



CALIFORNIA DEPARTMENT OF  
FOOD & AGRICULTURE

Karen Ross, Secretary

April 14, 2025

## Grape Grower Referendum to Consider Continuation of the Pierce's Disease Assessment

**Voting Deadline: May 13, 2025**

### TO THE CALIFORNIA GRAPE GROWER ADDRESSED:

The Pierce's disease assessment, paid by California growers of crushed grapes, supports research, outreach programs, and other activities related to Pierce's disease, its vectors, and other serious grape pests and diseases. Pursuant to Section 6047.20 of the California Food and Agricultural Code, the California Department of Food and Agriculture (Department) is conducting a referendum among eligible grape growers in the state to determine whether or not the collection of the Pierce's disease assessment shall continue for another five-year period. Such a referendum is required to be conducted every five years, and the last continuation process took place in 2020. Enclosed with this letter are a referendum ballot and a postage-paid return envelope for your use in this important referendum.

In order to be eligible to participate in this referendum, you must be a grower of grapes in California for wine, wine vinegar, juice, concentrate, or beverage brandy and must have paid the Pierce's disease assessment, either directly or through an intermediary, on grapes crushed during the 2024 season (July 1, 2024 through June 30, 2025). Each separate grape grower/production entity is entitled to receive one ballot for this referendum. Business entities with different federal tax ID numbers are considered separate legal entities. As a result, persons who represent multiple separate production entities will receive multiple ballots. If you believe you received fewer or more ballots than you are entitled to for this process, please contact the Department's Marketing Branch at (916) 900-5018.

If you are eligible to participate in this referendum, please complete all applicable sections of your ballot, sign, and return it to the Department in the postage-paid envelope provided. In order for your ballot to be counted, it must be **postmarked or otherwise received by this office no later than May 13, 2025**. All individual ballots cast during this process will be kept strictly confidential.

A summary of the referendum results will be announced following the tabulation of ballots by the Department. In order for the Pierce's disease assessment to remain in effect for another five years, through March 1, 2031, the following criteria must be achieved in this referendum:

1. At least 40 percent of the total number of eligible growers on record must submit valid ballots, **and**
2. Of those voting, at least 65 percent of growers, who represent a majority of total assessment dollars paid by those voting, must vote in favor of continuing the Pierce's disease assessment, **or**

Of those voting, a majority of growers, who represent at least 65 percent of total assessment dollars paid by those voting, must vote in favor of continuing the Pierce's disease assessment.

(Over)



If the above criteria required for continuing the Pierce's disease assessment is not achieved in this referendum, the Pierce's disease assessment will end on March 1, 2026.

We strongly encourage you to vote in this important referendum. If you have any questions regarding this referendum, please contact Miranda Townsend or Denise Sanchas with the Department's Marketing Branch at (916) 900-5018. Additionally, if you are aware of an eligible grape grower who did not receive a ballot for this referendum, please direct them to contact the Department's Marketing Branch. For questions regarding the activities funded by the Pierce's disease assessment, please contact the Department's Pierce's Disease Control Program at (916) 900-5024.

Sincerely,

A handwritten signature in blue ink that reads "Joe Monson". The signature is fluid and cursive, with the first and last names being clearly legible.

Joe Monson, Branch Chief  
Marketing Branch

Enclosures