
SENATE COMMITTEE ON AGRICULTURE

Senator Melissa Hurtado, Chair

2025 - 2026 Regular

Bill No:	AB 1322	Hearing Date:	7/1/25
Author:	Committee on Agriculture		
Version:	2/21/25		
Urgency:	No	Fiscal:	Yes
Consultant:	Reichel Everhart		

Subject: Agricultural commissions

SUMMARY:

This bill makes changes to the California Grape Rootstock Commission (CGRC), the California Avocado Commission, the California Apple Commission, and the Olive Oil Commission of California (O OCC).

BACKGROUND AND EXISTING LAW:

Existing Law:

- 1) Establishes the California Grape Rootstock Improvement Commission that funds and supports grape rootstock research for the enhancement of California viticulture and the grape nursery industry. Established to be an invaluable resource to growers, helping protect the investments made to vineyards. The targeted research funding is critically important to the current and future success of the industry.¹
- 2) Establishes the California Avocado Commission to be funded by mandatory assessments on all avocados grown in California, which are collected when avocados are sold. The Commission aids in maximizing grower returns by conducting advertising, promotion, and public relations for California avocados and engages in related industry activities that together help create a more profitable market environment.²
- 3) Establishes the California Apple Commission to administer the state marketing order program for California apples. This program operates under the California Marketing Act of 1937.³

¹ <https://graperootstock.org/>

² <https://californiaavocadosociety.org/california-avocado-commission.html>

³ <https://www.calapple.org/about-us.html>

- 4) Establishes the Olive Oil Commission of California to support olive oil farmers with research and through purity and quality standards enforcement for California's olive oil.⁴

PROPOSED LAW:

This bill would (for specified commissions):

- 1) California Grape Rootstock Improvement Commission:
 - a. Provide technical amendments that changes “director” to “secretary” in Section 6761 of the Food and Agricultural Code.
- 2) Avocado Commission:
 - a. Expand specified provisions regarding membership to the commission to alternate members.
 - i. Define “ex officio members” to mean nonvoting members of the commission.
 - b. Require the assessment established by the commission to be as a fixed rate or percentage of value rather than solely as a fixed rate.
 - c. Require any remaining assessment funds to be distributed for the benefit of the avocado industry into any state or federal programs in the event of termination or suspension of the commission.
- 3) California Apple Commission:
 - a. Authorize the California Apple Commission to recommend to the secretary quality standards and product labeling standards, and to engage in any other activity, authorized by the California Marketing Act of 1937.
- 4) Olive Oil Commission of California:
 - a. Define “handler” to mean a person who engages, in this state, in the processing or milling of olives into olive oil that the handler has produced, or purchased or acquired from an olive producer, or that toll processes or mills olives on behalf of an olive producer, whether as owner, agent, employee, broker, or otherwise.
 - b. Define “producer” to mean a person that produces or causes to be produced olives that are processed or toll processed into olive oil in the amount of 5,000 gallons or more during the marketing season and that shall, upon request of the commission, provide proof of commodity sale.

⁴ <https://www.oliveoilcommission.org/>

- c. Define “toll processor” to mean to process or mill olives into olive oil on behalf of a producer.

ARGUMENTS IN SUPPORT: According to the author:

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

“A California agricultural marketing commission is a body, often established by industry producers, that promotes and regulates the marketing of a specific agricultural commodity, such as apples or walnuts. These commissions are typically funded by assessments on producers and can be overseen by California Department of Food and Agriculture (CDFA). Their activities usually include promotion, research, and maintaining quality standards.

“Current marketing programs’ activities include commodity promotion, research, and maintenance of quality standards. Commissions provide a structure for solving problems and provide a vehicle for collecting funds to support activities. There are almost 50 commissions in California.”

A coalition letter representing the California Grape Rootstock, the Avocado and Apple Commissions, and the Olive Oil Commission of California wrote in support stating the changes in this bill will allow industry to be more competitive. Specifically, they write:

“Many of the proposed changes in AB 1322 are non-substantive and technical in nature. Other amendments allow industry to be more competitive. For example, the proposed amendment to the Apple Commission would allow adoption of quality standards and product labeling standards by the secretary of the Department of Food and Agriculture (CDFA), if requested by the commission. This authority is presently available to other commissions and in the case of apples, would increase consumer awareness that California apples are grown using the Nation’s most rigorous environmental and labor standards. AB 1322 also seeks to amend the Grape Rootstock Commission by allowing the CDFA to expedite actions against those not in compliance with the law.”

ARGUMENTS IN OPPOSITION:

None received.

PRIOR ACTIONS:

Assembly Floor:	71 - 0
Assembly Appropriations Committee:	15 - 0
Assembly Agriculture Committee:	8 - 0

SUPPORT:

California Apple Commission
California Avocados
California Grape Rootstock Improvement Commission
Olive Oil Commission of California

OPPOSITION:

None received

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