



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

**October 12, 2012 Meeting Minutes
2800 Gateway Oaks Drive
Sacramento, CA 95833**

MEMBERS PRESENT

Karen Wetzel Schott
Michael Broadhurst
Jennifer McColm
Jeffrey Pylman
Deborah Yashar
Leah Smith
Silvia Prevedelli
William Lewis
Ronald Phillips
Ben Feldman
Dale Whitney
Jacquelyne Byers

MEMBERS ABSENT

Kurt Floren
Carol Arnold
Amelia Saltsman
Mark Anderson
Diana Rodgers
Annika Knoppel
Mary Lou Weiss
Ryan Fife

INTERESTED PARTIES

Shayla Neufeld, Monterey County
Gene Etheridge, Etheridge Farms

CDFA

Steve Patton
Sarah Cardoni
Vanessa Coleman

ITEM 1: ROLL CALL

The meeting was called to order at 10:05 a.m. by Ms. Karen Wetzel Schott, Chairperson. Roll was called, introductions were made, and a quorum was established.

ITEM 2: APPROVAL OF MARCH 14, 2012 & APRIL 18, 2012 MEETING MINUTES

MOTION: Ms. Leah Smith moved to approve the March 14, 2012 Meeting Minutes as submitted. Ms. Silvia Prevedelli seconded. The motion passed unanimously.

MOTION: Mr. Michael Broadhurst moved to approve the April 18, 2012 Meeting Minutes with the correction of adding 'agricultural commissioner' to Stacey Carlsen and James Buckles' titles under Interested Parties. Mr. Dale Whitney seconded. The motion passed unanimously.

ITEM 3 CDFA REPORTS

a. Vacancies and Terms

Ms. Sarah Cardoni provided an update on vacancies and terms. Vacancies include: one certified producer; eight alternate certified producers; one alternate CFM manager; and two alternate major CFM representatives. Members whose terms will end on January 22, 2013, and are eligible for reappointment are: Ms. Annika Knoppel; Ms. Carol Arnold; Ms. Deborah Yashar; Ms. Diana Rodgers; Ms. Jacquelyne Byers; Mr. Jeffrey Pylman; Ms. Karen Wetzel Schott; Ms. Leah Smith; Ms. Silvia Prevedelli; Mr.

Michael Broadhurst; and Mr. Ben Feldman. Ms. Amelia Saltsman, public member, will term out.

MOTION: Mr. William Lewis moved to make a policy change that terms served as an alternate committee member do not count toward the four consecutive term limit. There was no second to the motion. The motion died.

Ms. Wetzel Schott encouraged the committee to recruit members of industry to fill vacant positions. She stated that it is imperative to get new people to participate on the committee in order to move the industry in a forward direction.

b. Fund Condition

Mr. Patton discussed the Fiscal Year (FY) 2011/12 Fund Condition. He stated that the fund is at a healthy level. Expenditures from FY 11/12 are down a considerable amount from FY 10/11 due to there being no designated staff in the CFM Program. Various staff from other programs within the branch conducts enforcement and administrative work and charge the CFM Program for their time. As we move forward, it is imperative that we find the appropriate classification level for a person, or persons, to be dedicated solely to the CFM Program to conduct both the enforcement and administrative work.

c. Enforcement Progress

Mr. Patton stated that the Standardization Program staff conducts enforcement work for the CFM Program by doing quarterly sweeps of CFMs. Recently, nine markets were visited and a total of 86 producers were inspected. Nine notices of non-compliances were issued to certified producers and seven non-compliances were issued to market managers. Due to the Standardization Program increasing the number of participating counties, their staff is spending less time conducting enforcement work on behalf of the CFM Program. Additionally, as we move forward into the citrus season, there is a possibility of a freeze that can tie up that staff and inhibit the enforcement work of CFMs.

Mr. Broadhurst stated that counties are inconsistent in how much of their budget is targeted toward CFM work. He asked if the state thought about budget supplementation for counties to be used for training and enforcement work to bring uniformity among the counties. Mr. Patton stated that county training is available upon request and that the CFM Program has never had enough funding to provide ongoing annual county contracts. Furthermore, funding issues and solutions are being explored in the Direct Marketing Ad Hoc Committee.

Ms. Smith asked if this would be an appropriate time to test giving funds to counties via county contracts for enforcement work. Mr. Patton said this committee could form a subcommittee to explore allocating funds to counties by means of county contracts for FY 2013/14. The Committee agreed to form the Revenue Allocation Subcommittee. Members are Mr. Broadhurst, Mr. Feldman, Ms. Smith, and Ms. Wetzel Schott. In

addition, the county agricultural commissioners representatives on the committee will attend meetings as needed. This subcommittee will meet in December.

d. Direct Marketing Ad Hoc Advisory Committee

Mr. Patton provided an overview of meeting discussions from the Direct Marketing Ad Hoc CFM Subcommittee. The subcommittee is looking at possible changes, both legislative and regulatory, to improve direct marketing as it applies to the CFM industry and Program. He stated that there would be a report provided by the Direct Marketing Ad Hoc Advisory Committee and if there are any changes proposed that would affect the CFM industry, those changes would be brought to the CFMAC for review.

e. Market Manager Training

Mr. Patton stated that the Department received a grant to perform market manager training on a one-time basis. There will be 11 workshops held throughout California. The Market Manager Training Curriculum Subcommittee has been working with a contracted vendor, ToucanEd, to create the market manager training manual. The workshop is voluntary for market managers to attend for the reason that a regulation change would be required in order to require attendance of market managers.

ITEM 4: NON-PROFIT SUBCOMMITTEE REPORT

Ms. Smith, Chairperson of the Non-Profit Subcommittee, presented the work of the subcommittee and provided an overview of their recommendation. This subcommittee was formed to ensure entities operating CFMs meet regulatory requirements, to increase the integrity of CFM operators, and to have greater disclosure of who is operating CFMs.

Ms. Smith stated that the subcommittee recommends that the CFM Application/Certificate for CFM Operator be revised. What is being recommended is an administrative change and does not require any regulatory or statutory changes. The committee discussed the revisions and provided their amendments to the revised application.

MOTION: Mr. Lewis moved to recommend the CDFA Secretary accept the changes to the CFM Operator Application/Certificate. Mr. Feldman seconded the motion. The motion passed unanimously.

Ms. Smith, Mr. Gene Etheridge, and the other subcommittee members were thanked for their hard work on the subcommittee.

ITEM 5: COMMITTEE POLICY II 2.8

Mr. Patton provided the Committee Policy II 2.8 Report. This CFMAC policy states that if a member were to be absent for three meetings unexcused, the CFMAC has the right to recommend the removal of that member. Mr. Ryan Fife, a certified producer

member, is not in compliance with this policy. A letter will be submitted to the Secretary suggesting his removal on the CFMAC.

ITEM 6: NEW BUSINESS

There was no new business discussed.

ITEM 7: PUBLIC COMMENTS

No were no public comments.

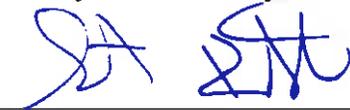
ITEM 8: NEXT MEETING/AGENDA ITEMS

The next meeting will be held in March 2013.

ITEM 9: ADJOURNMENT

MOTION: The meeting was adjourned at 1:07 p.m. by Ms. Wetzel Schott, Chairperson.

Respectfully submitted by:



Steve Patton, Branch Chief
Inspection and Compliance Branch
Inspection Services