



July 31, 2020

**NOTICE OF PUBLIC HEARING**  
**To Consider the Continuation of the**  
**California Citrus Nursery Research and Education Program**  
**Hearing Date: September 1, 2020**

TO ALL INTERESTED PARTIES:

The California Department of Food and Agriculture (Department) has scheduled a public hearing to receive comments from the California citrus nursery industry and the general public on whether the California Citrus Nursery Research and Education Program (Program) should be continued. The Department is required to conduct such a hearing every five years to determine whether the Program is fulfilling the purposes of the California Marketing Act, under which the Program was created. The last public hearing regarding the continuation of this Program was conducted in 2015.

**Due to COVID-19 California State public health directives, this meeting will be held online and via teleconference. There will be no physical meeting location for attendees. The public hearing is scheduled for the date and time indicated below. Please use the link or telephone number provided below to join the hearing via Zoom. Please see the instructions attached to this notice for detailed information regarding public participation.**

Date / Time	Webinar
Tuesday September 1, 2020 Beginning at 10 a.m. PT	Join Zoom Meeting: <a href="https://us02web.zoom.us/j/82065320316">https://us02web.zoom.us/j/82065320316</a> Telephone: 1-669-900-6833 Meeting ID: 820 6532 0316 Passcode: 546054

**OVERVIEW OF THE CALIFORNIA CITRUS NURSERY RESEARCH AND EDUCATION PROGRAM**

The California Citrus Nursery Research and Education Program is a State marketing program operating under the oversight of the California Department of Food and



Agriculture. The Program was implemented in 2005 for the purpose of conducting research and educational activities on behalf of California's citrus nursery industry. All costs of the Program are funded by citrus nurseries via a mandatory assessment, which is currently set at 1% of the invoiced sales price of all citrus trees propagated and marketed in California. The Program is directed by a Board of Directors, appointed by the Department, consisting of seven citrus nursery representatives and one public member.

## HEARING PROCEDURE

During the hearing, a Department panel will receive testimony and evidence, both oral and documentary, with respect to relevant matters, specifically including the following:

1. The production, economic, and marketing conditions affecting the California citrus nursery industry and the effect of the California Nursery Research and Education Program upon such conditions
2. Whether the California Nursery Research and Education 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.

All affected California citrus nurseries and other interested persons are invited to provide testimony and evidence for this hearing. Testimony may be provided in-person during the hearing on September 1, 2020 or may be submitted in writing. All written comments must be received by the Department's Marketing Branch by 5 p.m. on Thursday, August 27, 2020 and may be submitted using one of the options listed below.

Ways to Submit Written Testimony	
<b>By Mail to:</b>	CDFA Marketing Branch Attn: Kacie Fritz 1220 N Street Sacramento, CA 95814-5603
<b>By E-mail to:</b>	<a href="mailto:kacie.fritz@cdfa.ca.gov">kacie.fritz@cdfa.ca.gov</a>

## PREPARATION OF HEARING TESTIMONY

Supporters of the California Nursery Research and Education Program should provide testimony that communicates why they believe the Program should be continued. Supporters should explain how the activities of the Program aid the industry. Conversely, opponents of the Program should provide testimony that communicates why they believe the Program should not be continued. Opponents should explain how the activities of the Program do not aid the industry.

Following are some relevant questions that hearing witnesses may wish to consider in preparing their testimony.

- Has the California citrus nursery industry benefited from the research and educational activities conducted by the California Nursery Research and Education Program? If yes, please explain how. If no, please explain why not.
- What are the most significant accomplishments of the Program over the last five years?
- What problems, if any, would the industry face in the absence of a mandatory industry-funded research and education program?
- Does the general public benefit from the activities of the California Nursery Research and Education Program? If yes, please explain how. If no, please explain why not.
- Have assessment monies been spent wisely, efficiently and according to the authority granted to the Program?
- Are there ways that the Program could be improved? Please explain.

#### **STEPS SUBSEQUENT TO THE HEARING**

The hearing transcript, written comments, and submitted exhibits will be combined to form the official hearing record, which will be considered by the Department in determining whether the California Nursery Research and Education Program will be authorized to continue. If the hearing record generally supports continuation of the Program, the Department may authorize the Program to operate for another five years without the need for an industry referendum. However, if the Department finds from the hearing record that a substantial question exists as to whether the Program is fulfilling its declared purposes, it will conduct a vote of citrus nurseries to determine if the Program should be continued.

#### **IF YOU HAVE QUESTIONS**

If you have questions regarding this hearing, please contact Kacie Fritz of the Department's Marketing Branch at (916) 900-5095. If you have questions about the activities of the Citrus Nursery Research and Education Program, please call John Gilstrap, Manager of the California Citrus Nursery Board, at (559) 591-9005.

Sincerely,



Joe Monson, Branch Chief  
Marketing Branch

Attachment

## INSTRUCTIONS FOR PARTICIPATING IN THE WEBINAR HEARING

During the COVID-19 pandemic, the California Department of Food and Agriculture (Department) is conducting business remotely as we comply with State of California directives and orders for social distancing to mitigate the effects of this serious public health crisis. The Department is committed to ensuring that this hearing, to consider the continuation of the California Citrus Nursery Research and Education Program, is accessible to the public and that all interested parties have the opportunity to observe and participate in the hearing by providing written and oral comments pertinent to the call of the hearing. We encourage you to please contact us directly for technical support ahead of the scheduled hearing to ensure you are able to fully participate.

The instructions below provide additional information on how to join the hearing, how to provide testimony and evidence for the hearing, and the process used during the hearing. To access an electronic copy of the hearing notice and these instructions with embedded hyperlinks, please visit our website [www.cdfa.ca.gov/mkt/mkt](http://www.cdfa.ca.gov/mkt/mkt) and click on "Marketing Branch Hearings".

### How to join the hearing:

You can join the hearing from a computer, mobile device, or telephone.

1. To join the hearing via a computer (with audio and video): Enter the following Zoom link in your web browser: <https://us02web.zoom.us/j/82065320316>
  - a. Enter the following **Meeting ID: 820 6532 0316** and **Passcode: 546054**.
  - b. When prompted, provide your name and email address to be placed in the meeting. You will automatically be muted when joining as an attendee.
  - c. We recommend that you test out your device, internet connection, and Zoom app compatibility well before attempting to join the meeting. You can learn more about joining a Zoom meeting by visiting the webpage: <https://support.zoom.us/hc/en-us/articles/201362193-Joining-a-Meeting>
2. To join the hearing via telephone only:
  - a. Dial 1-669-900-6833.
  - b. Follow the prompts given on the phone line. You will need to enter the following **Meeting ID: 820 6532 0316** and **Passcode: 546054**. Your line will automatically be muted when joining as an attendee.

### How to provide testimony and evidence for this hearing:

1. Submit written testimony and evidence to the Department's Marketing Branch by 5 p.m. on Thursday, August 27, 2020.
  - a. Mail correspondence to: CDFA Marketing Branch  
Attn: Kacie Fritz  
1220 N Street  
Sacramento, CA 95814-5603

- b. Email correspondence to Kacie Fritz at: [kacie.fritz@cdfa.ca.gov](mailto:kacie.fritz@cdfa.ca.gov)
2. Provide verbal testimony and evidence during the hearing by joining the hearing on Tuesday, September 1, 2020 using one of the options above. If you participate in the hearing and would like to submit an exhibit to support your testimony and evidence, please email the document to the Hearing Officer for this hearing, Mike Francesconi at: [mike.francesconi@cdfa.ca.gov](mailto:mike.francesconi@cdfa.ca.gov) following your testimony.
  - a. Witnesses providing verbal testimony may be questioned by members of the hearing panel.

**Process used during the hearing:**

1. At the beginning of the hearing, the Hearing Officer will determine the order for calling on participants. Participants will be giving their testimony via video or telephone depending on how they've chosen to participate. Participants will be sworn in by the Hearing Officer and will be asked to identify themselves by name and affiliation.
2. If you plan to participate, you will need to "Raise your hand" during the Zoom meeting. If you are calling into the meeting from a telephone, you can use "Star (\*) 9" to raise/lower your hand.
3. Once your hand is raised and it is your turn to speak, the Hearing Officer or the meeting facilitator will unmute you and announce your name. You will then be able to provide verbal testimony for this hearing. Depending on how you are participating in this hearing, you may also need to unmute yourself.
4. A participant's time allotment in providing hearing testimony is at the discretion of the Hearing Officer and is dependent on the total number of participants – typically, each witness is allotted 20 minutes to provide verbal testimony. If the testimony you are providing verbally is in written form, it is recommended, though not required, that you submit your testimony in writing before the start of the hearing so it can be distributed to the hearing panel members. After your testimony, and following any questions from the hearing panel members, the Hearing Officer will place you back on "mute".