



July 16, 2009

ARTICHOKE ADVISORY BOARD ASSESSMENT RATES SET FOR 2009–2010

TO THE PRODUCER OR SHIPPER OF ARTICHOKE ADDRESSED:

The Department of Food and Agriculture, under the provisions of the Marketing Order for the Promotion of Globe Artichokes, and upon the recommendation of the Artichoke Advisory Board (Board), has approved a two-part assessment rate for the 2009–2010 artichoke marketing season (July 1, 2009 through June 30, 2010). The assessment rates are as follows:

- The acreage-in-production assessment is one dollar (\$1.00) per acre. This rate is the same as last year.
- The per-carton assessment rate for artichokes marketed fresh is seven and a half cents (\$0.075) per carton 21-B, 19-5/8" x 11-1/2" x 6-5/8" (sometimes known as SP 79-164), or equivalent if a different form of packing is used. *The new carton assessment rate is one half cent (\$0.005) less than last year's rate.*

As usual, producers are required to pay the acreage assessment and the production assessment. The reports for acreage of perennial varieties are due by August 1, 2009. Reports for acreage of annual varieties are due by December 30, 2009. The acreage assessment payment for all varieties is due by January 15, 2010. The Board will mail the forms for reporting the acreage assessment to producers separately with further instructions and explanations.

The assessment on cartons of artichokes marketed fresh is to be deducted by shippers, or other first handlers, from monies owed by them to producers and remitted monthly by such shippers, or other first handlers, to the Board. Forms for remitting the carton assessment deductions are being sent to shippers.

If you have any questions, please contact Ms. Patricia Hopper at the Artichoke Advisory Board at (831) 633-4411 or Janyce Wong at this office.

Sincerely,

Robert Maxie, Chief
Marketing Branch

