VOLUME 3, ISSUE 3
FALL 2011

MARKETING QUARTERLY

California Department of Food and Agriculture
Marketing Division, Marketing Branch

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BRANCH BRIEFING

We've Moved!

Thanks to the work of our branch move coordinators, Kathy Diaz-Cretu and Beth Jensen, the Marketing Branch transition to 2800 Gateway Oaks was a smooth process, and we are getting to feel at home in our new location. If you find yourself in Sacramento, please feel free to stop by and visit us!

For your reference, below are the branch's new telephone numbers.

Marketing Branch Staff	Direct Line
Bob Maxie, Chief……	916.900.5179
David Hillis……..	916.900.5269
Dennis Manderfield……	916.900.5178
Glenn Yost…….	916.900.5182
Kathy Diaz-Cretu……...	916.900.5175
April Izumi……..	916.900.5176
Joe Monson…….	916.900.5180
Jeanne Wexler……	916.900.5181
Beth Jensen…….	916.900.5177
Kim Jagelka…….	916.900.5320
Branch Mainline……..	916.900.5018
Fax……...	916.900.5343

Program Executives' Meeting this Fall

As you should be aware, on October 3, Beth Jensen emailed program CEO's and board chairs to survey your availability on several dates for a Fall Marketing Program Executives' Meeting. The location will be either Sacramento or Fresno, whichever the majority indicates as most convenient.

Secretary Ross wants to have a dialogue with you regarding California's agricultural public policy, the next round of state budget cuts to the California Department of Food and Agriculture, and ways to reinvigorate the CA Grown program.

If you haven't already done so, let us know your date and location preferences through this link to Survey Monkey http://www.surveymonkey.com/s/CJ2TYQN by **Monday, October 10**.

New VP for UC Ag and Natural Resources

UC Berkeley professor Barbara Allen-Diaz was appointed recently to lead the university's statewide agricultural and natural resources programs. Allen-Diaz succeeds Dan Dooley as the UC system-wide vice president for ANR. Her appointment is effective for up to three years, beginning October 1, 2011.

In addition to Dan Dooley's current title as senior vice president for external relations, he will also be named senior advisor to the president on agriculture and natural resources and will be available to advise Allen-Diaz on issues related to the strategic direction of ANR.

MARKETING PROGRAM LOGOS

Thank you to those who sent your logos… If you do not see your logo below, then please be sure to send it!

California Wheat Commission

SEND US YOUR LOGO

From time to time, when we feature a story on one of the marketing programs, we would like to include a high-resolution image of the program's logo.

This is a request for each program to send us your current logo for use in the *Marketing Quarterly*.

File formats: EPS, JPEG, TIFF — 300 dpi

To: aizumi@cdfa.ca.gov

Thank you for your attention to this request!

got logo?

TABLE OF DUE DATES

The table below is a reminder of upcoming due dates. If you have questions, call your Marketing Branch program liaison at 916-341-6005.

Item	Applies To	Due Date
Annual Contract Report, also listing UC Research Contracts	Marketing Orders Agreements Councils	Electronic report due to the Marketing Branch six months into the board's or council's fiscal year.
Financial and Compliance Audits	Marketing Orders Agreements Councils Commissions	Electronic copy to the Marketing Branch 30 days after completion.
Member Lists	Marketing Orders Agreements Councils Commissions	As soon as possible after any changes. Include address, phone and email.
Form 700	Marketing Orders Agreements Councils	**April 1st** Program lists of members and alternates filings due to Marketing Branch.
Ethics Training	Marketing Orders Agreements Councils	Members must complete training within time frames below and submit certificate to program executive: • **New:** within six months of assuming position. • **Continuing:** every two calendar years. Program executives retain signed original certificates. List of board members and alternates, with dates they completed orientation, must be emailed to the Marketing Branch via Beth Jensen.

REVISED: 07.25.2011

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MARKETING PROGRAM NEWS

CHANGES IN THE CHERRY MARKETING PROGRAM

At a series of meetings, members of the California Cherry Advisory Board—along with other industry representatives—have been discussing the creation of a new cherry marketing order. The most notable feature of the proposed order is its application to all cherry varieties.

Currently, only Bing, Van, Lambert and Rainier varieties are being assessed. In the past decade, two other varieties of cherries—Brooks and Tulare—have steadily grown in production and acreage. These two varieties now account for approximately half of the total industry volume.

The Marketing Branch has begun a multi-step process required for implementation of a new marketing order that would affect all fresh cherries grown in the state. The branch is currently constructing an official list of cherry producers and handlers. This list will be used for announcing the public hearing and also possibility conducing an industry referendum to determine If the new order should be made effective. If approved, the new program would likely replace the current marketing order in early 2012.

Also, the California Cherry Advisory Board recently decided to go in a new direction as far as management is concerned. Mr. Chris Zanobini and Ag Association Management Services, Inc., were selected by the board to replace Jim Culbertson, who served as the program manager for many years.

Photo by Ed Williams, Ag Natural Photography

Photo by Ed Williams, Ag Natural Photography

BEEKEEPERS' REFERENDUM ON PROPOSED APIARY RESEARCH COMMISSION FAILS

In a recent referendum conducted by the Marketing Branch, beekeepers voted against implementation of the proposed California Apiary Research Commission.

Forty percent of beekeepers cast their ballot in favor of the commission; however, those ballots accounted for only 40 percent of the voted beehive volume. While the participation requirement was met, there was not a sufficient level of support among beekeepers for implementation of the commission.

The proposed commission would have established an assessment on beekeepers operating more than 50 colonies of bees in California to fund research and education regarding issues that affect the apiary industry.

The assessable universe included both beekeepers who reside in California and beekeepers whose principle residence is outside of the state, but who bring bees into California for commercial purposes.

The California Beekeepers Association approached the Legislature with this idea after Colony Collapse Disorder began causing significant losses of bees. The California Apiary Research Commission was enacted into law on January 1, 2011, via the passage of AB 1912, but like all other proposed commissions, an approval by a super-majority of the industry was required before the program could become operative.

PROGRAM FEATURED ARTICLE...

NEW TOOL TO ENHANCE AWARENESS OF CALIFORNIA AGRICULTURE

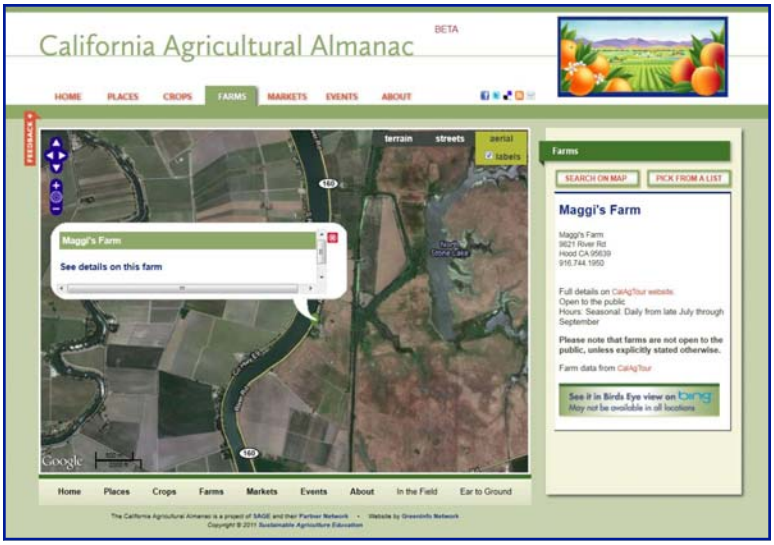
We are excited to make you aware of a new tool—the **California Agricultural Almanac**—an interactive web-based mapping portal that, for the first time, brings together information on farming areas, crops, farms, markets and farm-related events.

The Almanac lets you dynamically explore local as well as statewide agriculture—find the regions where crops are produced, get details on crop seasons, discover farms (including up-close aerial views), and find out about markets and agricultural events that you can participate in.

In this initial release, the Almanac has more crop detail for the San Francisco Bay Area. The same details will be added to other parts of the state in the coming months.

By providing a user-friendly interface that shows the relationships between crops, seasons and places, this tool will help farmers to be on the local food map. And by interconnecting locally grown and California-grown, the Almanac helps increase the overall public stake in agriculture.

The California Agricultural Almanac draws data from partner organizations to offer a fresh and comprehensive picture of California's remarkable agriculture.



The Almanac was developed by Sustainable Agriculture Education, in collaboration with GreenInfo Network, and with funding from the California Department of Food and Agriculture's Specialty Crop Block Grant fund (hence the initial focus on specialty crops; more types of production coming in future additions).

Check it out and give them your feedback!
www.calagalmanac.com

MARKETING QUARTERLY

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WE WANT TO HEAR FROM YOU!

1. Do you have an announcement or news to share via the *Marketing Quarterly*?
2. Do you have commodity beauty shots that we can feature in this newsletter?
3. Do you have suggestions for improving this newsletter?

Please send comments or news items for inclusion in the next *Marketing Quarterly* to April Izumi at aizumi@cdfa.ca.gov.

Marketing Branch Mission
We assure the fair and practical operation of marketing programs for the benefit of California agriculture and the citizens of California.

TWO PROGRAMS DISCONTINUE OPERATIONS

The **Plum Marketing Board** recently voted to make the Plum Marketing Program inoperative[1] with the goal of winding down operations by February 29, 2012. This process will culminate with a prorated refund of residual funds back to eligible plum producers and a final financial audit. The decision to make the program inoperative follows the recent termination of the state's Tree Fruit Marketing Board, federal Nectarine Administrative Committee and federal Peach Commodity Committee. All entities previously operated under the umbrella of the former California Tree Fruit Agreement. The termination of these three other programs was the result of failed industry continuation referenda.

On September 30, 2011, the board of directors of the **California Kiwifruit Commission** met for the last time. Preparations to terminate the commission began last November following an unsuccessful continuation referendum. The wind-down committee will be in charge of reviewing the final financial audit of the commission and disseminating information to the industry. Additionally, they will monitor the final disposition of program funds, including the issuance of assessment refunds. It is expected that all these activities will be completed before the end of this calendar year.

[1] A program becoming inoperative is different than a program being terminated. The distinction resides in the fact that the board for an inoperative program can theoretically vote to reactivate it should the future need arise. Such opportunity for reactivation does not exist for a terminated program. Programs that remain inoperative for three consecutive fiscal years may then become subject to termination by CDFA.

BILLS OF INTEREST TO THE MARKETING PROGRAMS...

BILL	VERSION	SUBJECT	STATUS
AB 222	June 15	**Food and Agriculture Omnibus Bill** Includes a section relating to reimbursable travel and meal expenses for California Walnut Commission members.	July 25, 2011: Chaptered by Sec. of State, Chapter 97
AB 727	May 27	**Healthy and Sustainable Food Procurement** Requires that specified nutritional standards be met in concession stands and vending machines located in state-owned and state-leased buildings.	August 25, 2011: In Senate Appropriations Committee, held under submission
AB 914	June 13	**State Commissions: Market Information** Provides that the California Avocado Commission and California Cut Flower Commission may collect market information.	September 26, 2011: Chaptered by Sec. of State, Chapter 322