



**CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE (CDFA)
CERTIFIED FARMERS' MARKET ADVISORY COMMITTEE (CFMAC)
January 4, 2012 Meeting Minutes
2800 Gateway Oaks Drive, Sacramento, CA 95833**

MEMBERS PRESENT

Fred Ellrott, Chairman
Kurt Floren, Vice Chair
Annika Knoppel
Jeffrey Pylman
Amelia Saltsman
William Lewis
Ben Feldman
Karen Wetzel Schott
Silvia Prevedelli
Diana Rodgers
Deborah Yashar
Mary Lou Weiss
Leah Smith
Jennifer McColm

MEMBERS ABSENT

Dale Whitney
Jacquelyne Byers
Russell Hall
Pompea Smith
Carol Arnold
Michael Broadhurst

CDFA

Steve Patton
Susan Shelton
Christina Burnie
Sarah Cardoni

INTERESTED PARTIES

Richard Price, CACASA
David Karp, Los Angeles Times
Doug Hayden, California Farmers' Markets Association
Gail Hayden, California Farmers' Markets Association
John Edwards, Raw Inspiration, Inc.
Phil McGrath, McGrath Family Farm
Jodi Low, Santa Monica Farmers Market

ITEM 1: ROLL CALL

The meeting was called to order at 1:00 p.m. by Mr. Fred Ellrott, Chairman. Roll was called, introductions were made, and a quorum was established.

ITEM 2: DIRECT MARKETING AD HOC ADVISORY COMMITTEE UPDATE

Mr. Patton provided the Direct Marketing Ad Hoc Advisory Committee Update. The Direct Marketing Ad Hoc Committee has five subcommittees, which are the Community Supported Agriculture (CSA), CFM, Farm Stands, Selling, and Access/Food Banks/Gardens Subcommittees. The subcommittees are looking at possible changes, both legislative and regulatory, to improve those respective areas of direct marketing. Subject matter experts have provided overviews of specific topics at the request of the subcommittees. Areas being discussed are Assembly Bill 2168, improving access without decimating the current CFM model, and issues such as approved source and second certificates.

Mr. Ben Feldman requested an explanation of the difference between the Direct Marketing Ad Hoc Advisory Committee and the CFMAC. Mr. Patton stated that the intent of the Direct Marketing Ad Hoc Advisory Committee is to include a broader-based group of stakeholders that includes entities such as the California Farm Bureau Federation and the California Conference of Directors of Environmental Health. The CFMAC is specific to the CFM Program and limited in that retrospect. The Direct Marketing Ad Hoc Advisory Committee is addressing issues pertaining to issues outside

the scope of the CFM Program, e.g. farm stands, CSAs, and public safety and health issues. Any recommendations from the Direct Marketing Ad Hoc Advisory Committee that pertain to the CFM Program will be brought to the CFMAC for their review.

ITEM 3: FORMATION OF MARKET MANAGER TRAINING CURRICULUM SUBCOMMITTEE

Mr. Patton stated that the Department received a grant to perform market manager training. Original concepts were that the market manager training would be conducted on an annual basis or be part of a regulatory process. Unfortunately, due to the lack of funding, the program is currently moving forward as if the market manager training will be a one-time training. Regulations will have to be promulgated in order to make the market manager training an annual training or to have it be a certification program.

Mr. Patton stated that it is necessary to form a subcommittee to develop the training curriculum. The curriculum will include: CFM regulations; applicable California Department of Public Health regulations; and any other areas that the Subcommittee identifies.

Mr. Ellrott volunteered to be part of the CFMAC Market Manager Training Subcommittee and asked for other volunteers. Ms. Mary Lou Weiss, Mr. Feldman, Ms. Karen Wetzel Schott, Ms. Diana Rodgers, and Ms. Deborah Yashar volunteered to participate. Ms. Weiss was nominated and accepted the position of Chairman of the Subcommittee.

Mr. John Edwards, President of Raw Inspiration, Inc., stated that he has a market manager handbook that he could provide to the subcommittee. Ms. Leah Smith stated that the Agricultural Institute of Marin has material as well that she could share with the subcommittee. Mr. Patton stated that any material that can be shared with the Subcommittee would be appreciated and will greatly enhance the process of creating the market manager training curriculum.

ITEM 4: ADJOURNMENT

The meeting was adjourned at 1:55 p.m. by Mr. Ellrott, Chairman.

Respectfully submitted by:



Sarah Cardoni, Office Technician
Inspection and Compliance Branch
Inspection Services