



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

April 27, 2020

**CALIFORNIA PRUNE BOARD
AUTHORIZED TO CONTINUE FOR ANOTHER FIVE YEARS**

TO ALL INTERESTED PARTIES:

The California Department of Food and Agriculture (Department) recently conducted a public hearing to receive testimony and evidence from prune (dried plum) producers, processors, and the general public on whether the Marketing Order for California Prunes (Marketing Order) should be continued. Such a hearing is required to be conducted every five years. Based upon the supportive hearing record, the Department has authorized the Marketing Order to continue for another five years, through July 31, 2025, without the need for an industry referendum.

A total of ten industry witnesses provided testimony and evidence during this hearing process. Each of these witnesses strongly supported the continuation of the Marketing Order and provided many specific examples of how the Marketing Order's activities have benefited the industry.

The Marketing Order for California Prunes is a State marketing program operating under the oversight of Department. The Marketing Order was originally implemented in 1980 and conducts promotion, research, and issue management activities on behalf of California's prune industry. The Marketing Order is funded by a mandatory assessment levied on prune producers and processors and its activities are directed by industry representatives appointed by the Department.

If you have any questions about this hearing, please call Kacie Fritz at the Department's Marketing Branch at (916) 900-5018. If you have questions regarding the activities of the Marketing Order for California Prunes, please call its Executive Director, Donn Zea, at (916) 565-6232.

Sincerely,

Joe Monson, Branch Chief
Marketing Branch

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