

## **CA mandated marketing program summary From Glenn Yost, CDFA Marketing Branch**

### **What are marketing programs?**

The purpose of marketing programs is to provide agricultural producers and handlers (including the fishing industry) an organizational structure, operating under government sanction, which allows them to solve production and marketing problems collectively that they could not address individually.

### **Current CDFA administered programs: 56 total**

- A.** Marketing Orders – 32 (4 of which are Agreements)
- B.** Councils – 3
- C.** Commissions – 21

(One Commission is for sea urchin and one Council is for salmon, a council for seafood was voted out of existence)

### **A. Marketing Orders and Agreements**

- Made effective after hearing and referendum vote, usually take about six months to establish
- Advisory to the Department, all actions approved by CDFA
- Enforcement of assessments by CDFA

#### ***Pros and Cons***

Marketing order or agreement is put into effect by an administrative process, is quicker and cheaper, but all recommendations for action by a marketing order must be approved by CDFA

### **B. Councils**

- Authorized under their own statutes
- Relationship to CDFA is similar to marketing orders on other points

### **C. Commissions**

- Authorized under their own statutes, must pass through legislative process
- Made effective after law passes and CDFA conducts implementation referendum
- CDFA concurs in budgets, contemplated activities and other items

#### ***Pros and Cons***

Creation of a new commission would provide the industry with more autonomy from CDFA, but the Commission must be created through legislature and amended through legislature

#### ***Steps in creating a Commission***

- Commission law must go through the legislature and be signed by the Governor
- CDFA must gather a list of affected parties and conduct a referendum
- If referendum is successful, CDFA will declare the Commission operative

#### ***Cost of administering a Commission***

- Commission has to hire a manager, can be part time, maybe \$25k per year minimum
- Commission has to pay charges to Marketing Branch, maybe \$10k
- Commission sets assessment on crab fishermen or handlers to raise funds
- Grants are available to help defray costs (some Commissions have been very successful in obtaining this type of funding)

#### ***Potential roles of Commission***

- Programs conduct advertising and promotion
- Do research and change industry practices using the research
- Can be body that deals with DFG on regulations

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