



THE MARKETING MEMO

October 2006

Marketing Branch

Division of Marketing Services

California Department of Food and Agriculture

1220 N St., Sacramento, CA 95814

(916) 341-6005 Fax: (916) 341-6826

www.cdfa.ca.gov

PROGRAM ISSUES

THE CALIFORNIA KIWIFRUIT COMMISSION UNDER NEW MANAGEMENT

The California Kiwifruit Commission (CKC) is now under new management due to the resignation of Lindy LaFrancis. Effective October 1, 2006, Alex Ott, Executive Director of the California Apple Commission will also manage the California Kiwifruit Commission. The Commission's address and contact information is as follows:

Address: 770 East Shaw, Suite 220

Fresno, CA 93710

Phone: (559) 226-4780

Fax: (559) 226-6721

Email: aott@kiwifruit.org or kiwifruit@kiwifruit.org

ADMINISTRATIVE ISSUES

MARKETING PROGRAM EXECUTIVES MEETING:

The Marketing Program Executives Meeting was held on October 5, 2006 at the Culinary Institute of America at Greystone in St Helena. The theme of this years meeting was: *Shift Happens*. The turnout was great with a total of forty-four people attending, representing thirty-four of our marketing programs. John Dyer, Chief Council for the CDFFA, lead a discussion on the status of litigation and the possibility of restructuring by the Department in oversight of programs, especially commissions. Also, we presented our fiscal year 2006/07 & 2007/08 budgets as well as reviewed the major changes to our policy manual. The California Raisin Marketing Board generously offered to host the next executives meeting in the Fresno area sometime in March 2007.

MEETING NOTICES FOR ALL PROGRAMS TO BE POSTED ON MARKETING BRANCH WEBSITE:

Our newly designed Marketing Branch website is up and running. One of the new features on the site is meeting notices for all programs are being posted. In order to facilitate this change, we are requesting that all programs, in addition to mailing meeting notices to their Marketing Branch liaison, also email them to Ramiro Casillas rcasillas@cdfa.ca.gov & Kim Jagelka kjagelka@cdfa.ca.gov at the Branch.

TABLE OF DUE DATES:

As a reminder of upcoming due dates, we are providing the following Table. Please call your Economist/Analyst at 916-341-6005 if you have any questions.

TABLE OF DUE DATES		
Item	Applies To:	Due Date
Quarterly Contract Report	Marketing Orders, Agreements and Councils	Qtr 2, 2006 (April – June 2006) Was Due: July 31, 2006 Qtr 3, 2006 (July - September 2006) Due: October 31, 2006
Ethics Training	Marketing Orders, Agreements and Councils	Members must complete the training in the time frames below and submit the certification to their marketing program executive: <ul style="list-style-type: none"> • New members: within six months of assuming their position. • Continuing members: every two calendar years. Program Executives must retain the signed original certificates. A list of board members and alternates with the dates they completed the orientation, must be sent to Beth Jensen of the Marketing Branch
Member Lists	Marketing Orders, Agreements, Councils, and Commissions	As soon as possible after any changes. Please be sure to include individual contact information: addresses, phone numbers and e-mail addresses.
Financial Audits	Marketing Orders, Agreements and Councils	Three copies due to Branch 30 days after completion.

GENERAL INFORMATION**CDFA HELPS ESTABLISH A NEW INSPECTION AGENCY:**

The California Department of Food and Agriculture has partnered with Yolo and Trinity County to establish a new Joint Powers Authority (JPA). The new JPA was formed to provide a more efficient and cost effective delivery of agricultural commodity grading and certification services.

The new JPA, Cooperative Agricultural Support Services (CASS), will be available to provide services for State, county or commodity group programs and will also be able to provide seasonal staffing for State or county pest prevention and eradication programs. CASS will be an enterprise JPA, operating on revenues received for services rendered.

An organizational meeting of the new CASS Board of Directors is planned for mid November with formation tasks to follow. A key goal is to have CASS available to provide service by spring of next year. For more information on the new JPA you may contact Steve Mauch at 916-445-3040.

MARKETING PROGRAM AND MARKETING BRANCH JOB ANNOUNCEMENTS:

We routinely include notices of job openings with California marketing programs and other agricultural organizations in the Marketing Memo. Please contact Beth

Jensen at 916-341-6005, or via e-mail at bjensen@cdfa.ca.gov to include information in this section.

MARKET ENFORCEMENT ADVISORY:

Attached is the Market Enforcement Advisory Notice for October 2006. If you have questions regarding the notice, please contact the CDFA Market Enforcement Branch at 916-341-6276.

PEST DETECTION ADVISORY

Attached is the Pest Detection Advisory of current pests affecting California agricultural products. If you have questions regarding this listing, please contact the CDFA Pest Detection Branch at 916-654-1211.