

Date of Hearing: March 25, 2026

ASSEMBLY COMMITTEE ON AGRICULTURE
Esmeralda Soria, Chair
AB 2685 (Committee on Agriculture) – As Introduced February 20, 2026

SUBJECT: Marketing laws: processing strawberries

SUMMARY: This bill would require the Secretary of the Department of Food and Agriculture (CDFA) to make the “Annual Report on Price Posting for Processing Strawberries” (report) publicly available on CDFA’s internet website, in lieu of a report to the Legislature.

EXISTING LAW: Requires CDFA to prepare and file with the Legislature a written report on the marketing of processing strawberries, as specified.

FISCAL EFFECT: Unknown

COMMENTS: Food and Ag Code (FAC) Section 63126 requires CDFA to conduct an annual review of the operation of the price posting provisions and submit an annual report to the California State Legislature, based on its annual review.

CDFA has composed this annual report and submitted it to the Legislature since 1985. CDFA wants to continue conducting its annual review of the price posting provisions yet streamline the process by replacing the requirement for CDFA to submit the report to the Legislature, with a requirement to make the report publicly available on CDFA’s website.

According to the author, this bill will help streamline the annual strawberry report, make the report available to a wider range of constituents.

CDFA, with the assistance of the Processing Strawberry Advisory Board (Board), has administered price posting regulations for over 60 years to prevent unfair trade practices by both strawberry processors and growers. The objective of price posting is to provide both growers and processors of strawberries with accurate ongoing market price information during each harvest season. With this increased information, economic theory would indicate that the market should operate more efficiently.

The price posting regulations for processing strawberries were originally enacted by CDFA in 1961 pursuant to the Marketing Order for Processing Strawberries (Marketing Order). However, two decades later, it was determined that there should be a more definitive statutory basis for this activity and so legislation was enacted in 1985 to create the Marketing Law for Processing to clearly authorize a processing strawberry marketing order, under the oversight of CDFA to administer a mandatory price posting program. The price posting regulations have been operating with little change since 1985.

In general, the regulations require that each time a processor establishes or changes purchase prices or purchase terms for processing strawberries during the season, the processor must post a schedule of the purchase prices and terms at each receiving station operated by the processor. Also, the processor must electronically submit a schedule of the prices and terms to the Board’s electronic price posting system. The Board’s office shall promptly notify by e-mail all other processors of the new prices and terms. Also, the Board’s office shall daily post the changes on a

summary maintained on the Board's website. This website is accessible to all producers and to the public.

REGISTERED SUPPORT / OPPOSITION:

Support

None on File

Opposition

None on File

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