

California Dungeness Crab Commission (AB 1472) Mark Stone



Commodity Programs

Division of Marketing/Marketing Branch

Ca State Food & Ag Code

Marketing Act of 1937 - “tool box” used to solve production and marketing problems collectively that cannot be addressed individually

Current programs:

26 Marketing Orders (plus 3 Agreements)

4 Councils

18 Commissions

51 total state programs

Funding Ca State Marketing Programs

Associations vs. State-mandated programs

Branch budget is funded through direct/indirect charges to the programs not general fund

1 Branch Chief

7 Senior Ag Economists, and,

2 Support staff (invoicing/referenda, etc.)

1 Auditor

MEB - Market Enforcement

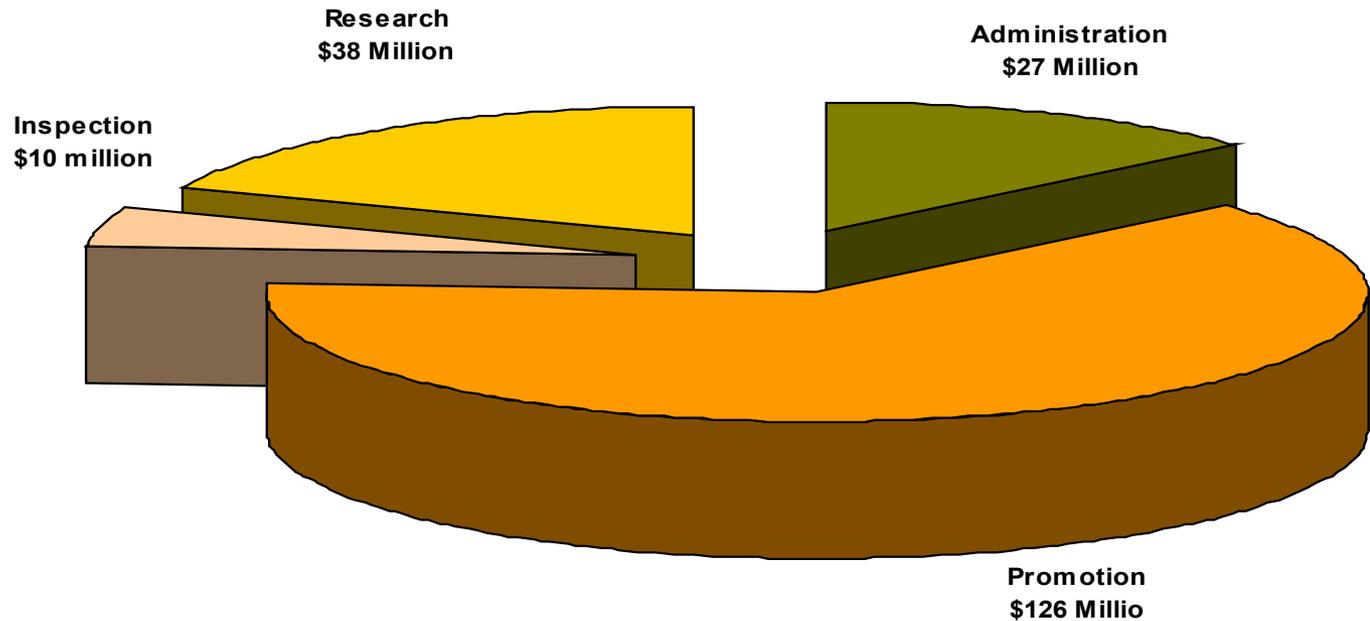
Commodity Groups - State Mandated Agricultural Commodity Marketing Programs

California Crab Commission “authorized activities”

- Programs of education
 - Public information
 - Promotion/Marketing
 - Research
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- “make regulators aware of the unique economic factors affecting the fishery”
 - “how these factors can be integrated with appropriate management measures”

California State Ag Marketing Programs

Value of all 51 Marketing Program Activities for 2019



Ca State Ag Marketing - Commissions Implementation

Legislative bill passes:

- CDFA creates MOU with proponent
- Proponent deposits money with CDFA
- CDFA develops a list with CDFW
- CDFA conducts vote of industry

CDFA “manages” until CEO takes over

- Nominations/elections/appointments
- CEO recruitment - contract or employee?

Ca State Ag Marketing - Commissions

Active State Supervision

- CDFA Marketing Branch - Policy Manual
- Commissions - Policy Manual/By-Laws
- CDFA Financial and Compliance Audits
- FPPC Conflict of Interest Code
- Handler Programs - Unfair Trade Practices

Ca State Dungeness Crab Commission Financial Considerations

AB1472 (Stone) “locks in” the 3 cents/lb.

- Majority vote of commission and industry vote to increase

CDFR Monthly Invoicing

- Commission pays direct/indirect costs



Discussion/Questions/Answers?

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