



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

**Meeting Minutes
Sacramento, California
March 4, 2009**

MEMBERS PRESENT

William Lewis
Fred Ellrott
Gene Etheridge
Karen Wetzel Schott
Greta Dunlap
John Silveira
Kurt Floren
Rick Landon
Nancy Pleibel
Doug Hayden

ALTERNATES MEMBERS

Deborah Yashar

CDFA

Gerry Miller
Steve Patton
Rick Jensen
Donna Weathers

INTERESTED PARTIES

Allen Moy, Small Farm Coordinator, President
Naomi Greson, Napa Co. Ag. Commissioner
Lance Bingham, Napa Co. Ag. Commissioner
Ben Feldman, Berkeley Farmers' Markets
Dale Whitney, Harbor Area Farmers Markets/Federation
Andy Barbusca

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 29, 2008 MEETING MINUTES

The October 29, 2008 meeting minutes were approved.

MOTION: A motion was made by Mr. Rick Landon and seconded by Mr. Fred Ellrott to approve the October 29, 2008 meeting minutes, as submitted. The motion passed unanimously.

ITEM 3: APPROVAL OF AGENDA

Mr. Gene Etheridge proposed to amend the agenda by adding Section 11a, "Recognition to Past Committee Members".

MOTION: A motion was made by Mr. Ellrott and seconded by Mr. William Lewis to approve the agenda with the proposed amendment. The motion passed unanimously.

A copy of the October 29, 2008 meeting minutes is attached as EXHIBIT A.

ITEM 4: CDFA REPORTS

a) Budget Approval –

Mr. Steve Patton reported that the Fiscal Year (FY) 2008/2009 budget was approved for \$190,694. Expenditures were less than were proposed and projected revenue was less. Mr. Patton gave a budget projection and a proposal overview for FY 2009/2010 with an estimated net program cost of \$176,800.

MOTION: A motion was made by Ms. Greta Dunlap and seconded by Ms. Karen Wetzelschott to approve the budget as submitted. The motion passed unanimously.

b) Enforcement Process –

Mr. Patton gave a report on enforcement progress. The second quarter report for Monterey, Ventura, Kern, Stanislaus, San Francisco, Marin, and Solano counties was completed in December.

Mr. Patton reported that in December, during the fourth quarter, inspections were performed on 196 producers, including 19 registered organic producers, with 22 non-compliances issued. Most non-compliances were for selling items not listed on the certificate.

During the first quarter of 2009, there were 183 producers inspected, with 11 non-compliances written in Los Angeles, San Francisco and Santa Clara Counties. Four non-compliances were for selling products not listed on the certificate. Two were for selling organic products without an organic certificate.

c) Regulation Update –

Mr. Patton gave an overview of the proposed regulation associated with Assembly Bill (AB) 2168. The specific purpose of amending Section 1392 is to further clarify the intent of the article.

- 1392.2 (a) will further define the term "Certified Farmers' Market" (CFM).
- 1392.2 (b) will define and specify conditions for valid CFM certificates.
- 1392.4 will have the word "valid" added to the requirement that the embossed certification be present during transportation and at point of sale.
- 1392.4 (k) will require the seller of processed products to document compliance with production requirements referenced in Section 1392.2 (k), and to have that documentation available at the point of sale.
- 1392.6 (b) will require that a map identifying the non-certified and/or non-agricultural product areas of the CFM be included in the operation application.

- 1392.9 (b) (1) will require the operator of CFM's to keep records of processed products, as they currently do for fresh products.
- 1392.11 (e) will be added to include denial of due process as a reason to appeal to the Director for a hearing.

MOTION: A motion was made by Mr. Ellrott to support the regulations. The motion was seconded by Ms. Nancy Pleibel.

d) Committee Vacancies –

Ms. Donna Weathers provided an overview of CFMAC vacancies.

e) Strategic Planning Grant Update -

Nothing to report.

ITEM 5: FARM CONFERENCE REPORT

Mr. Allen Moy provided an overview of the farm conference. Mr. Moy reported that many farmers' markets issues were covered, including allowing only service dogs into farmers' markets. Mr. Moy also reported that new market managers who are seeking to serve low income communities have been informed of the procedures and processes necessary.

Mr. Moy stated that a 'welcome' package is given to new market managers. Mr. Moy also commented that there are differences between urban and rural farmers' markets. Mr. Moy thanked CDFA for being a part of the Board of Directors, and for the partnership that has been developed.

The next Farm Conference will be held February 28 – March 2, 2010 in San Diego. Scholarships to attend will be available. There were 520 in attendance this year, over 200 applications were received for scholarships.

ITEM 6: CASH VALUE VOUCHERS

Mr. Andy Barbusca reported on the Cash Value Voucher (CVV) program. California supports implementing the use of CVVs for fruit and vegetables sold at farmers' markets. Farmers need to be trained on implementing the program. Questions remain on how farmers will successfully process the CVVs, and implement food instrument handling requirements. During 2010, a plan to carry out a CVV Demonstration Project will be organized to establish whether or not CVVs can be successfully implemented at farmers' markets. This program is supported by the Association of National Farmers' Market Nutrition Programs.

ITEM 7: AGRICULTURE COMMISSIONER'S REPORT

Mr. Kurt Floren stated that we all must work to have uniformity under the law. The enforcement matrix helps to keep us unified. The commissioners need to hear from the industry if stronger enforcement is needed.

ITEM 8: CHAIRMAN'S REPORT

Nothing to report.

ITEM 9: NEW BUSINESS

Mr. Ben Feldman discussed vendors charging customers for bags. Mr. Feldman wanted to know if selling plastic bags at CFM's is viewed as selling non-agricultural items. The idea is to prevent the farmer from being burdened with the extra cost of the bags.

ITEM 10: MEMBER ROUNDTABLE DISCUSSION

Mr. John Silveira suggested that the Chairman of the CFMAC send thank you letters to the California Small Farm Conference on behalf of the committee.

Ms. Dunlap requested approval to require market managers to submit producer information along with their quarterly remittance. Discussion ensued, but the proposal was not on the agenda and therefore could not be voted on by the committee.

Mr. Etheridge recommended the Committee continue discussion of the regulatory change at the next committee meeting. Mr. Etheridge suggested that each member be prepared to bring ideas to the next meeting.

Mr. Rick Jensen suggested that the CFMAC review mechanisms to standardize committee business at the next meeting.

ITEM 11: NEXT MEETING/AGENDA ITEMS

Mr. Doug Hayden received a resolution and was recognized for his dedicated service to the Certified Farmers' Markets Advisory Committee (CFMAC). Mr. Howell Tumlin was not present at this meeting, but received recognition for his service on CFMAC.

The next CFMAC meeting will be held on October, 14, 2009 from 10:00 a.m. – 3:00 p.m.

ITEM 12: ADJOURNMENT

The meeting was adjourned at 1:30 p.m.

Respectfully submitted by:

Steve Patton, Program Supervisor
Certified Farmers' Market Program
Inspection and Compliance Branch