



CALIFORNIA DEPARTMENT OF  
FOOD & AGRICULTURE

Karen Ross, Secretary

April 23, 2019

**CALIFORNIA FRESH CARROT RESEARCH AND PROMOTION PROGRAM  
NOTICE OF THE 2019-2020 ASSESSMENT RATE**

TO ALL INTERESTED PARTIES:

Based upon a recommendation by the California Fresh Carrot Advisory Board (Board), the California Department of Food and Agriculture has established an assessment rate for the 2019-2020 marketing season on fresh carrots, including Cello-pack, Bunch, and Baby Cut, received by any handler and prepared for market and marketed during the period of April 1, 2019 through March 31, 2020.

The assessment rate for the 2019-2020 marketing season has been set at a rate of one and two-tenths cents (\$0.012) per 50 pounds of fresh carrots. This is the same assessment rate as was in place last season.

The funds generated from this assessment are used to carry out public relations, advertising, merchandising, market development and market research campaigns as well as to conduct production research and educational programs.

As is customary, assessments are due monthly and are payable within 30 days of the close of the previous month. Assessments should be remitted directly to the California Fresh Carrot Advisory Board. The Board will provide the forms necessary for the remittance of assessments.

If you have any questions regarding the California Fresh Carrot Research and Promotion Program, please contact Nathan Sano, Manager of the California Fresh Carrot Advisory Board at (559) 591-5675. For questions about the Program's assessment, please contact Kacie Fritz in the Department's Marketing Branch at (916) 900-5018.

Sincerely,

Robert Maxie, Chief  
Marketing Branch

2019 0423 | 2019 0423 | 4998

