



CALIFORNIA DEPARTMENT OF  
FOOD & AGRICULTURE

Karen Ross, Secretary

August 27, 2020

**NOTICE OF CONTINUATION OF THE  
CALIFORNIA DATE COMMISSION**

TO ALL INTERESTED PARTIES:

The California Department of Food and Agriculture (Department) held a public hearing on July 8, 2020 to consider the continuation of the California Date Commission (Commission). The Department is required under the Commission Law to conduct such a hearing every six years to provide an opportunity for date handlers and other interested parties to comment on the usefulness and effectiveness of the Commission.

The California Date Commission is a State marketing program authorized to: 1) conduct marketing, product and production research, 2) present facts to, and negotiate with state, federal, and foreign agencies, 3) promote the sale of dates by advertising and other promotional means, and, 4) educate and instruct the wholesale and retail trade with respect to proper methods of handling and selling California dates. These activities are funded by mandatory assessments levied upon all date handlers who handle more than 25,000 pounds of dates per year.

Based on the testimony and evidence received during the hearing process, the Department has found that a substantial question does not exist among date handlers as to whether the Commission is fulfilling its declared purposes. Therefore, the Department has approved the continuation of the California Date Commission for six years, through September 30, 2026.

If you have questions regarding this notice or the Commission's activities, please contact David Hillis with the Department's Marketing Branch at (916) 900-5018, or Lorrie Cooper, Executive Director of the California Date Commission, at (760) 347-4510.

Sincerely,

Joe Monson, Branch Chief  
Marketing Branch

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