



**CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE (CDFA)
CERTIFIED FARMERS' MARKET ADVISORY COMMITTEE (CFMAC)
April 18, 2012 Meeting Minutes
Teleconference**

MEMBERS PRESENT

Deborah Yashar
Michael Broadhurst
Diana Rodgers
Leah Smith
Silvia Prevedelli
William Lewis
Ronald Phillips
Amelia Saltsman
Ben Feldman
Karen Wetzel Schott
Mark Anderson
Dale Whitney
Jennifer McColm

MEMBERS ABSENT

Kurt Floren
Jeffrey Pylman
Carol Arnold
Jacquelyne Byers
Annika Knoppel
Mary Lou Weiss
Ryan Fife

CDFA

Steve Patton
Christina Burnie
Brian Cote

INTERESTED PARTIES

Stacy Carlsen, Marin County Ag Comm.
Fred Ellrott, DM Ad Hoc Committee
John Edwards, Raw Inspiration
Richard Price, CACASA
Brian McNally, Del Norte Community
Development Dept. Health Division
Teri McCune-Oostra, Rural Human Service
Michael McAleenan, Annie Macks Family
Farm
James Buckles, Del Norte County Ag
Commissioner

ITEM 1: ROLL CALL

The meeting was called to order at 9:15 a.m. by Mr. Steve Patton. Roll was called, introductions were made, and a quorum was established.

ITEM 2: ELECTION OF OFFICERS

MOTION: Ms. Amelia Saltsman moved to nominate Ms. Karen Wetzel Schott as Chairperson. Ms. Leah Smith seconded. The motion passed unanimously.

MOTION: Mr. Michael Broadhurst moved to nominate Mr. Ben Feldman as Vice Chairperson. Mr. Ronald Phillips seconded. The motion passed unanimously.

ITEM 3: APPROVAL OF SEPTEMBER 21, 2011 & JANUARY 4, 2012 MEETING MINUTES

MOTION: Ms. Saltsman moved to approve the September 21, 2011 Meeting Minutes with the correction of removing the "s" on community supported agricultures under *Item 4: CDFA Reports*. Ms. Silvia Prevedelli seconded. Mr. Phillips abstained. The motion passed with one abstention.

MOTION: Ms. Smith moved to approve the January 4, 2012 Meeting Minutes. Ms. Saltsman seconded. Mr. Broadhurst, Mr. Phillips, Mr. Feldman, and Mr. Dale Whitney abstained. The motion passed with four abstentions.

ITEM 4: APPROVAL OF AGENDA

Mr. Patton stated that there was an omission of an attachment under *Item 6: Subcommittee Report*. The revised certified farmers' market (CFM) application shall be added to the agenda.

MOTION: Mr. Phillips moved to approve the agenda with one addition. Mr. William Lewis seconded. The motion passed unanimously.

ITEM 5: CDFA REPORTS

a. Committee Vacancies

Mr. Brian Cote 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. Wetzel Schott; Ms. Smith; Ms. Prevedelli; Mr. Broadhurst; and Mr. Feldman. Ms. Saltsman, public member, will term out.

b. Budget Approval

Mr. Patton discussed the Fiscal Year (FY) 2012/13 Proposed Budget. Included in the proposed budget is \$150,000 for the new database. The database project has been put on hold until the Direct Marketing Ad Hoc Advisory Committee finishes with their work in July 2012.

MOTION: Mr. Lewis moved to recommend the CDFA Secretary approve the FY 2012/13 Proposed Budget as submitted. Mr. Whitney seconded. The motion passed unanimously.

c. Enforcement Progress

Mr. Patton stated that the Standardization staff that normally conducts enforcement work for the CFM Program has not been able to due to the citrus freeze.

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. Ms. Saltsman and Ms. Smith, members of the Direct Marketing Ad Hoc Committee, provided further clarification of issues and solutions that are being explored. Mr. Patton 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 several workshops held throughout California. A subcommittee was formed to create the market manager training curriculum, which will include material such as CFM regulations and applicable California Department of Public Health regulations.

ITEM 6: SUBCOMMITTEE REPORT

Ms. Smith, Chairperson of the Non-Profit Subcommittee, provided an overview of the subcommittee that was formed to improve the enforcement of the regulation that limits who is allowed to operate CFMs. Discussion ensued regarding proposed changes to the CFM application. The work of the subcommittee will continue to allow the incorporation of changes that were agreed upon by the Committee.

ITEM 7: 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. All members are in compliance with this policy.

ITEM 8: NEW BUSINESS

There was no new business.

ITEM 10: PUBLIC COMMENTS

Mr. James Buckles stated that the issues larger counties' CFMs are facing are not issues that are found at CFMs in smaller counties. He stated that one issue the CFMs are facing in the northern California region is the desire to sell certifiable products from Oregon inside the designated CFM area.

ITEM 11: NEXT MEETING/AGENDA ITEMS

The next meeting will be held in September or October 2012. Agenda items will include member term policy clarification and a Non-Profit Subcommittee report.

ITEM 12: ADJOURNMENT

MOTION: Ms. Saltsman motioned to adjourn the meeting. Ms. Prevedelli seconded the motion. The meeting was adjourned at 11:20 a.m.

Respectfully submitted by:



Steve Patton, Chief
Inspection and Compliance Branch
Inspection Services