

Dear California Certified Farmers' Market Managers,

The California Department of Food and Agriculture would like to welcome you to the Certified Farmer's Market program. As a Market Manager, you join a cohort of 700 markets across the state of California, in a program that began over four decades ago.

California's Certified Farmers' Market (CFM) Program's intent is to encourage productive and profitable agriculture in California, by facilitating the sale of agricultural products from certified producers, while maintaining sufficient regulatory control to ensure that the agricultural products are of acceptable quality and that the selling activities are conducted honestly and fairly. (California Code of Regulations (CCR), Article 6.5, section 1392).

CFM's are governed by California Food and Agricultural Code, Section 47000, and by CCR Section 1392. Enforcement of laws and regulations are conducted by State and County enforcing officers. These activities are funded by the industry via the \$2.00 vendor fee, that is payable by each market operator, for each vendor whose products were presented for sale on each market day

In addition, Industry provides advice to the Secretary through the CFM Advisory Committee, which includes market managers as voting members. Involvement by market managers is encouraged.

Your role as a market manager is integral to the intent of CFM program and direct marketing of agricultural products. In this role, you accept certain responsibilities to contribute to the success of the program. These responsibilities are highlighted below.

As a market manager, you are required to submit a remittance form to CDFA on a quarterly basis (CCR section 1392.8.1), even if your market is nonoperational

- Every operator of a CFM shall remit to CDFA two dollars (\$2) for each vendor participating and selling goods under the authority and management of the CFM operator on each market day for the entire previous quarter. This fee is due within 30 days after the end of each quarter. This includes: certified producers, producers of noncertifiable agricultural products, and vendors selling in the nonagricultural section of the market.

Remittance forms can be found at the link below:

<http://www.cdfa.ca.gov/is/pdfs/51-064.pdf>

Failure to submit your report and/or pay your fees timely will result in penalties being imposed to your account. For accounting assistance please contact Brandi Alston at 916-900-5195, or via email at brandi.alston@cdfa.ca.gov



As a market manager, you are responsible to ensure the following:

- Market certificate is current and valid (CCR 1392.9(c))
- Each certified producer has in their possession a valid certified producer's certificate (CPC) that is conspicuously posted (CCR 1392.9(a)(3))
- All products for sale by a certified producer are listed on their CPC (CCR 1392.9(a)(4))
- Product lists (load lists) shall be collected from each certified producer or the authorized representative of the certified producer within 48 hours of the conclusion of each market day (CCR 1392.9(b)) and must be stored for 18 months (CCR 1392.9(b)(1))
 - Information on this list must be listed exactly as it appears on the CPC ((CCR 1392.4(m)(1))
- Ensure certified producers selling on behalf of another certified producer (second certificates) have all products separated and identified; that certified producer's names are cross referenced on each others CPC; and that they have separate banners (CCR 1392.9(a)(6))
 - \$2.00 is due for every certified producer participating in your market (i.e. if a certified producer is selling on behalf of another certified producer, \$4.00 is due)

For additional information or questions, please contact your district supervisor:

District	Contact Person	Phone Number	Email
Northern	Jennifer Leidolf	(916) 206-3225	jennifer.leidolf@cdfa.ca.gov
Central	Rene Mendoza	(209) 601-0883	rene.mendoza@cdfa.ca.gov
Southern	Dominic Hickman	(213) 332-3729	dominic.hickman@cdfa.ca.gov

Additionally, you can find a detailed territory map, complaint form, and a list of all Enforcement Actions on our website which can be found at the link below:

<https://www.cdfa.ca.gov/is/i & c/cfm.html>

Thank you for your cooperation.

Sincerely,



Maria Tenorio Alfred, Agriculture Program Supervisor II
CDFA, Inspection Services
Direct Marketing Program
(916) 531-1239