



June 27, 2008

Notice Of Public Hearing
**To Consider The Continuation Of
The Dairy Council of California**

The California Department of Food and Agriculture (CDFA) is calling a public hearing to consider the continuation of the Dairy Council of California (Dairy Council). Such a hearing must be conducted every five years in accordance with the Dairy Council Law (Chapter 1 of Division 22 of the California Food and Agricultural Code). As you may be aware, the Dairy Council is involved in activities that educate the public about the importance of milk and dairy products in a well balanced diet. These activities are funded by a mandatory assessment upon producers and processors of California milk.

The last public hearing regarding the continuation of the Dairy Council was conducted in 2003. Therefore, notice is hereby given that a public hearing is being called to once again consider if the Dairy Council shall continue in effect. The public hearing is scheduled as follows:

Date / Time	Location
Tuesday August 5, 2008 Beginning at 10:00 a.m.	Downtown Plaza Shopping Center 560 J Street Conference Room 395 (3 rd Floor) Sacramento, California

Note: There is plenty of parking available in the garages underneath the mall.

Hearing Procedure

All producers and handlers of California milk 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 Dennis Manderfield, postmarked or received no later than the date of the hearing which is August 5, 2008.

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

- 1) The production, economic, and marketing conditions affecting the California dairy industry and the effect of the Dairy Council upon such conditions.
- 2) Whether the Dairy Council :
 - Attains the objectives for which it was established
 - Effectuates the declared purposes of the Dairy Council Law, and
 - Furthers the interests of residents of the State of California.

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The hearing transcript and all written comments will be considered by CDFA in determining if the Dairy Council will be authorized to continue. If the testimony and written comments generally support the continuation of the Dairy Council, CDFA may authorize the Dairy Council to operate for another five years without the need for an industry referendum. However, if CDFA finds from the testimony and written comments that a substantial question exists as to whether the Dairy Council is fulfilling the declared purposes of the Dairy Council Law, CDFA will conduct a vote of California's milk producers and milk handlers to determine if the Council should be continued.

Hearing Preparation

At the hearing, supporters of the Dairy Council should offer testimony that substantiates why they believe the Council should be continued. Conversely, those who may have concerns regarding the Dairy Council should provide testimony that substantiates those concerns. Following are some relevant questions that hearing witnesses may wish to consider in preparing their testimony:

- Do the education and research activities of the Dairy Council benefit milk producers, milk handlers, and the general public? If yes, please provide examples. If no, please explain why not.
- Have assessment monies been spent wisely, efficiently and according to the authority granted in the Dairy Council Law?
- What are the Dairy Council's most significant accomplishments and challenges?
- What impact have the activities of the Dairy Council had on perceptions of children and adults regarding milk and dairy foods as essential to a healthful diet?
- Have the activities of the Dairy Council helped create and reinforce value for the consumption of dairy products?
- Has the Dairy Council effectively monitored and addressed important education and nutrition trends and issues facing the dairy industry? If yes, please explain in detail.
- Has the Dairy Council modified its programs and activities over time to ensure they stay relevant to key customers in a changing marketplace?
- How could the Dairy Council be improved? Are there additional programs and activities the Dairy Council could undertake to better serve the dairy industry and the public?

Once again, all interested persons are invited to attend and participate in this hearing. Questions about this hearing may be directed to Dennis Manderfield of this office by calling (916) 341-6005.

Sincerely,

Robert Maxie, Chief
Marketing Branch