

CALIFORNIA STANDARDIZATION ADVISORY COMMITTEE



✓ Overview

The California Standardization Advisory Committee advises the California Department of Food and Agriculture (CDFA) on matters related to the Standardization Program. This Program ensures that fresh fruits and vegetables meet established minimum standards before entering commerce, promotes fair marketing practices, protects consumers, and supports California's fruit and vegetable industries.

✓ Committee Structure

- **Membership:** 13 voting members from the fresh produce industry.
- **Terms:** Members may serve up to four consecutive two-year terms.
- **Leadership:** Chair and Vice Chair elected by committee members.
- **Meetings:** Held bi-annually

✓ Key Functions

- Review and recommend Program's annual budget.
- Advise CDFA on regulations, inspection procedures, and enforcement strategies.
- Evaluate inspection programs for efficiency and fairness.
- Provide industry input to maintain competitiveness and consumer confidence.
- Evaluate handler assessment levels when needed.
- Serve as a liaison between CDFA and the industry.

✓ Impact on the Industry

- Influence policies on quality, maturity, packing, and container labeling standards.
- Advocate for practical and beneficial regulations.
- Promote fair competition and consumer trust.
- Shape future standards to improve market access.



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NOTABLE ACCOMPLISHMENTS

- Modernized grade standards to meet market demands.
- Supported enforcement of Agricultural Theft Laws (Proof of Ownership).
- Endorsed legislative changes for wholesale business registration and fees.
- Enhanced inspection protocols for consistency and transparency.
- Collaborated with charitable organizations to reduce inspection costs.
- Supported increased enforcement on imported product for quality compliance to ensure a level playing field.
- Evaluated online produce sales for compliance with program regulations.

MAKE A DIFFERENCE BECOME A MEMBER

1

Complete the Prospective Member Appointment Questionnaire (PMAQ)

2

Obtain a letter of recommendation from an industry associate

3

Submit both documents to CDFA