

Decisions

1. Add new section 890 → Misrepresentation
 - Active enforcement
2. CA Grown section 43100 → Encompass industry
3. Registration of producer via state and not county section 47020 → Uniformity/identification
 - Register as direct marketing producer (CSA, Farm Stand, CFM, etc.)
 - Source local grown product and increase access
 - Capture additional info to increase enforcement efficiency
4. Define market(s) section 47004 → Identifies what the market is
 - Onus on the grower (section 890)
 - Includes processed items
 - 90% market/10% other
 - Increase access in areas that can't support a CFM (Coop)
5. CA Grown market → Market CA grown products
 - Same section as CSA, farm stand, etc.
 - Marketing (domestic)
 - Identify source and origin a CA grown
 - Stores and Coop
6. Fee schedule with sunset clause → Support Program, investigations, enforcement of consumer fraud, and general enforcement
 - Program fee
 - Enforcement fee
7. CFM Advisory Committee → Represent all direct marketing programs
 - Direct marketing advisory committee
8. Ag cooperatives → Create an ability for producer-only unincorporated association to qualify to use the term "cooperative"
9. Model for local government use permits
 - Information only