



**CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE (CDFA)
CERTIFIED FARMERS' MARKET ADVISORY COMMITTEE (CFMAC)**

September 17, 2014 Meeting Minutes

2800 Gateway Oaks Drive

Sacramento, CA 95833

MEMBERS PRESENT

Ben Feldman
Charles Barth
Dale Whitney
Diana Rodgers
Fred Ellrott
Jeffrey Pylman
Karen Wetzel Schott
Mark Anderson
Ronald Phillips
Guido Frosini
Silvia Prevedelli
Leah Smith

MEMBERS ABSENT

Carol Arnold
Deborah Yashar
Clyde Steese
Jacquelyne Byers
Kurt Floren

INTERESTED PARTIES

Luis Mendoza, Yuba County

CDFA

Rick Jensen
Steve Patton
John Pedigo
Sarah Cardoni
Laurel Rudolph

ITEM 1: ROLL CALL/INTRODUCTIONS

The meeting was called to order at 10:02 a.m. by Ms. Karen Wetzel Schott, Chairperson. Roll was called, introductions were made, and a quorum was established.

ITEM 2: PUBLIC COMMENTS

Mr. Rick Jensen provided an update on the Department and legislations affecting the Division of Inspection Services. Assembly Bill (AB) 1871 (Dickinson) Agricultural products: direct marketing: certified farmers' markets, is on the Governor's desk awaiting signature. September 30, 2014, is the last day to sign or veto all bills. Any bill not signed or vetoed will be enacted into law. AB 2413 (Perez) The Office of Farm to Fork, is on the Governor's desk. CDFA established the Farm to Fork Program a year and half ago. This bill will formally establish the Office of Farm to Fork (Office) at CDFA. The Office was originally established with guidelines from the Strategic Growth Council and the Heath in All Policies Task Force. Up until this point it has operated on interagency agreements with the Department of Public Health and the Department of Education. The Office was able to obtain Specialty Crop Block Grant funds (SCBG) to create its website. The Office also used SCBG funds to create a Farmer to School database that will identify school districts, purchaser, and will allow the farmer to communicate directly to help facilitate needs. This database is currently being tested as a pilot project available to counties, one of them being Ventura County.

The Food Safety Modernization Act (FSMA) revised rules for preventative controls for human food, animal feed, and produce safety, and will be out soon. CDFA, along with

the Food and Drug Administration (FDA), would like to host another listening session for the industry. It is tentatively scheduled for the first part of November in Sacramento, if the rules are published. If there is a delay with publication of the rules, then the listening session will be moved to a later date.

ITEM 3: APPROVAL OF MEETING MINUTES

MOTION: Mr. Ronald Phillips moved to approve the March 11, 2014 Meeting Minutes as submitted. Ms. Silvia Prevedelli seconded the motion. The motion passed unanimously.

MOTION: Ms. Diana Rodgers moved to approve the April 30, 2014 Meeting Minutes as submitted. Mr. Mark Anderson seconded the motion. The motion passed unanimously.

ITEM 4: CDFA REPORTS

a. Vacancies and Member Terms

Ms. Sarah Cardoni provided an update on vacancies and member terms. Vacancies include: two certified producers; eight alternate certified producers; three alternate certified farmers' market (CFM) managers; and two alternate major CFM representatives. Members whose terms will end on January 22, 2015, and are eligible for reappointment are: Ms. Jacquelyne Byers; Ms. Silvia Prevedelli; Ms. Diana Rodgers; Ms. Carol Arnold; Mr. Ben Feldman; Mr. Jeffery Pylman; Mr. Charles Barth; and Ms. Deborah Yashar. Ms. Karen Wetzel Schott and Ms. Leah Smith will term out.

b. Fund Condition

Mr. John Pedigo discussed the fund condition as of June 2014 and the projected first quarter revenue for fiscal year (FY) 2014/15. Some of the projected funds will be allocated between the new database and to the State for enforcement. The FY 2014/15 revenue is based on the projected fee increase to \$2 based on pending legislation.

c. CFM Program Database

Mr. Steve Patton provided an update on the CFM Program database. The project is set to be completed by early 2016. The database will have a variety of uses from marketing tools, such as the vendor accepting Electronic Benefit Transfer (EBT), market complaints, enforcement, along with certification registration capabilities.

The Database Subcommittee was formed to assist the Department in the next phase of the project. Members who volunteered for the Database Subcommittee are; Mr. Fred Ellrott; Mr. Mark Anderson; Ms. Leah Smith; and Ms. Diana Rodgers, and a California Agricultural Commissioners and Sealers Association (CACASA) representative.

b. Legislative Update

Mr. Pedigo and Mr. Patton provided a legislative update on pending legislation affecting the CFM industry. Waiting the governor's signature is AB 1871 (Dickinson) Agricultural products: direct marketing: certified farmers' markets. Some of the bill language includes: penalties for misrepresentations increased; Community Supported

Agriculture's (CSA) will not be allowed to distribute product at CFMs; the CFMAC will change and will have 14 members, of which six will be producers or organizations that represent producers; and the vendor fee will also increase from \$0.60 to \$2.00.

A.B. 2488 (Levine) Alcoholic beverages: certified farmers' market sales permit was also discussed. This bill allows a wine grape producer who is selling at a CFM to offer wine tastings. They must have the area roped off, and may charge \$3. The fee for the tasting can go towards the purchase of a bottle of wine. The bill states that there will only be one wine tasting producer per CFM.

ITEM 5: CROSS COUNTY ENFORCEMENT COORDINATION PILOT REPORT

Mr. Pedigo provided a final report on the Cross County Enforcement Coordination Pilot Project. Many southern California producers were chosen based on the parameters set by the Revenue Allocation Subcommittee. Los Angeles County took all actions in order to provide consistency and uniformity regarding penalty measures. Production site inspections took place no more than 48 hours after the market inspection was conducted. The enhanced enforcement resulted in fourteen non-compliances, eight notices of proposed actions resulting in fines of \$6,416, and one suspension. The results of the project demonstrate the effectiveness of a county and state coordinated CFM enforcement model. The use of specific parameters on both commodities and acreage of production proved successful. There also exists a potential for reduction in quantity and variety of products within certain markets at certain times of the year due to increased enforcement. The Committee inquired if the Pilot Project would be used as a model for future inspections. Discussion ensued regarding inspections and certifications.

ITEM 6: NEW BUSINESS

There was no new business discussed.

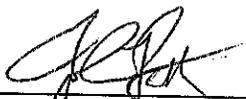
ITEM 7: NEXT MEETING

The next meeting will be held in March during the Small Farm Conference.

ITEM 8: ADJOURNMENT

MOTION: The meeting was adjourned at 12:58 p.m. by Ms. Wetzel Schott, Chairperson.

Respectfully submitted by:



John Pedigo, Program Supervisor
Certified Farmers' Market Program
Inspection and Compliance Branch
Inspection Services