PROCEDURE

All producers of California celery and other interested persons are invited to provide testimony and evidence at this hearing. Testimony may be provided in person at the hearing or may be submitted in writing prior to the hearing. Written comments submitted prior to the hearing can be mailed to David Hillis in the CDFA Marketing Branch at



1220 N Street, Sacramento, CA 95814, or can be e-mailed to david.hillis@cdfa.ca.gov. In order for pre-hearing written comments to be accepted and entered into the hearing record, they must be received at this office no later than 12:00 p.m., June 24, 2016.

At the hearing, a hearing panel will receive testimony and evidence, both oral and documentary, regarding the following matters:

- 1) The production, economic, and marketing conditions affecting the California celery industry and the effect of the Marketing Order for California celery upon such conditions.
- 2) Whether the California Celery Program:
 - tends to effectuate the declared purposes and attain the declared objectives for marketing orders as specified in the California Marketing Act (Chapter 1 of Part 2, Division 21 of the Food and Agricultural Code); and
 - furthers the interests of the residents of the State of California.

The hearing transcript and written comments comprise the hearing record, which will be considered by CDFA in determining whether the program will be authorized to continue. If the hearing record generally supports continuation of the program, CDFA may authorize the program to operate for another five years without the need for an industry referendum. However, if CDFA finds from the hearing record that a substantial question exists as to whether the program is fulfilling its declared purposes, CDFA will conduct a vote of the affected celery producers to determine if the marketing order should be continued.

HEARING PREPARATION

Those who support the continuation of the California Celery Research Program should provide testimony that supports why they believe the program should be continued. Conversely, those who may have concerns about the continuation of the program should provide testimony that supports those concerns. Following are some examples of questions that hearing witnesses may wish to consider in preparing their testimony. In answering these questions, witnesses should try to provide the rationale behind their opinions and relevant examples substantiating their views.

- What have been the most significant accomplishments or deficiencies of the Celery Research Program over the past five years?
- Has the producer assessment to fund the Celery Research Program proven to be a cost effective investment for California producers of celery?

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- Has the Celery Research Program modified its activities over time to ensure it is current, relevant and effective?
- Has the Celery Research Program effectively monitored and addressed important research issues facing the California celery industry?
- Are there ways that the operation of the California Celery Research Program could be improved?
- What are the problems and opportunities facing the California celery industry in the next five years? Are there activities that the Celery Research Program can and/or should undertake to help the industry address these problems and opportunities?
- Do the activities of the Celery Research Program benefit the general public?

Once again, all interested persons are invited to attend the hearing and to provide oral or written testimony for the hearing record. If you have questions about this hearing, please contact David Hillis of this office at 916-900-5018. If you have questions about the activities of the Celery Research Program, contact J.D. Allen, Manager of the program, at 559-591-0434.

Sincerely,



Robert Maxie, Chief
Marketing Branch