



COUNTY OF SAN DIEGO—
AGRICULTURE, WEIGHTS & MEASURES

Farmers' Market Operators! Certified Producers!



SAVE THE DATE!

DIRECT MARKETING 101—MAY 16, 2016

A BASIC OVERVIEW OF LAWS & REGULATIONS FOR CPS & CFMS

Section 1—8 am to 9:40 am—Certified Producer (CP) Focus

Specialty commodities, including: nursery stock...eggs...honey...avocados...organic... processed food...labeling...scales...pesticides...and more!



Section 2—10 to 11 am—General Information for CPs & Certified Farmers' Market Operators

Learn about the CalFresh/EBT Program...Overview of AWM...certified vs non-certified areas...Producer/Market Operator shared compliance requirements...top 10 violations—and how to avoid them!

Section 3—11:15 am to 12:30 pm—Certified Farmers' Market (CFM) Operator Focus

Wine and beer at CFMs...market layouts...CPC cross references...Q&A... and more!



FARMERS' MARKET SIGN-UP EVENT

One-stop-shop for everything you need to accept EBT

...a 30-45 day process done in under two hours!

Monday, May 16, 2016, 9 am to 4 pm * 5560 Overland Ave, Rm 172

For more information, please read both sides of the USDA flyer.

(It tells you what to bring!)



**FRESH FRUITS & VEGETABLES FOR
LOW INCOME FAMILIES...
NEW CUSTOMERS FOR THE MARKET...
FEDERAL SUPPORT...
IT IS A WIN-WIN!**

Farmers' markets play an important role in making fresh healthy locally-grown produce available to community members of all income levels.

CalFresh benefits are issued electronically to low income families via EBT. Certified Producers and Certified Farmers' Markets that accept EBT benefit by having new customers, which helps with the sustainability of the market.

We will have representatives from USDA on hand (9 am—4 pm) to sign up Certified Producers and Market Operators to accept EBT!

Eligible individuals can also sign up today to receive EBT benefits, too.

DIRECT MARKETING 101

Date: MONDAY, MAY 16, 2016

Time: 8 AM TO 12:30 PM

Location: County Operations Center
5560 Overland Ave., Room 171
San Diego, CA 92123

Presenters: AWM Agricultural Standards Staff

Cost: FREE

RESERVE YOUR SEAT TODAY!

Call: 858-614-7786

Email: AgStandards.AWM@sdcounty.ca.gov