



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

February 21, 2025

Notice of Industry Referendum for Petition to Terminate the Quota Implementation Plan

TO THE CALIFORNIA MARKET MILK PRODUCER ADDRESSED:

On August 6, 2024, the California Department of Food and Agriculture (Department) received a petition submitted by Stop QIP to terminate the Quota Implementation Plan (Plan). The Department performed a review of the petition signatures and their respective reported volume and determined that the twenty-five (25%) thresholds had been achieved. Per standard procedures the petition was referred to the Producer Review Board (PRB) for consideration. At a meeting held on December 17, 2024, the PRB reviewed and discussed the merits of the petition and passed a motion recommending to the Secretary that the petition go to an industry referendum. The Secretary has reviewed the PRB's recommendation and approved it.

The Department plans to conduct a referendum vote among California Market Milk Producers to consider whether the Plan should be immediately terminated. A copy of the petition may be viewed here: https://www.cdfa.ca.gov/dairy/dairy_hearings_matrix.html. As in the past, the referendum process will begin with a hearing to give producers the opportunity to provide input about the proposal. The Department anticipates that ballots for this industry referendum will be mailed late in the Spring.

If you have any questions regarding this referendum, please contact Quota Administration staff at (916) 900-5012.

Sincerely,

Kathy Diaz
Kathy Diaz, Director
Marketing Services Division

Digitally signed by Kathy Diaz
Date: 2025.02.21 15:12:40 -08'00'

