

DIRECT MARKETING BENEFITS

CDFA's Direct Marketing Program strives to promote the purchase and consumption of California-grown produce by encouraging direct sales from farmers to the public.

To fund these activities, market operators are required to pay the Program \$2.00 for each vendor selling goods at a certified farmers' market on each market day. The fee is charged for all vendors, not just producers, in order to keep the fee at a reasonable rate for producers. Prior to this, the fee was \$0.60 per producer for several years. Since the inception of the \$2.00 fee being implemented for all vendors in 2015, the fee has not been increased.

So, how does this benefit the industry?

- Ensures equitable selling activities at certified farmers' markets
 - County and state staff conduct over 1,500 inspections annually to ensure producers are only selling California grown products they produce
- Allows certified producers exemptions to laws and regulations
 - Certified producers are exempt from standard pack requirements
- Increases consumer confidence
 - Encourages farmer to consumer education at markets
- Provides local county government \$525,000 in funds annually
 - Allows for additional local enforcement activities throughout the State
- Solicits industry participation
 - Funds the Certified Farmers' Market Advisory Committee
- Ensures the integrity of the industry by creating a fair marketplace
 - Provides classroom and field training to all state and county staff

