



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

September 19, 2025

**UNUSED ASSESSMENTS COLLECTED BY THE DAIRY MARKETING BRANCH
NOW AVAILABLE TO FUND INDUSTRY-FOCUSED RESEARCH:
INPUT SOUGHT TO IDENTIFY PRIORITIES**

California Dairy Industry:

In November 2018, following California's entry into the Federal Milk Marketing Order (FMMO) the operations of CDFA's Dairy Marketing Branch were terminated. In order to ensure the availability of funds to offset closing costs, terminated programs are required to keep unused funds in State Treasury for three fiscal years. Additionally, in the case of the Dairy Marketing Branch, the approval of the Legislature was required for CDFA to regain access to the unspent balance after the waiting period. The required thresholds have been met resulting in \$3,595,000 becoming available for CDFA to conduct research to benefit both dairy farmers and milk processors.

In the next few months CDFA plans to issue a Request for Proposals (RFP) to perform industry-focused research projects. As part of that process, we are asking the California dairy industry to help us identify their top research priorities. Accordingly, all members of the California dairy industry are invited to attend a workshop to discuss research priorities, project criteria and scope:

Date: Thursday, October 23, 2025
Time: 10:00 am
Location: CDFA Headquarters Auditorium
1220 N Street, Sacramento, CA 95814

You may join the workshop online by using the link below:

Join by Zoom: <https://us02web.zoom.us/j/82016929719>

Meeting ID: 820 1692 9719

Passcode: G265+hC4

Please direct any questions about the workshop or the unused funds to Kacie Fritz
Kacie.fritz@cdfa.ca.gov with CDFA's Marketing Services Division.

Sincerely,

Kathy Diaz, Director
Marketing Services Division

