# 7). Witness - Donald Norene

Greeting

* My name is Donald Norene (DONALD NORENE)
* I am a third generation farmer growing walnuts and (add here if you like or leave out). Our operation, Norene Ranches, also owns a walnut hulling and drying operation.
* I am testifying today as a mid/large grower.
* I serve on the CWB as the Grower at Large Member and on several committees including Production Research, Market Development and Executive.

Today I would like to address justification point 8 Point 8-program implementation

Should the proposal be amended to include credit back authority, it will be implemented via the authority parameters and the requirements proposed under the new §984.546. The Board would annually set a budget and staff would communicate to the handlers their available budget along with the procedures for participation.

In addressing the program implementation it is important to understand the decisions and discussion that brought us to the amendment. The market conditions currently and ahead of us, with global trade issues and future growing supply, necessitate that the Board move to implement this program in a timely manner. This is why the proposed procedures were discussed in tandem with the authority to ensure that the industry could move quickly to begin using the authority in anticipation of greater crops to come, if you will, keeping demand ahead of supply.

I sit on the Marketing Order Revision Committee and over a series of meetings every aspect of the program was discussed, with the procedures being a critical part of implementation. The intent of the proposal is to encourage branded market promotion in the domestic market, while no markets are excluded, the objective is to encourage more activity domestically to grow consumption through trade and consumer activities.

The discussion of creditable expenditures was lengthy, and ranged from potentially just allowing only new products to various types of marketing activities, and what rates of credit back could apply. The group ultimately landed on a broad base of activities, being fair and equitable amongst the handler’s base, with a 70 cent credit back rate to entice participation in the program. The group held further discussions on various types of rates for future discussion, depending upon how the program is received and utilized. The informal rulemaking process will allow us to modify the program over time as needs change.

Exhibit – This written testimony