



July 23, 2009

HEARING NOTICE CALIFORNIA STRAWBERRY COMMISSION CONTINUATION

ALL PRODUCERS, SHIPPERS, AND PROCESSORS OF CALIFORNIA STRAWBERRIES, PLEASE TAKE NOTICE:

Pursuant to Section 77498 of the California Food and Agricultural Code pertaining to the California Strawberry Commission, the California Department of Food and Agriculture (CDFA) has scheduled a public hearing to consider the continuation of the Commission, which became effective in 1994. The Commission Law requires that CDFA conduct a hearing among eligible strawberry producers, shippers and processors every five years to determine the industry's need and desire as to whether the Commission should continue. The hearing will take place as follows:

DATE/TIME	LOCATION
Tuesday August 18, 2009 Beginning at 1:30 pm	UC Cooperative Extension Building-Ventura County Conference Room 669 County Square Drive, Suite 100 Ventura, CA 93003-5401 (805) 645-1451

HEARING PROCEDURE:

At the hearing, CDFA staff will receive testimony on the following:

- 1.) The production, economic and marketing conditions affecting the California strawberry industry and the effect of the continuation of the Commission upon these conditions.
- 2.) Whether the Commission:
 - Attains the objectives for which it was established,
 - Effectuates its declared provisions, and
 - Furthers the interests of residents of the State of California.

HEARING PREPARATION:

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

- How do the research, marketing and other activities of the Strawberry Commission affect strawberry producers, shippers, processors, and consumers? Please explain in detail.
- Has the Commission helped to keep the California strawberry industry competitive with other crops and with strawberry industries outside of California? Please explain in detail.
- Have assessment monies been spent wisely, efficiently and according to the authority granted in the Commission Law? Please explain in detail.



- Has the Commission effectively monitored and addressed important trends and issues facing the strawberry industry? Please explain in detail.
- Has the Commission undertaken activities desired by California strawberry producers, shippers and processors? Please explain in detail.
- What are the Commission's most significant accomplishments and challenges? Please explain in detail.
- What is the current production of California strawberries? What is their projected production? Please explain in detail.

SUBSEQUENT STEPS:

A transcript will be made of all testimony and evidence received at the hearing. This record will then be considered by CDFA to determine whether or not there is substantial question as to whether the Commission should continue.

If the Department determines that no substantial question exists among producers, shippers and processors regarding the Commission's continuation, then the Commission will continue. If the Department determines that there is substantial question as to whether the Commission should continue, CDFA will submit the continuance of the Commission to a re-approval referendum among strawberry producers, shippers and processors. If a majority of the eligible strawberry producers, shippers and processors voting in the referendum vote in favor of continuance, then the Commission will remain in effect for up to a five-year period.

All California strawberry producers, shippers, processors and other interested persons are encouraged to attend and participate in the hearing. Additional copies of this notice are available from CDFA upon request. Questions regarding the hearing should be directed to Glenn Yost or me at the Marketing Branch. If you have questions about activities of the California Strawberry Commission you should contact Mark Murai, President of the Commission at P.O. Box 269, Watsonville, CA 95077, telephone (831) 724-1301 or fax (831) 724-5973.

Sincerely,

A handwritten signature in black ink that reads "Robert Maxie". The signature is written in a cursive, slightly slanted style.

Robert Maxie, Branch Chief
Marketing Branch