



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

March 11, 2014 Meeting Minutes

**One Doubletree Drive
Rohnert Park, CA 94928**

MEMBERS PRESENT

Ben Feldman
Charles Barth
Clyde Steese
Dale Whitney
Diana Rodgers
Fred Ellrott
Jeffrey Pylman
Karen Wetzel Schott
Kurt Floren
Mark Anderson
Ronald Phillips
Silvia Prevedelli

MEMBERS ABSENT

Carol Arnold
Deborah Yashar
Guido Frosini
Jacquelyne Byers
Leah Smith

INTERESTED PARTIES

Erin Herbst, San Mateo County
Greta Dunlap, Beverly Hills Farmers Market
Priscilla Lane, Sonoma County
Shayla Newfield, Monterey County
Joyce Chan, City of Torrance Farmers Market

CDFA

Steve Patton
John Pedigo
Sarah Cardoni

ITEM 1: ROLL CALL

The meeting was called to order at 3:00 p.m. by Ms. Karen Wetzel Schott, Chairperson. Roll was called, introductions were made, and a quorum was established.

ITEM 2: APPROVAL OF MEETING MINUTES

MOTION: Mr. Ronald Phillips moved to approve the October 23, 2013 Meeting Minutes as submitted. Mr. Fred Ellrott seconded the motion. The motion passed unanimously.

ITEM 3: PUBLIC COMMENTS

There were no public comments.

ITEM 4: LEGISLATIVE UPDATE

Mr. Steve Patton provided an overview of legislative activity concerning the Certified Farmers' Market (CFM) Industry.

Assembly Bill (AB) 224 Agricultural Products: direct marketing: community-supported agriculture (2013-2014) introduced by Gordon passed. It defines what community-supported agriculture (CSA) is and mandates a registration program through the Department for producers who sell by means of the CSA method. The registration program became effective January 1, 2014, and information pertaining to the program can be found on the Department's website.

There are several bills that the CFM industry should be aware of. AB-1990 Food Production introduced by Gordon (2013-2014) defines an urban farmer. Senate Bill 1381 Food labeling: genetically engineered food introduced by Evans (2013-2014) creates a labeling requirement for GEFs in which the California Department of Public Health will be enforcing. AB-1961 Land use: planning: sustainable farmland strategy introduced by Eggman (2013-2014) requires the counties to post online their county agricultural land maps and their plan for sustainability. Lastly, AB-2561 Personal agriculture: restrictions introduced by Bradford (2013-2014) defines common ground areas in apartment buildings and allows tenants to grow agricultural products in areas such as their balcony and allows the sale of that product.

AB-1871 Agricultural products: direct marketing: certified farmers' markets introduced by Dickinson (2013-2014) would change the dynamics of the CFM Program. The bill has some of the same language as AB-996, which was last year's large bill that did not pass. This bill creates statutory authority 890 and 892 regarding mislabeling. The new statutory language defines what practicing the agricultural arts is and what agricultural products are. It also creates the requirement that producers post a conspicuous banner that makes a statement of 'we grow what we sell'. The bill would remove the ability for a producer to ask for an advisory opinion from the Department. Moreover, it would change the structure of the CFMAC by allowing representatives of agricultural organizations that represent producers. Lastly, the bill would allow the Department's Secretary to enter into cooperative agreements with County Agricultural Commissioners (CAC) for enforcement.

The main change from AB-1871 is that it allows for a registration program through CDFA, and based upon acceptance of that registration, the CACs would issue the Certified Producers Certificate. Each registration that the producer would send in to CDFA would contain a statement stating that the producer is knowledgeable and intend to produce in accordance of good agricultural practices. It would require the counties to perform at least one on-site inspection for all new certified producer applicants. The bill would prohibit the sale of fresh produce in the community event area adjacent to the CFM. Lastly, the bill would change the amount of money currently being paid by market operators from \$0.60 to \$2.00, and that money would be collected on all vendors.

The Chairman encouraged the Committee to send a letter to Assembly Member Dickinson regarding their thoughts on the proposed bill.

ITEM 5: APPROVAL OF CFM PROGRAM BUDGET

Mr. Patton discussed the fiscal year (FY) 2014/15 Proposed Budget. Included in the proposed budget is \$150,000 for the new database, which has been put on hold in anticipation of possible legislation changes.

MOTION: Mr. Fred Ellrott moved to recommend the CDFA Secretary approve the FY 2014/15 Proposed Budget as submitted. Ms. Silvia Prevedelli seconded the motion. The motion passed unanimously.

ITEM 6: CROSS COUNTY ENFORCEMENT COORDINATION PILOT PROJECT

Mr. John Pedigo provided an update on the Cross County Enforcement Coordination Pilot Project. The scope of work has been expanded to include nine counties, which are: Fresno; Los Angeles; Riverside; San Bernardino; San Louis Obispo; Kern; Tulare; Ventura; and San Diego. The county cooperative agreements have been completed. The project will begin mid April and run through June 2014 in order to capture the commodities outlined in the project parameters.

ITEM 7: DEMONSTRATION OF ONLINE NON-COMPLIANCE LIST

Mr. Pedigo discussed the online non-compliance list. The demonstration will be provided at the next meeting.

ITEM 8: NEW BUSINESS

Ms. Wetzel Schott stated that there is a new workman's compensation class code for farmers market and trade shows.

ITEM 9: NEXT MEETING/AGENDA ITEMS

The next meeting will be held April 30, 2014. Agenda items to be discussed are the online non-compliance list and proposed legislation.

ITEM 10: ADJOURNMENT

The meeting was adjourned at 4:45 p.m. by Ms. Wetzel Schott, Chairperson.

Respectfully submitted by:



Steve Patton, Branch Chief
Inspection and Compliance Branch
Inspection Services