



~California Dungeness Crab Task Force~

<http://www.opc.ca.gov/?p=444>

This document presents examples of existing price posting activities and marketing associations.

Price Posting

➤ ***California Strawberry Commission:***

- All processors post pre-season prices as well as weekly prices during season.
- Benefits:
 - Information clearinghouse
 - Transparent, full disclosure of prices to buyers and the public

See section 63121-63129 of the Food and Agriculture Code (FAC) for more information on price posting by the California Strawberry Commission:

<http://www.leginfo.ca.gov/cgi-bin/displaycode?section=fac&group=63001-64000&file=63121-63129>

Marketing Associations

➤ ***California Canning Peach Association:***

- Through raw product price establishment, the association secures a price for every peach grown by its member-growers. Often, this means the creation of special marketing programs and the expansion into new markets.
- Ultimately, the associations pricing efforts also serve the processor segment of the industry. Through uniform pricing, all canners are ensured of receiving quality raw product with consistent prices.

See more information on the California Canning Peach Association at: <http://www.calpeach.com/>