



September 30, 2010

NOTICE OF PUBLIC HEARING
To Consider Continuation of the
California Leafy Greens Research Program

To all Interested Parties:

The California Department of Food and Agriculture (CDFA) is calling a public hearing to receive comments from the leafy greens industry and general public on whether the California Leafy Greens Research Program should continue. The program requires CDFA to conduct such a hearing after the program's first three years of operation to determine whether it is fulfilling the purposes of the California Marketing Act, under which the program was created.

The California Leafy Greens Research Program is a state marketing order that became effective on March 24, 2008, for the purpose of conducting research relating to the production, processing and distribution of leafy greens. The program's activities are funded by mandatory assessments on all California leafy greens distributors, processors or shippers that handle 250,000 pounds or more of raw leafy greens.

The public hearing is scheduled as follows:

Date / Time	Location
Tuesday November 9, 2010 Beginning at 1:00 p.m.	Grower Shipper Building 512 Pajaro Street Salinas, California 93901

HEARING PROCEDURE

All affected California leafy greens distributors, processors or shippers, and other interested persons, are invited to attend and participate in this hearing. Additionally, written comments sent to this office, to the attention of April Izumi, will be accepted and entered into the hearing record if received at the address below by close of business on November 5, 2010.

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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 leafy greens industry of this state; and
2. Whether the California Leafy Greens Research Program tends to effectuate the declared purposes and attain the declared objectives of the California Marketing Act.

CDFA will consider the hearing transcript, written comments and all evidence submitted at the hearing to determine if the California Leafy Greens Research Program shall be authorized to continue. If the hearing record documents that the program is fulfilling its declared purposes, CDFA may authorize the program to operate for 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 program is fulfilling its declared purposes, then CDFA will conduct a vote of the affected leafy greens industry members to determine if the program should continue.

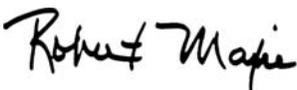
HEARING PREPARATION

At the hearing, supporters of the California Leafy Greens Research Program should provide testimony that communicates why they believe the program should continue. Conversely, those who may have concerns about the program'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 California leafy greens industry benefited from research projects funded by the Leafy Greens Research Program? If yes, please explain how. If no, explain why not.
- What are the most significant accomplishments of the program over the last three years?
- What problems, if any, would the industry face in the absence of a mandatory industry-funded research program?
- Does the general public benefit from the activities of the California Leafy Greens Research Program? If yes, please explain how. If no, explain why not.
- Have assessment monies been spent wisely and within the authority granted to the program?
- Are there ways that the program could be improved?

If you have questions regarding the Leafy Greens Research Program, please call Mary Zischke, CEO of the California Leafy Greens Research Board, at (831) 424-3782. If you have questions about the public hearing, contact April Izumi with CDFA's Marketing Branch at (916) 341-6005.

Sincerely,



Robert Maxie, Chief
Marketing Branch