



October 19, 2009

NOTICE OF PUBLIC HEARING
**To Consider the Continuation of the
California Dry Bean Research and Marketing Program**

TO ALL INTERESTED PARTIES:

The California Department of Food and Agriculture (CDFA) is calling a public hearing to receive comment from the dry bean industry and the general public on whether the California Dry Bean Research and Marketing Program should be continued. The Program requires CDFA to conduct such a hearing every five years to determine whether it is fulfilling the purposes of the California Marketing Act, under which the Program was created.

The Dry Bean Research and Marketing Program is a state marketing order that conducts promotion and research relating to the production and distribution of dry beans. The Board's activities are funded by mandatory assessments upon all California dry bean producers and dealers.

The public hearing is scheduled as follows:

Date / Time	Location
Thursday November 19, 2009 Beginning at 1:30 p.m.	San Joaquin County UC Cooperative Extension Center 2101 E. Earhart Avenue, Ste. 200 Stockton, California 95206

HEARING PROCEDURE

All affected producers and handlers of California dry beans and other interested persons are invited to participate in this hearing. Additionally, written comments will be accepted if sent to this office to the attention of Joe Monson, postmarked or received no later than the date of the hearing which is November 19, 2009.

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 dry bean industry of this State;
2. Whether the California Dry Bean Research and Marketing Program tends to effectuate the declared purposes and attain the declared objectives of the California Marketing Act.

(over)



The hearing transcript and written comments will be considered by CDFA in determining if the California Dry Bean Research and Marketing Program will be authorized to continue. If the testimony presented at the hearing generally supports the continuation of this program, 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 Program is fulfilling its declared purposes, CDFA will conduct a vote of affected dry bean producers and handlers to determine if the Program should be continued.

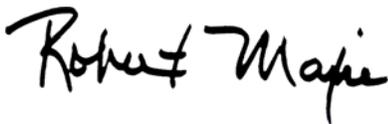
HEARING PREPARATION

At the hearing, supporters of the California Dry Bean Research and Marketing Program should provide testimony that communicates why they believe the Program should be continued. 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 dry bean industry benefited from the research projects and promotional activities funded by the California Dry Bean Research and Marketing Program? If yes, please explain how. If no, please explain why not.
- How do producers benefit from this Program? How do handlers benefit from this Program?
- What problems, if any, would the industry face in the absence of a mandatory industry-funded research and promotion program?
- Does the general public benefit from the activities of the California Dry Bean Research and Marketing Program? If yes, please explain how. If no, please explain why not.
- Have assessment monies been spent wisely, efficiently and according to the authority granted to the Program?
- Are there ways that the Program could be improved?

If you have questions regarding this hearing or the Program, please call Nathan Sano, Manager of the California Dry Bean Advisory Board, at (559) 591-4866 or Joe Monson with the Marketing Branch at (916) 341-6005.

Sincerely,



Robert Maxie, Chief
Marketing Branch