



INFORMATION ON THE PD/GWSS REFERENDUM

Since 2001, the Pierce's Disease and Glassy-Winged Sharpshooter (PD/GWSS) assessment has been one of the primary research funding sources to address the deadly disease of grapes, known as Pierce's disease, and its primary vector, the glassy-winged sharpshooter. Assembly Bill 1642 gives winegrape growers the opportunity to vote on continuing the assessment until 2021.

Winegrape Assessment

- In place since 2001, growers have previously reauthorized the assessment twice, in 2005 and 2010.
- The assessment allows for grapes to be assessed up to \$3 per \$1,000 of crop value. For the past two years the assessment rate has been set at 75 cents per \$1,000.
- The assessment raises essential dollars for research aimed at addressing the threat posed by PD and GWSS.
- Every dollar raised by growers has helped leverage state and federal funds to cover the significant costs of GWSS monitoring and control programs.
- When the Legislature passed the assessment bill in 2010, the PD/GWSS Board was given the ability to designate other pests and diseases detrimental to winegrapes. Since then the Board has designated the European grapevine moth, red blotch, vine mealybug, and brown marmorated stink bug as serious threats to winegrapes.

KEY DATES *(tentative)*

March 30, 2015

Ballots scheduled to be mailed

April 28, 2015

Due date for returned ballots

Although this date can be extended

June 15, 2015

Announcement of voting results

Or two weeks after the voting concludes

Voting

- Growers (whether individuals or companies) that paid the assessment on grapes crushed in 2014 are eligible to vote in the referendum.
- Every entity that paid the assessment in 2014 will receive a ballot. **Therefore, many growers may receive more than one ballot. They are not duplicates. Each ballot should be voted and returned.**
- At least 40 percent of the estimated 6,500 eligible voting entities must cast ballots for the referendum to be valid.

Passage Requirements

Passage of the referendum requires either:

1. Of those who vote, 65 percent vote "yes," and the "yes" voters must have paid the majority of the assessment that was paid by those who voted;

OR

2. Of those who vote, a majority vote "yes," and the "yes" voters must have paid 65 percent or more of the assessment that was paid by those who voted.



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