



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

November 1, 2019

**Processing Strawberry Advisory Board (PSAB)
Authorized to Continue**

The California Department of Food and Agriculture (CDFA) recently conducted a public hearing to receive comments from the California strawberry industry and the general public on whether the operation of the Processing Strawberry Advisory Board (PSAB) should be continued. CDFA is required to conduct such a hearing every five years to determine if the PSAB is fulfilling the purposes of the California Marketing Act (Chapter 1 of Part 2, Division 21 of the Food and Agricultural Code), under which the PSAB was created.

All the testimony and evidence submitted into the hearing record was supportive of the PSAB's continuation. It highlighted the value and importance of maintaining the PSAB's mandatory incoming inspections and price posting requirements. Based on this supportive hearing record, CDFA has concluded that there is no substantial question as to whether the PSAB should continue and therefore, the PSAB is authorized to operate for another five years, through December 31, 2024, without the need for an industry vote.

If you have any questions regarding this public hearing, please call Dennis Manderfield of this office at 916-900-5018. If you have questions about the activities of the PSAB, please call Gabe Moreno, Manager of the PSAB, at 831-724-5454.

Sincerely,


Kathy Diaz-Cretu, Interim Chief
Marketing Branch

