



May 15, 2020

**CALIFORNIA CHERRY MARKETING AND RESEARCH PROGRAM
ASSESSMENT RATES FOR THE 2020-2021 SEASON**

TO ALL INTERESTED PARTIES:

Under the terms of the California Cherry Marketing and Research Program (Program), and upon recommendation of the California Cherry Board (Board), the California Department of Food and Agriculture (Department) 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 2020-2021 marketing season, which is the period beginning on April 1, 2020, and continuing through March 31, 2021. The assessment rate on cherries is shared equally by the packer and the grower of the cherries, with seven cents (\$0.07) per container assessed against on the grower and seven cents (\$0.07) per container assessed against on the packer. The combined assessment rate of fourteen cents (\$0.14) per container is four cents higher than last season's combined assessment rate of ten cents (\$0.10) per container.

All assessments due should be remitted to the Board's office at 1521 I Street, Sacramento, CA, 95814-2016. The Board will send assessment forms and invoices to packers for advance payments in the near future. Please note that assessment reports and assessments for all cherries packed during the 2020 harvest are due on September 1, 2020.

To facilitate collection of assessments, packers are required to remit both the packer and the grower portions of the assessment to the Board. Packers are then 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 pack 10,000 containers or less and growers who produce 1,000 containers or less during the 2020-2021 marketing season, and from whom assessments are collected, may apply for a refund of assessment payments following March 31, 2021.

A copy of the Department's Order establishing the assessment rates is available upon request from the Department's 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 with the Marketing Branch at (916) 900-5018.

Sincerely,

Joe Monson, Branch Chief
Marketing Branch

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