



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

**March 12, 2013 Meeting Minutes
2233 Ventura Street, Fresno, CA 93721**

MEMBERS PRESENT

Karen Wetzel Schott
Charles Barth
Leah Smith
Silvia Prevedelli
Ronald Phillips
Ben Feldman
Kurt Floren
Mark Anderson
Michael Broadhurst
Diana Rodgers
Dale Whitney

MEMBERS ABSENT

Carol Arnold
Mary Lou Weiss
Deborah Yashar
Jacquelyne Byers
Jennifer McColm
Jeffrey Pylman
William Lewis

INTERESTED PARTIES

Shayla Neufeld, Monterey County
Amelia Saltsman, Prior CFMAC Member
Fred Ellrott, Prior CFMAC Member
Doug Hayden, CFMA

CDFA

Steve Patton
Sarah Cardoni

ITEM 1: ROLL CALL

The meeting was called to order at 1:09 p.m. by Ms. Karen Wetzel Schott, Chairperson. Roll was called, introductions were made, and a quorum was established.

ITEM 2: ELECTION OF OFFICERS

MOTION: Ms. Diana Rodgers moved to nominate Ms. Karen Wetzel Schott as Chairperson. Mr. Dale Whitney seconded the motion. The motion passed unanimously.

MOTION: Mr. Ron Phillips moved to nominate Ms. Leah Smith as Vice Chairperson. Mr. Whitney seconded the motion. The motion passed unanimously.

ITEM 3: APPROVAL OF OCTOBER 10, 2012 MEETING MINUTES

MOTION: Mr. Michael Broadhurst moved to approve the October 12, 2012 Meeting Minutes as amended. Mr. Phillips seconded the motion. The motion passed unanimously.

ITEM 4: APPROVAL OF AGENDA

MOTION: Ms. Silvia Prevedelli moved to approve the agenda. Ms. Rodgers seconded the motion. The motion passed unanimously.

ITEM 5: REVENUE ALLOCATION SUBCOMMITTEE REPORT

Ms. Smith, Chairperson of the Revenue Allocation Subcommittee, presented the work of the subcommittee and provided an overview of their recommendation. The Revenue Allocation Subcommittee was formed to explore the allocation of funds to counties by

means of county contracts for FY 2013/14. Objectives were to create a cross-county enforcement model that demonstrated a market-to-farm enforcement strategy.

The subcommittee recommends a pilot project to allocate funds to counties for enforcement. Five counties were identified to participate in the pilot project. Los Angeles County was identified as the selling county, with Santa Clara designated as the alternate selling county. Tulare County, San Joaquin County, and Fresno County were identified as possible growing counties. Certified Producer (CP) parameters are set to identify operations of less than 15 acres while selling in more than five markets. Fifty CPs will be inspected; 25 from the selling county and 25 from growing counties. There will be a commodity focus on grapes, carrots, cherries, stone fruit, melons, and corn. The contracted hourly rate for enforcement will be set at \$60 per hour.

MOTION: Mr. Smith moved to recommend the CDFA Secretary allocate \$50,000 to conduct the Cross County Enforcement Coordination Pilot Project. Ms. Prevedelli seconded the motion. The motion passed unanimously.

ITEM 6: CDFA REPORTS

a. Vacancies and Terms

Ms. Sarah Cardoni provided an update on vacancies and terms. Vacancies include: two certified producers; eight alternate certified producers; two alternate CFM manager representatives; and two alternate major CFM representatives. Members whose terms will end on January 22, 2014, and are eligible for reappointment are: Mr. William Lewis; Mr. Ronald Phillips; Ms. Mary Lou Weiss; Mr. Mark Anderson; Mr. Dale Whitney. Ms. Jennifer McColm, CP member, will term out.

b. Budget Approval

Mr. Patton discussed the FY 2013/14 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. Phillips moved to recommend the CDFA Secretary approve the FY 2013/14 Proposed Budget as submitted. Ms. Rodgers seconded the motion. The motion passed unanimously.

c. Market Manager Training

Mr. Patton stated that the Department received a grant to perform market manager training on a one-time basis. Eleven workshops have been scheduled throughout California for April and May 2013. The Market Manager Training Curriculum Subcommittee worked closely with a contracted vendor, ToucanEd, to create a market manager training manual that will be available at the workshops for market managers to obtain. The manual contains a variety of resources to assist market managers and includes CDFA and California Department of Public Health regulations, egg safety requirements, and examples of market related documents such as load lists.

ITEM 7: LEGISLATIVE UPDATE

Mr. Patton provided the legislative update. He stated that the CFM Program is set to sunset on January 1, 2014. If the sunset is not extended, CFMs would still exist, although several sections of the Food and Agriculture Code would go away. If the Program sunsets, CDFA would not have the ability to collect the \$0.60 fee to administer the CFM Program.

Mr. Patton provided a brief overview of legislation introduced regarding direct marketing. Senate Bill (SB) 599, Evans, is specifically designed to extend the sunset for the CFM Program. Assembly Bill (AB) 996, Dickinson, has a lot of changes that includes a tiered fee structure, new sections that deal with mislabeling, and deletes sections that pertain to CDFA and how disputes between growers and market managers are handled. AB 224, Gordon, talks specifically about community supported agricultural groups. Lastly, AB 38, Perez, focuses on improving access and increasing the number of local and regional markets.

ITEM 8: 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 9: NEW BUSINESS

Mr. Patton presented a resolution for Ms. Amelia Saltsman, previous member of the CFMAC who termed out in January 2013.

ITEM 10: PUBLIC COMMENTS

No were no public comments.

ITEM 11: NEXT MEETING/AGENDA ITEMS

The next meeting will be held Wednesday, April 10, 2013. The meeting will be held in Sacramento and agenda items will include upcoming legislation.

ITEM 12: ADJOURNMENT

MOTION: The meeting was adjourned at 2:57 p.m. by Ms. Wetzel Schott, Chairperson.

Respectfully submitted by:



Steve Patton, Branch Chief
Inspection and Compliance Branch
Inspection Services