



January 16, 2009

**NOTICE OF PUBLIC HEARING TO CONSIDER THE CONTINUATION
OF THE CALIFORNIA SALMON COUNCIL**

TO ALL INTERESTED PARTIES:

The California Department of Food and Agriculture (CDFA) is calling a public hearing to consider the continuation of the California Salmon Council (Council). Such a hearing must be conducted every five years in accordance with the Salmon Marketing and Development Act (Chapter 16, Division 22 of the Food and Agricultural Code of California). As you may be aware, The Council strives to benefit the salmon industry by conducting consumer promotion and education activities. These activities are funded by a mandatory assessment upon California salmon fisherman.

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

DATE/TIME	LOCATION
Thursday, February 19, 2009 Beginning at 10:00 a.m.	Downtown Plaza Shopping Center 560 J Street Conference Room 395 (3 rd Floor) Sacramento, CA 95814 (916) 341-6005

Note: Directions are enclosed. There is plenty of underground parking available at the mall.

HEARING PROCEDURE

All Commercial Salmon Vessel Operators 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 February 19, 2009.

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

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

The hearing testimony and all written comments will be considered by CDFA in determining if the Council will be authorized to continue. If the testimony and written comments generally support the continuation of the Council, CDFA may authorize the Council to operate for another five years without the need for an industry vote. However, if CDFA finds from the testimony and



written comments that a substantial question exists as to whether the Council is fulfilling its declared statutory purposes, CDFA will conduct a vote of California's commercial salmon vessel operators to determine if the Council should be continued.

HEARING PREPARATION

At the hearing, supporters of the Council should offer testimony that substantiates why they believe the Council should be continued. Conversely, those having concerns regarding the Council should provide testimony that substantiates those concerns.

Witnesses supporting the continuation of the Council should provide examples of how the Council's efforts have aided the salmon industry. Any benefits which have been derived since the inception of the marketing program may be offered, but there should be an emphasis on the last 5 years. Future needs of the industry may also be addressed.

Witnesses who may not be supportive of the Council's continuation should provide testimony indicating why they believe the Council has not benefited the industry. Testimony should include examples of activities the Council has conducted that in the witness' opinion have not been effective. Comments should emphasize the Council's performance in the last 5 years.

Following are some questions that witnesses may wish to consider in preparing their testimony:

- What have been the accomplishments or deficiencies of the Council over the past five years? Is the industry better off because of the Council or has it not been cost effective? Is there a better way to advance the interests salmon fishermen, other than with this Council?
- Is the Council capable of addressing the problems of the industry? If not, why not? If so, why? Are there things the Council can do to better serve the industry?
- Are assessment monies being spent to advance the interests of the greatest number of California Salmon Fishermen? If not, why not? How could the cost efficiency of the Salmon Council activities be improved?
- Has the Department of Food and Agriculture provided sufficient assistance to the Council and the industry? If not, how could or should the Department improve its services or play a more effective assistance role? Are the improvements possible under the California Salmon Marketing and Development Act?
- What are the problems and opportunities facing the California Salmon industry in the next five years? How should the Council operate to address these problems and opportunities?

Once again, all commercial salmon fishermen and other interested persons are invited to attend and participate in the hearing. If you have questions regarding this hearing, please call David Goldenberg, CEO of the Salmon Council, at (916) 933-7050 or Janyce Wong of this office at (916) 341-6005.

Sincerely,

Robert Maxie, Chief
Marketing Branch

cc: All California salmon buyers on record