



**Agricultural Council**  
of California

August 30, 2017

Candace Gates  
CA FMMO Coordinator  
California Department of Food and Agriculture  
1220 N Street  
Sacramento, CA 95814

Submitted electronically to: [candace.gates@cdfa.ca.gov](mailto:candace.gates@cdfa.ca.gov)

Re: Draft Quota Implementation Plan

Dear Ms. Gates:

Agricultural Council of California (Ag Council) appreciates the opportunity to submit comments on the California Department of Food and Agriculture's (CDFA) Quota Implementation Plan. Ag Council is pleased with CDFA's involvement of dairy producers by reconvening the PRB and facilitating discussions around quota. The PRB has allowed the dairy industry to provide input and CDFA's guidance has been extremely helpful in this process. Ag Council thanks CDFA for creating a process that has been led by dairy producers in an effort to address the quota issue.

Following the finalization of the Quota Implementation Plan (Plan) at the September 12, 2017 meeting and approval of the Plan by the Secretary, the Plan will be mailed to all eligible producers for a referendum vote. Prior to the referendum vote, Ag Council urges CDFA to hold educational workshops for eligible producers. This would be an important opportunity for dairymen to ask questions of CDFA so they better understand the mechanics of the Quota Implementation Plan and the pending decisions before them. While the PRB process was helpful, the myriad of opinions shared throughout the process could make the actual implementation of the Plan confusing to some. Having CDFA highlight how the program would function would be a welcome addition. Other than the remaining meeting of the PRB on September 12, there would be no other time for further discussion. Therefore, we are urging CDFA to hold educational and outreach workshops prior to a vote taking place on the Plan.

We understand the Department prefers the cooperatives and trade associations to create workshops, however, CDFA is widely recognized as the impartial authority on these issues, so we believe official information should be communicated by the Department in addition to our members' outreach.

California may be embarking on a new stand-alone quota program that may be maintained and operated outside of the Federal Milk Marketing Order. These are all significant changes for California's dairy producers. Therefore, we urge CDFA to dedicate regional workshops for the dairy community, where CDFA staff can outline how the program will function and field questions from dairy producers.

Should you have any questions or need anything further from us, please contact me at (916) 443-4887 or via email at [Emily@agcouncil.org](mailto:Emily@agcouncil.org).

Sincerely,

A handwritten signature in cursive script that reads "Emily Rooney".

Emily Rooney  
President

1121 L STREET, SUITE 304 SACRAMENTO, CA 95814  
916.443.4887 PH 916.443.0601 FAX WWW.AGCOUNCIL.ORG

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