



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

Quota Implementation Plan 5-Year Effectiveness Survey

The first 5-year effectiveness survey of the Quota Implementation Plan (The Plan) will start the week of August 21th. California has had a quota program in place since the late 60's. The current program went into effect in 2018 following California's transition to the Federal Milk Marketing Order (FMMO) and requires that a survey be conducted at least every 5 years.

The survey will be mailed to approximately 850 milk producers representing all the Market Milk dairies that currently operate in the state of California. A third-party contractor, Research America, Inc., is conducting the survey. Questions will include how effective the Plan is serving California's dairy industry; the expectation is that the information gathered will help inform the Department on the current role the Quota Administration Program has in milk production in California and the ways it can be improved in the future. The Department will be reaching out to industry members, Co-ops, trade associations and other interested parties to ask them to help us encourage producers to participate in the survey. Results of the survey are expected to be published by mid-November, 2023.

