

**PLEASE NOTE REVISED DATE
HEARING CHANGED TO JULY 30, 2008**



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

A. G. Kawamura, Secretary

July 8, 2008

**REVISED NOTICE OF PUBLIC HEARING TO CONSIDER THE CONTINUATION
OF THE CALIFORNIA DATE COMMISSION
HEARING CHANGED TO JULY 30, 2008**

ALL HANDLERS OF CALIFORNIA DATES, PLEASE TAKE NOTICE:

Pursuant to Section 77881 of the California Food and Agricultural Code pertaining to the California Date Commission, the California Department of Food and Agriculture (CDFA) has scheduled a public hearing to consider the continuation of the Commission. The Commission Law requires that CDFA conduct a hearing among handlers during the 2007-2008 marketing season to determine the industry's need and desire as to whether the Commission should continue for up to a six-year period. The hearing will take place as follows:

DATE/TIME	LOCATION
Wednesday, July 30, 2008 9:30 a.m. to 12:30 p.m.	California Date Commission Office 82901 Bliss Ave, Indio, CA 92201 (Please Note: Entrance to Office is on Smurr Street)

HEARING: At the hearing, CDFA staff will receive testimony and evidence in order to determine whether the Commission should be continued. In order to make that determination CDFA will be looking for testimony on the following:

- 1) The production, economic and marketing conditions affecting the California date 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 date handlers and the residents of the State of California.

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

1. Has the Commission helped to keep California dates and California date handlers competitive with other crops and other date industries outside of California? Please explain in detail.
2. How do the research, marketing and other activities of the Commission affect date handlers and California consumers? Please explain in detail.
3. Can all date handlers receive benefits from the continuation of the market development, promotion, and research activities of the Commission? If yes, what may those benefits be? Please explain in detail.



4. Has the Commission carried out activities desired by California date handlers? Please explain in detail.
5. How have the Commission's focus and activities changed over time to accommodate economic, market, environmental and social changes? Please explain in detail.
6. What are the current market development, promotion and research needs of the California date industry? Please explain in detail.
7. What are the Commission's most significant accomplishments and challenges in the last six years? Please explain in detail.
8. Have assessment monies been spent wisely, efficiently and according to the authority granted in the Commission Law? Please explain in detail.
9. Has the Commission effectively monitored and addressed important trends and issues facing the date industry? Please explain in detail.
10. Does the Commission help to maintain the date industry in California to assure the public of a continuous supply of dates and the maintenance of needed levels of income for those engaged in the marketing of dates? Please explain in detail.
11. Does the Commission help to provide for continued growth and expansion of the date industry by creating new markets in major portions of this country and abroad? Please explain in detail.
12. Has the industry funded research led to significant improvements in the quality and variety of the dates available to consumers and how has it benefited the date industry? Please explain in detail.
13. Has the industry funded research increased consumer value and enhanced grower returns. Please explain in detail.
14. Does the Commission provide those engaged in the marketing of dates the opportunity to avail themselves of the benefits of collective action in the broad fields of development, maintenance, and expansion of markets; advertising and promotion; and research necessary to achieve the purposes of the Commission? Please explain in detail.
15. What is the current production of California dates? What is the projected production?

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 a substantial question as to whether the Commission should continue. If it is determined that no substantial question exists regarding the continuation, then the Commission will remain in effect for another six-year period.

If it is determined that there is a substantial question as to whether the Commission should continue, CDFA shall submit the continuance of the Commission to a referendum among date handlers. The operation of the Commission shall continue for another six-year period if the Department finds the following results at the conclusion of the referendum:

Notice of Public Hearing
July 8, 2008
Page Three

1. At least 40 percent of the total number of date handlers participated in the referendum, **and** either of the following has occurred:
 - a. Sixty-five percent or more of the handlers who voted in the referendum voted in favor of continuation of the Commission, and the handlers so voting handled a majority of the total quantity of dates in the preceding season by all of the handlers who voted in the referendum.

OR

- b. A majority of the handlers who voted in the referendum voted in favor of the continuation of the Commission, and the handlers so voting handled 65 percent or more of the total quantity of dates in the preceding marketing year by all of the handlers who voted in the referendum.

If you can't attend the hearing you can submit written comments to CDFA by mailing them to CDFA Marketing Branch, 1220 N Street, Sacramento, California, 95814. The written comments must be received by CDFA by the date of the hearing, July 30, 2008. You may also FAX comments to CDFA at (916) 341-6826 by July 30, 2008. If you FAX comments, please follow up with a hard copy in the mail.

All interested persons are encouraged to attend and participate in the hearing. Additional copies of this notice are available from CDFA upon request. Questions or requests regarding the hearing should be directed to Lorrie Cooper, Manager of the California Date Commission at (760) 347-4510 or to Jeanne Wexler with the Marketing Branch at (916) 341-6005.

Sincerely,

Robert Maxie, Chief
Marketing Branch