CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE
Karen Ross, Secretary

August 7, 2020

CALIFORNIA FRESH CARROT RESEARCH AND PROMOTION PROGRAM
NOTICE OF THE 2020-2021 ASSESSMENT RATE

TO ALL INTERESTED PARTIES:

Based upon a recommendation by the California Fresh Carrot Advisory Board (Board), the California Department of Food and Agriculture (Department) has established an assessment rate on fresh carrots, including Cello-pack, Bunch, and Baby Cut, received by any handler and prepared for market and marketed during the 2020-2021 marketing season, which is period of April 1, 2020 through March 31, 2021.

The assessment rate for the 2020-2021 marketing season has been set at one and two-tenths cents ($0.012) per 50 pounds of fresh carrots. This is the same rate of assessment that was in place last season.

The funds generated from this assessment are used to carry out public relations, advertising, merchandising, market development and market research campaigns, as well as to conduct production research and educational programs on behalf of the California carrot industry.

As is customary, assessments are due monthly and are payable within 30 days of the close of the previous month. Assessments should be remitted directly to the California Fresh Carrot Advisory Board. The Board will provide the forms necessary for the remittance of assessments.

If you have any questions regarding the California Fresh Carrot Research and Promotion Program or the 2020-2021 assessment rate, please contact Nathan Sano, Manager of the California Fresh Carrot Advisory Board, at (559) 591-5675 or Justin Ellerby of the Department's Marketing Branch at (916) 900-5018.

Sincerely,

Joe Monson, Branch Chief
Marketing Branch

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