



January 19, 2010

**NOTICE OF PUBLIC HEARING**

**To Consider the Continuation of the  
California Dried Plum Board**

TO ALL INTERESTED PARTIES:

The California Department of Food and Agriculture (CDFA) is calling a public hearing to receive comment from the dried plum producers and processors and the general public on whether the California Dried Plum Board (CDPB) should be continued. The state Marketing Order for California Dried Plums requires CDFA to conduct such a hearing every five years to determine if the CDPB is fulfilling the purposes of the California Marketing Act (Chapter 1 of Part 2, Division 21 of the Food and Agricultural Code), under which this program was created.

The CDPB conducts promotion, research and issues management activities on behalf of California's dried plum industry. The CDPB's activities are funded by mandatory assessments which are currently \$18 per ton upon producers and \$9 per ton upon processors.

The public hearing is scheduled as follows:

<b>Date / Time</b>	<b>Location</b>
Wednesday February 24, 2010 Beginning at 10:00 a.m.	California Farm Bureau Federation 2300 River Plaza Drive Sacramento, California <i>(First Floor Conference Room)</i>

**HEARING PROCEDURE**

**All California dried plum producers and processors and other interested persons are invited to participate in this hearing. Additionally, written comments sent to this office, to the attention of Dennis Manderfield, will be accepted and entered into the hearing record if received no later than February 19, 2010.**

At the hearing, CDFA representatives will receive testimony and evidence, both oral and documentary, with respect to the following matters:

1. The production, economic, and marketing conditions affecting the dried plum industry of this state;
2. Whether the California Dried Plum Board tends to effectuate the declared purposes and attain the declared objectives of the California Marketing Act.

(over)



The hearing transcript, written comments, and evidence submitted will be considered by CDFA in determining if the California Dried Plum Board will be authorized to continue. If the hearing record documents that the CDPB is fulfilling its declared purposes, CDFA may authorize the Program to operate for another five years without the need for an industry referendum. However, if CDFA finds from the hearing record that a substantial question exists as to whether the CDPB is fulfilling its declared purposes, CDFA will conduct a vote of dried plum producers and processors to determine if the CDPB should be continued.

## HEARING PREPARATION

At the hearing, supporters of the CDPB should provide testimony that communicates why they believe it should be continued. Conversely, those who may have concerns about the CDPB's continuation should provide testimony that substantiates their concerns. Following are some examples of questions that hearing witnesses may wish to consider in preparing their testimony.

- Has the CDPB conducted promotion, research and issues management activities that have been beneficial to the California dried plum industry? Please explain.
- Has the CDPB effectively monitored and addressed important trends and issues facing the dried plum industry? Please explain.
- Have industry assessments been spent wisely, efficiently and according to the authority granted to the program in the California Marketing Act? Please explain.
- What problems, if any, would the industry face in the absence of the CDPB? Please explain.
- Does the general public benefit from the activities of the CDPB? Please explain.
- Are there ways that the operation of the CDPB could be improved? Are there additional activities that the CDPB could undertake to better serve the dried plum industry and the public?

If you have questions regarding the activities of the CDPB, please call Richard Peterson, Executive Director of the CDPB, at (916) 565-6232. If you have questions regarding this hearing, please call Dennis Manderfield of this office at (916) 341-6005.

Sincerely,



Robert Maxie, Chief  
Marketing Branch