

**CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE (CDFA)  
CERTIFIED FARMERS' MARKET ADVISORY COMMITTEE (CFMAC)  
Meeting Minutes  
Sacramento, California  
June 9, 2008**

**MEMBERS PRESENT**

William Lewis  
Fred Ellrott  
Russell Hall  
Gene Etheridge  
Nancy Pleibel  
Pompea Smith  
Greta Dunlap  
John Silveira  
Kurt Floren  
Rick Landon  
Amelia Saltsman

**ALTERNATES MEMBERS**

Karen Wetzel Schott  
Randi MacNear

**Interested Parties**

Gail Feenstra

**CDFA**

Nate Dechoretz  
Rick Jensen  
Amadou Ba  
Melissa Eidson  
Andrew Valero  
Brian Cote

**ITEM 1: ROLL CALL**

The meeting was called to order at 10:00 a.m. A quorum was established and introductions were made.

**ITEM 2: APPROVAL OF OCTOBER 15, 2007 MEETING MINUTES**

The committee members discussed the meeting minutes for October 15, 2007, corrected the spelling of Fitzgerald Kelly's name, and corrected the date of the minutes to reflect the accurate date.

**MOTION:** Ms. Amelia Saltsman moved to accept the minutes for October 15, 2007 as amended. Ms. Nancy Pleibel seconded. The motion passed unanimously.

***A copy of the October 15, 2007 Meeting Minutes are attached as EXHIBIT A.***

**ITEM 3: APPROVAL OF AGENDA**

**MOTION:** Ms. Pleibel moved to approve the agenda for June 9, 2008. Mr. Fred Ellrott seconded. The motion passed unanimously.

#### **ITEM 4: UPDATE ON AB 2168 (JONES)**

Mr. Rick Jensen provided an update on AB 2168 (Jones). The bill was originally drafted to provide assistance to farm stands and "u-pick" operations that were selling prepackaged food, i.e., bottled water and soft drinks. Mr. Kurt Floren provided a brief synopsis of the evolution of AB 2168. Mr. Floren explained that the Agricultural and Sealers Commission established a work group and has coordinated efforts with the California Farm Bureau and the California Federation of Certified Farmers' Markets to draft proposed amendments. Mr. Floren discussed concerns related to food safety and trace back and stressed the need to establish a clear paper trail for produce sold at farm stands, field retail stands, etc. Mr. Jensen discussed the necessity for trace back mechanisms and opportunities for introducing underserved communities with fresh agricultural products. The committee subsequently discussed issues related to the pending legislation and issues related to trace back and food safety. Mr. Floren discussed the implications related to health code exclusions in relation to bottled water, soft drinks, and snacks.

#### **ITEM 5: CDFA REPORTS**

##### A. Budget Approval

Dr. Amadou Ba provided an overview of the Certified Farmers' Market Program budget. The budget for the Certified Farmers' Market Program has been fairly stable, hovering at approximately \$185,000 annually. The total program budget for fiscal year (FY) 2008/09 is estimated at \$201,894 and total program costs are expected to be \$190,694. The committee discussed issues related to the state pro rata and indirect overhead expenses. Mr. Nate Dechoretz highlighted that every program within the Inspection Services Division, including the Certified Farmers' Market Program, operates with the maintenance of a minimum reserve.

**MOTION:** Mr. Bill Lewis moved to approve the FY 2008/09 Certified Farmers' Market Program budget proposal. Mr. Fred Ellrott seconded. The motion passed unanimously.

***A summary of the Certified Farmers' Market Program Revenue and Expenditures is attached as EXHIBIT B.***

##### B. Senior Farmers' Market Nutrition Program (SFMNP)

Dr. Ba announced that CDFA is exploring options for managing the Senior Farmers' Market Nutrition Program (SFMNP), which was previously managed by the California

Department of Aging. With the implementation of the new US Farm Bill, there may be potential funds available for the program. Mr. Dechoretz discussed opportunities for additional monies in a variety of programs in the new Farm Bill. Secretary A. G. Kawamura has continuously monitored the Farm Bill and is exploring potential funding sources for a variety of agricultural related programs. The committee thanked Secretary Kawamura for his support in identifying funding sources for SFMNP.

#### C. Enforcement Progress

Dr. Ba provided an update on enforcement issues and outlined CDFA's enforcement model for certified farmers' markets. CDFA has established a production calendar and will focus on enforcing popular commodities at farmers' markets. CDFA is reviewing the feasibility of implementing a web-based program to enhance effective monitoring of certified farmers' markets.

***A copy of the Certified Farmers' Market Revoked/Suspended and Fine list is attached as EXHIBIT C.***

#### D. Light Brown Apple Moth (LBAM) Update

Dr. Ba provided an update on Light Brown Apple Moth (LBAM) quarantine issues. Some certified farmers' markets may be impacted by quarantine issues. Mr. Dechoretz announced that there are a number of bills related to LBAM being considered by the legislature. At this time, CDFA does not have a position on the pending legislation. CDFA has a long history of pest prevention and one of the central principles of pest prevention is early detection. The last few months have presented CDFA with many challenges and the department continues to battle misinformation related to the LBAM quarantine. Mr. John Silveira encouraged committee members, market managers, and farmers to educate consumers that they interact with in the direct marketing system about the importance of LBAM eradication efforts. Mr. Floren iterated concerns in relation to the precedent setting nature of the recent court ruling involving LBAM. Mr. Floren explained that given the globalized economy, there will continue to be pests that affect various commodities.

#### E. Committee Vacancies

Dr. Ba provided an update on committee vacancies. There are currently two certified producer vacancies, six alternate certified producer vacancies, one CFM manager vacancy, two alternate CFM manager vacancies, two alternate county agricultural commissioner vacancies, and one alternate public member vacancy.

#### F. Strategic Planning Grant Update

Dr. Ba provided an update on the strategic planning grant. Mr. Floren suggested that the committee appoint a strategic planning subcommittee to develop proposals for the subsequent CFM Advisory Committee meeting. Mr. Silveira, Mr. Etheridge, Mr. Ellrott, Ms. Karen Wetzel-Schott, Mr. Rusty Hall, and Mr. Lewis expressed interest in serving on the Strategic Planning Subcommittee.

#### **ITEM 6: FUTURE TRENDS OF FARMERS' MARKETS IN CALIFORNIA**

Ms. Gail Feenstra of the UC Davis Sustainable Agriculture Research and Education Program provided a presentation on the future trends of farmers' markets in California. Nationally, the USDA estimates that farmers' markets generate approximately \$1 billion annually. In the United States, farmers' markets have increased by approximately 154 percent over the last 12 years and over ten percent of farmers' markets are located in California. In 1999, UC Davis estimated that farmers' markets generate approximately \$147 million statewide.

The growing demand for fresh and local fruit and vegetables will likely increase the number of farmers' markets in subsequent years. Since California's demographics are projected to change, farmers' markets are expected to help serve low-income populations. Farmers' markets also have the opportunity to be part of other institutions such as college and university campuses. Ms. Feenstra also expects specialty produce distributors and alternative produce distributors to partner with farmers' markets in bringing specialty produce to institutions. The committee then discussed issues related to the future of direct marketing and certified farmers' markets in California.

#### **ITEM 7: AGRICULTURAL COMMISSIONER'S REPORT**

Nothing further to report.

#### **ITEM 8: CHAIRMAN'S REPORT**

Mr. Etheridge announced that the Alliance for a Healthy Generation increased its membership from 80 schools to 9,000 schools. Mr. Etheridge explained that he believes the Alliance for a Health Generation is making an impact in improving the diets of school aged children and iterated that he continues to represent the views of the Certified Farmers' Market Advisory Committee in Washington, D.C.

### **ITEM 9: NEW BUSINESS**

Ms. Pompea Smith announced that the Supplemental Nutrition Program for Women, Infants, and Children (WIC) has been working on changing the dietary guidelines for the program participants. Although Ms. Smith is pleased with WIC's proposed dietary guidelines, she would like to see the program provide support for small farmers by means of a program that would allow WIC recipients to access the direct marketing system. Ms. Smith explained that certified vendors will likely be the main beneficiaries of the revised dietary guidelines and encouraged the committee to provide comments to WIC on the proposed dietary guidelines.

Mr. Jensen announced that CDFA was contacted by the California Department of Parks and Recreation (CDPR). CDPR is reviewing the feasibility of building heritage-themed state parks related to agriculture. CDPR has identified three regions that may potentially host heritage-themed state parks, the Delta Region, Kern County, and the Central Valley. The Delta Region will focus on water, immigration, culture, and agriculture and Kern County will focus on immigration, oil, hard work, and some agriculture. The Central Valley plan will potentially create a heritage corridor that ties in farm trails and will incorporate farms, farm stands, retail stands, direct marketing, farmers' markets, etc. During a recent meeting with CDPR staff, Mr. Jensen connected CDPR to county agricultural commissioners and local farm bureaus. Mr. Jensen announced that this program would serve as an educational opportunity for individuals traveling throughout the state.

### **ITEM 10: MEMBER ROUNDTABLE DISCUSSION**

Mr. Lewis discussed the potential for marketing value added products at certified farmers' markets. Mr. Lewis iterated his desire for adding value added products at certified farmers' markets, particularly products produced from honey and beeswax. The committee subsequently discussed issues related to trace back mechanisms and rulemaking proposals for value added products.

### **ITEM 11: NEXT MEETING/AGENDA ITEMS**

The next meeting is scheduled for October 29, 2008 at 10:00 a.m. at 560 J Street, Room 395, Sacramento, CA, 95814.

### **ITEM 12: ADJOURNMENT**

The meeting was adjourned at 1:51 p.m.

Respectfully submitted by:

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Amadou Ba, Supervisor  
Certified Farmers' Market Program  
Inspection and Compliance Branch

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