

**CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE (CDFA)
CERTIFIED FARMERS' MARKET ADVISORY COMMITTEE (CFMAC)
Meeting Minutes
Sacramento, California
October 2, 2006**

MEMBERS

Gene Etheridge, Chairman
Fred Ellrott
Wendy Reisman
Scott Beylik
Edith Clark
Jim Eldon
Doug Hayden
Joan Taramasso
Pompea Smith
Greta Dunlap
Howell Tumlin
Mary Lou Weiss
Kurt Floren

ALTERNATES MEMBERS

Nancy Pleibel
Karen Wetzel Schott
John Silveira

Interested Parties

Kathleen Bono, CFMA
Randii MacNear, DFMA
Patty Blomberg, DHS/WIC

CDFA

A.G. Kawamura
Nate Dechoretz
Liz Houser
Rick Jensen
Kevin Masuhara
Steve Patton
Susan Shelton

ITEM 1: ROLL CALL

Mr. Gene Etheridge called the Certified Farmers' Market Advisory Committee (CFMAC) meeting to order at 10:02 a.m. Mr. Kevin Masuhara called the roll and a quorum was established.

A. INTRODUCTION OF GUESTS

Mr. Masuhara introduced himself to the committee. He stated he has worked for the State specializing in areas of legislation, regulation, budget and accounting. He previously farmed for 17 years and was involved in selling at certified farmers' markets for 10 years.

Introductions of the committee and guests were made.

ITEM 2: APPROVAL OF MAY 8, 2006 MEETING MINUTES

MOTION: Mr. Doug Hayden moved to approve the minutes as submitted. Ms. Mary Lou Weiss seconded. The motion passed unanimously.

ITEM 3: APPROVAL OF AGENDA

MOTION: Mr. Jim Eldon moved to approve the agenda as submitted. Mr. Fred Ellrott seconded. The motion passed unanimously.

ITEM 4: CDFA REPORTS – KEVIN MASUHARA

A. ROLES AND RESPONSIBILITIES OF THE COMMITTEE MEMBERS

Mr. Masuhara explained the role of the CFMAC to recommend policy regarding farmers' markets to the Secretary is set by statute. He reminded the committee to prevent misinformation all committee business must go through the proper process and channels.

Ms. Liz Houser, Special Assistant, informed the committee, per the Bagley-Keene Act, all meetings must be agenzized and noticed to the public. Processes must be maintained for factual verification, and to protect the committee from personal liability.

B. OTHER REPORTS/ANNOUNCEMENTS

Mr. Masuhara presented the Department's Increased Certified Farmers' Market Enforcement Strategy to the committee. The enforcement model addresses concerns and feedback the Department has received from the industry, within the current budget constraints.

A copy of the enforcement strategy presentation is attached to these minutes and identified as EXHIBIT A.

This enforcement model will save approximately \$18,290. Based on an hourly rate of \$50 for State inspectors and four hours per inspection, an additional 91 annual inspections are possible.

Ms. Houser proposed a strategic plan to explore the program's future. She presented the Inspection Services Division's concept for strategic planning as a way to develop a business model and plan for the program. As the program is complex with a diversity of ideas, it is difficult to put together a cohesive working program. The process will create a plan with action steps to accomplish a successful program for the industry.

Ms. Houser advised strategic planning is a lengthy, expensive process, and no funding exists in the program for it, she will strive to locate Federal and/or State grant opportunities. She asked the committee members to let her know of any local funding opportunities. Mr. Hayden requested a white paper his Board be provided. The information will be sent to him.

Once grant funding is secured, the process of engaging a consultant will begin. The consultant will review all related program documents, solicit information from committee and industry members, and complete any other needed research. This will result in a comprehensive report with strategic recommendations.

Mr. Etheridge supported the effort. Through his experience in government, he knows this lengthy process is effective.

ITEM 5: NON-AG PRODUCTS AT CFMs/PROPORTION OF SALES AREA – HOWELL TUMLIN

No report at this time. Item held over for next meeting.

ITEM 6: AGRICULTURAL COMMISSIONER'S REPORT

Mr. Kurt Floren announced the next California Agricultural Commissioners and Sealers Association meeting will be held the first full week in November. A committee member asked if the public is welcome. Mr. Floren answered yes, and stated he would email dates and details to the committee.

He suggested the committee add "current" directly before the word "valid" to Section 1392.4, Condition of Direct Marketing, as discussed at the last CFMAC meeting. No action was taken.

ITEM 7: CHAIRMAN'S REPORT – GENE ETHERIDGE

Mr. Etheridge reported to the committee on the May 23, 2006 meeting he, Mr. Rusty Hall and Mr. Howell Tumlin attended with CDFA representatives Undersecretary A.J. Yates, Ms. Valerie Brown, Mr. Nate Dechoretz and Mr. Rick Jensen. He indicated the concerns and issues discussed were addressed in Mr. Masuhara's and Ms. Houser's presentations. He thanked the department for listening to and addressing issues with these proposed plans, and looks forward to their implementation.

ITEM 8: COMMITTEE REPORTS/BUSINESS

Concerns were raised regarding the lack of subcommittee teleconference meetings. Some members expressed they believe there is unfinished subcommittee business in need of completion. Mr. Jensen and Mr. Masuhara acknowledged the committee's concerns.

ITEM 9: NEW BUSINESS – DISCUSSION ONLY

Secretary A.G. Kawamura thanked the committee for all of their expertise, work and help in their industry, especially their roles as a conduit for information. Consumers feel the markets are havens, places where they feel comfortable about the products they purchase. This boosts public confidence in the food supply.

Secretary Kawamura also shared the urgency in keeping pests and disease out of California's food supply. He communicated issues regarding the Oriental Fruit Fly in San Jose and San Bernardino, pesticides, public opinion, and general awareness. He suggested the committee become involved in the effort to educate the public on the importance of pest exclusion.

He explained a good quarantine program that is followed can and will prevent the shut down of markets, industry crops quarantines, etc. He cited Florida's problems with citrus canker and citrus greening. So far, California has not been infected. However, a smuggled shipment of infected cuttings was recently intercepted at a post office in San Luis Obispo.

Secretary Kawamura gave the committee handouts and charts to relay these concerns and issues.

Ms. Patty Blomberg from the Department of Health Services' Women, Infants, Children (WIC) Program gave an update on the USDA WIC revision. Proposed changes can be found on the USDA's website. Current guidelines are being presented and old guidelines updated. Juices will be taken out and fresh fruits and vegetables will be added. WIC coupons for this will most likely be redeemable at CFMs. The USDA is still taking comments through early November.

She also announced the upcoming 2006 "Dice It Up Fresh" Conference in Reno, NV. This is hosted by the National Association of Farmers Market Nutrition Programs. They will be discussing how the WIC revisions will impact CFMs throughout the United States.

ITEM 10: MEMBER ROUNDTABLE DISCUSSION – GENE ETHERIDGE

Some committee members were concerned with changes mentioned in this and previous meetings. Some members felt they were no longer needed, nor would they be utilized. Mr. Dechoretz and Mr. Jensen both assured the committee they are still vital parts of the process. The committee will continue to receive updates on the new

enforcement model. They will also be involved with and kept abreast of the Strategic Planning efforts.

ITEM 11: NEXT MEETING/AGENDA ITEMS

The next meeting is scheduled at 10:00 a.m. on March 5, 2007 in Sacramento. No subcommittee teleconferences will be held before that time.

ITEM 12: ADJOURNMENT

The Committee adjourned at 1:27 p.m.

Respectfully submitted by:

Kevin Masuhara, Program Supervisor
Certified Farmers' Market Program
Inspection and Compliance Branch