



**CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE (CDFA)  
CERTIFIED FARMERS' MARKET ADVISORY COMMITTEE (CFMAC)  
March 7, 2017 Meeting Minutes  
2800 Gateway Oaks, Sacramento, CA 95833**

**MEMBERS PRESENT**

Fred Ellrott, Chair  
Joyce Chan, Vice-Chair  
David Runsten  
Diana Rodgers  
Kurt Floren  
Mark Anderson  
Ronald Phillips  
James Murez

**MEMBERS**

**ABSENT**  
Charles Barth  
Clyde Steese

**INTERESTED PARTIES**

Dinna Morris, San Diego County

**CDFA**

Carla Sanchez  
Danielle Chapman  
Jennifer Leidolf  
Laurel Rudolph  
Marcee Yount  
Maria Tenorio  
Rene Mendoza  
Steve Patton

**ITEM 1: ROLL CALL/INTRODUCTIONS**

The meeting was called to order at 10:05 a.m. by Mr. Fred Ellrott, Chair. Roll was called, and a quorum was established.

**ITEM 2: ELECTIONS**

Mr. Ellrott opened the floor for elections.

**MOTION:** Ms. Joyce Chan moved to nominate Mr. Fred Ellrott as Chair. Ms. Diana Rodgers seconded the motion. The motion passed unanimously, with no abstentions.

Mr. Ellrott then opened the floor for nominations for Vice-Chair.

**MOTION:** Ms. Diana Rodgers moved to nominate Ms. Joyce Chan for Vice-Chair. Mr. James Murez seconded the motion. The motion passed unanimously, with no abstentions.

**ITEM 3: APPROVAL OF SEPTEMBER 27, 2016 MEETING MINUTES**

Mr. Ellrott asked the committee to review the September 27, 2016 meeting minutes. Mr. James Murez stated his name was misspelled. It was further noted Ms. Natalie Krout-Greenberg's name was also misspelled.

Mr. Ellrott asked for a motion to approve the meeting minutes as amended.

**MOTION:** Mr. Ronald Phillips moved to approve the September 27, 2016 meeting minutes as amended. Ms. Diana Rodgers seconded the motion. The motion passed unanimously; Mr. James Murez abstained.

#### **ITEM 4: CDFA REPORTS**

##### a. Fund Condition

Ms. Danielle Chapman reported as of December 31, 2016, the beginning fund balance was \$1,558,296; total revenue was \$832,941; total expenditures were \$541,302, with an ending balance of \$1,849,936.

##### b. Proposed Budget

Ms. Chapman stated the 2017/18 Fiscal Year (FY) proposed budget is \$1,819,505, with total projected revenue of \$1,414,029. Discussion ensued regarding database funding, and the timeline for implementation. Mr. Steve Patton explained that the cost of the database is already built into the budget, and the program will work with the Department's Information Technology (IT) Branch on a proposed timeline of completion.

Mr. Ellrott asked for a motion to approve the 2017/18 FY Proposed Budget.

**MOTION:** Mr. James Murez moved to approve the 2017/18 Fiscal Year Proposed Budget. Ms. Joyce Chan seconded the motion. The motion passed unanimously, with no abstentions.

Ms. Chapman presented the difference in annual revenue generated since the per stall fee increase. The 2014/15 FY reported revenue collected from Certified Farmers' Markets (CFM) was \$516,923.62. The 2015/16 FY reported revenue collected from CFMs was \$1,440,514.56, showing an increase in revenue of \$923,590.94.

##### c. Regulatory/Legislation Update

Ms. Maria Tenorio stated a rulemaking packet was submitted to the Office of Administrative Law (OAL) in October 2015, to incorporate changes due to the passage of Assembly Bill (AB) 1871 (Dickinson). This package was withdrawn to allow the Department to make additional changes. The Program plans to introduce a new rulemaking packet to the Office of Administrative Law by this spring.

AB 768 (Aguiar-Curry) was introduced to the legislature in February 2017, for the 2017/18 legislative session. If passed, this bill would delete Section 47026 of the California Food and Agricultural Code. This change would indefinitely extend the operation of the provision authorizing the Secretary of the Department and county agricultural commissioners to levy civil penalties in lieu of prosecution.

d. Enforcement Update

Ms. Tenorio stated during the 2015/16 FY there were 972 Notices of Noncompliances (NNC) issued at the Certified Farmers' Markets, 16 suspensions, 82 Notices of Proposed Actions (NOPA), and over \$78,000 in administrative civil penalties levied.

To date, in the 2016/17 FY, there have been 656 NNCs issued at the markets, 12 suspensions, 38 NOPAs, and over \$42,000 in administrative civil penalties levied.

**ITEM 5: SUBCOMMITTEE UPDATES**

a. Database Subcommittee

The Database Subcommittee discussed a number of topics during their meeting. Those topics included:

- Standardized Certified Producer Certificates (CPC)
- Product Lists (Load List) generated by database that align with the CPC
- Establish uniform units of measure for market commodities
- Create a data dictionary with defined terms
- Create a section for historical CPCs, with the authorized representatives included in the profile
- Establish permissions and access allowances for end users
- Allow electronic signatures for CPCs
- Create privacy policies, and establish what information will be available to the public

Mr. Ellrott mentioned to the Committee that during the Database Subcommittee meeting on March 16<sup>th</sup>, Mr. Ben Palazzolo of Pacific Coast Farmers' Market Association, asked to become a member of the Subcommittee.

Mr. Ellrott asked for a motion to add Mr. Ben Palazzolo to the Database Subcommittee.

**MOTION:** Mr. Kurt Floren moved to add Mr. Ben Palazzolo, Pacific Coast Farmers' Market Association, to the Database Subcommittee. Mr. James Murez seconded the motion. The motion passed unanimously, with no abstentions.

Ms. Tenorio informed the Committee the Program will meet with the Department's IT Branch to discuss the next steps in the creation of the database.

b. Load List Subcommittee

The Load List Subcommittee met and discussed the purpose of the Load Lists, and how they are a critical tool for enforcement. They also discussed the possibility of standardizing them via the database, and the ability and possibility to acquire real time

information from the Load Lists. The subcommittee also discussed possibly adding additional beneficial information to the Load Lists.

**ITEM: 6 PUBLIC COMMENTS**

There were no public comments.

**ITEM 7: NEXT MEETING DATE/FUTURE AGENDA ITEMS:**

Mr. Ellrott asked if any of the committee members had any last comments or questions.

Mr. James Murez asked about the committee participating in marketing and outreach for the farmers market, and what it would take to add marketing work to the committee's scope.

Mr. Patton responded stating that based on California statute, funds collected from the \$2 stall fees must be used for enforcement purposes, and that the Department would require a marketing order from the Department's Marketing Branch to create an outreach program for the committee.

The next meeting will be on May 4, 2017 at 10:00 a.m., in Sacramento. Agenda items include: a review and discussion of the newly proposed regulations, and updates from the Database and Load List Subcommittees.

After some discussion, it was determined the Database Subcommittee and the Load List Subcommittee will meet on the morning of May 4, 2017.

Mr. Murez asked to be added as a member of the Load List Subcommittee.

Mr. Ellrott asked for a motion to add Mr. Murez to the Load List Subcommittee.

**MOTION:** Ms. Diana Rodgers moved to add Mr. James Murez to the Load List Subcommittee. Mr. Mark Anderson seconded the motion. The motion passed, with no abstentions.

**ITEM 8: ADJOURNMENT**

The meeting was adjourned at 12:06 p.m. by Mr. Ellrott, Chair.

Respectfully submitted by:



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Maria Tenorio, Program Supervisor  
Certified Farmers' Market Program  
Inspection and Compliance Branch  
Inspection Services