



February 26, 2009

**NOTICE OF PUBLIC HEARING TO CONSIDER THE CONTINUATION  
OF THE CALIFORNIA APPLE COMMISSION**

**TO ALL INTERESTED PARTIES:**

The California Department of Food and Agriculture (CDFA) is calling a public hearing to consider the continuation of the California Apple Commission (Commission) pursuant to Section 75651 of the California Food and Agricultural Code. The Commission became effective in 1994. The Commission Law requires that CDFA conduct a hearing among eligible apple producers every five years to determine the industry's need and desire as to whether the Commission should continue.

The last public hearing regarding the continuation of the Commission was conducted in 2004. Therefore, notice is hereby given that a public hearing is being called to once again consider if the Commission shall continue in effect. The public hearing is scheduled as follows:

DATE/TIME	LOCATION
<p>Wednesday, April 1, 2009 Beginning at 10:00 a.m.</p>	<p>San Joaquin County Robert J. Cabral Agricultural Center DELTA CLASSROOM 2101 E. Earhart Avenue Stockton, CA (209) 953-6000</p>

**Note:** Directions are enclosed. There is plenty of parking available at this facility.

**HEARING PROCEDURE:**

**All producers and other interested persons are invited to participate in this hearing. Additionally, written comments will be accepted if sent to this office to the attention of Janyce Wong, postmarked or received no later than the date of the hearing which is April 1, 2009.**

At the hearing, CDFA staff will receive testimony on the following:

- 1.) The production, economic and marketing conditions affecting the California apple industry and the effect of the continuation of the Commission upon such conditions.
- 2.) Whether the Commission:
  - Attains the objectives for which it was established
  - Effectuates its declared provisions, and
  - Furthers the interests of residents of the State of California.



## HEARING PREPARATION:

Following are some relevant questions that hearing witnesses may wish to consider in preparing their testimony for the hearing:

- How do the research, and marketing activities of the Apple Commission benefit apple producers, and general consumers? Please explain in detail.
- Has the Commission helped to keep the California apple industry competitive with other crops and with apple industries outside of California? Please explain in detail.
- Have assessment monies been spent wisely, efficiently and according to the authority granted in the Commission Law? Please explain in detail.
- Has the Commission effectively monitored and addressed important trends and issues facing the apple industry? Please explain in detail.
- Has the Commission undertaken activities desired by California apple producers? Please explain in detail.
- What are the Commission's most significant accomplishments and challenges in the last 5 years? Please explain in detail.
- What is the current production of California apples? What is their projected production? Please explain in detail.
- What are the problems and opportunities facing the California apple industry in the next 5 years? How should the Commission operate to address these problems and opportunities?

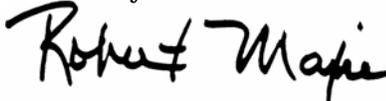
## SUBSEQUENT STEPS:

A transcript will be made of all testimony and evidence received at the hearing. This record will then be considered by CDFA to determine whether or not there is substantial question as to whether the Commission should continue.

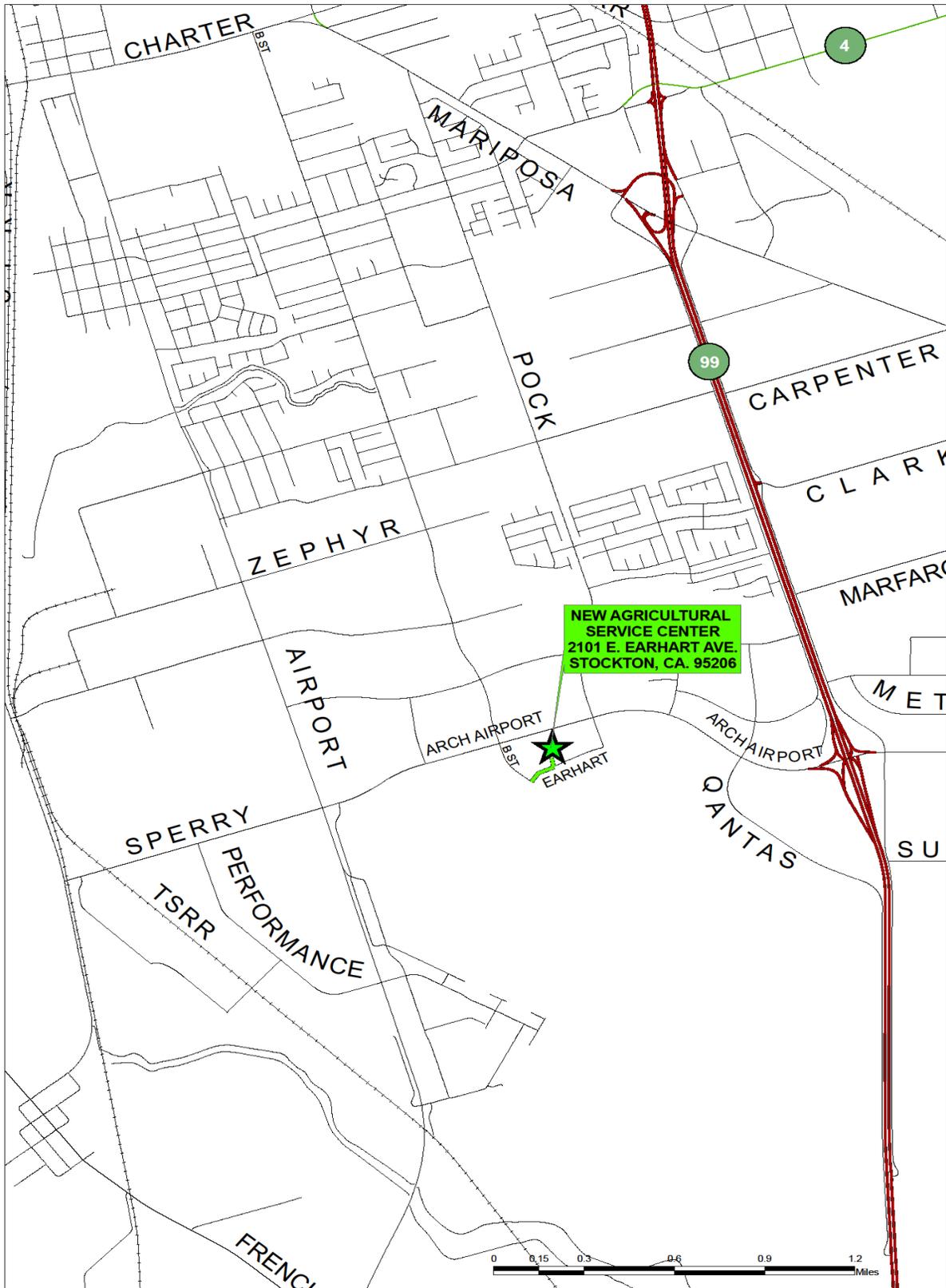
If the Department determines that no substantial question exists among producers regarding the Commission's continuation, then the Commission will continue. If the Department determines that there is substantial question as to whether the Commission should continue, CDFA will submit the continuance of the Commission to a re-approval referendum among apple producers. If a majority of the eligible apple producers voting in the referendum vote in favor of continuance, then the Commission will remain in effect for up to a five year period.

All producers and other interested persons are encouraged to attend and participate in the hearing. Questions regarding the hearing should be directed to Janyce Wong with the Marketing Branch at (916) 341-6005, fax (916) 341-6826, or email [jwong@cdfa.ca.gov](mailto:jwong@cdfa.ca.gov). If you have questions about activities of the California Apple Commission you should contact Alexander J. Ott, President of the California Apple Commission, at (559) 225-3000.

Sincerely,



Robert Maxie, Branch Chief  
Marketing Branch



**NEW AGRICULTURAL  
SERVICE CENTER  
2101 E. EARHART AVE.  
STOCKTON, CA. 95206**



**DIRECTIONS TO THE NEW AGCENTER**

San Joaquin County Office of the Agricultural Commissioner  
2101 East Earhart Avenue, Stockton, CA. 95206

The information on this map is based on the most current information available to San Joaquin County Geographical Information Systems.  
The County of San Joaquin does not warrant its accuracy, completeness, or suitability for any particular purpose.  
The information on this map is not intended to replace engineering, financial or primary records research.

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