# 5). Witness – Bill Tos

* My name is William (Bill) Tos Jr. (WILLIAM J. TOS)
* I am a third generation, large Southern California family farmer, co-owner of Tos Farms, Inc., and the Tos Land Co. Inc. in Hanford and Kings County, growing walnuts, almonds, table grapes and fresh fruit.
* I serve on the California Walnut Board in the capacity of alternate and currently sit on the Production Research, Marketing Order Revision and Executive Committees.

Today I would like to address justification points 1, (Proposal Purpose) 2 (Problem to be addressed) & 3 Current requirements/industry practices relative to the proposal.

Proposal 1b adds a NEW Subpart D – Research and Development Requirements and a NEW §984.546, Credit for market promotion activities, including paid advertising.

The language of the amendment 946.46 published in the notice of hearing in the Federal Register. (Note- this puts the language on the record without having to read it all into the record).

The proposed amendment would include:

* Adding authority under §984.46, Research and promotion, for “credit back” of market promotion activities against handler assessments;
* Adding a new §984.546, Credit for market promotion activities, including paid advertising, under a new Subpart D, Research and Development Requirements, outlining the functional requirements of the credit back program;

The proposal amends Federal marketing order 984 by adding authority to provide credit for market promotion expenses paid by handlers against their annual assessments due under the program. If implemented, this program would encourage handers to undertake market promotion activities in addition to the CWB’s generic marketing efforts. Currently this authority is not granted in the order language.

Exhibit – this written testimony