



March 10, 2009

***Sent via Fax. Hard Copy to Follow by Mail***

The White House  
President Barack Obama  
1600 Pennsylvania Avenue NW  
Washington, DC 20500

Dear Mr. President:

As California kiwifruit farmers we are calling on you to show your support and exercise strong leadership by asking American consumers and retailers to buy *only* domestically grown kiwifruit. Along with most Americans, California kiwifruit farmers are struggling through this tough economic down-turn. Also, like other American businesses, we face an additional threat to our survival in the form of foreign imports. With respect to kiwifruit, sales in our own country we are being undercut by seemingly cheaper product from countries such as Italy. As a result we may be forced to lay-off employees and to reduce our own purchases from many of the other local businesses in our communities who make it possible for us to farm.

The challenge faced by California's kiwifruit farmers is but one example of many businesses across America. All across our country companies are seeing local market shares erode due to increasing competition from imports. While it is obvious the current national economic crisis must continue to be addressed at the federal level, it is equally important that Americans take action to support the economy by purchasing American goods whenever possible. The reality is that the strength of our national economy is directly connected to the successes of local community farmers and businesses. To that end we request that you strongly support the purchase of American goods – including American grown kiwifruit – by consumers.

Mr. President, as you and your family enjoy kiwifruit it is our hope that you will become an advocate for the Californian kiwifruit farmer and the importance of American retailers and consumers buying domestically-grown Californian kiwifruit. We are hopeful for your support not only because California kiwifruit are the safest and best tasting in the world, but also because of the role your support will play in helping to turn-around our economy.

Through your leadership and advocacy American consumers will realize how a decision as seemingly insignificant as purchasing kiwifruit grown by California farmers will be a significant step in turning our country's economic situation around – one California-grown kiwifruit at a time!

Respectfully submitted,

T.A. Heckel, Fresno, California; Chair, California Kiwifruit Commission  
David Brandt, Chico, California  
Jim Sanderson, Gridley, California  
Gary Carlin, Gridley, California  
Tom Schultz, Marysville, California  
Mike Noland, Marysville, California  
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John Fagundes, Hanford, California  
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