



to

DIRECT MARKETING 101

May 16, 2016

County of San Diego

**Department of Agriculture, Weights
and Measures**



DIRECT MARKETING 101

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DIRECT MARKETING 101

Certified Producer Compliance Requirements



Bonnie Wheeler
Agricultural/Standards Inspector

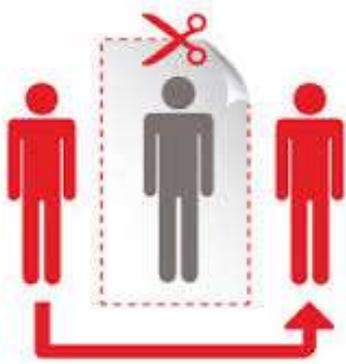
Topics Covered

- Benefits of Direct Marketing
- Market Inspection Procedures
- Producer Requirements
- Most Common Producer Violations



Benefits of Direct Marketing

- Provides an alternative method for growers to sell their products



- Skip the middle man
- Set your prices
- Don't wait to get paid



- Brings farmers face-to-face with their customers
 - Loyalty
 - Feedback

Benefits of Direct Marketing

- Increases access to fresh, quality produce
 - Variety of products
 - Niche products
 - Reasonable prices
 - Promotes healthy communities



I ♥ EATING
LOCAL FOOD



Benefits of Direct Marketing

FAC §47002
3CCR §1392.1

- **Standardization Exemption**

- Direct marketing allows the sale of fresh fruits, nuts and vegetables directly to the public, exempt from many “Standardization” requirements.
 - Direct marketing = Certified Farmers’ Markets (CFMs), farm stands, Community Supported Agriculture (CSAs), other regulated locations

Code section where corresponding information can be found. (FAC = Food and Agricultural Code; 3CCR = Title 3 of the California Code of Regulations)

- **Standardization = minimum standards regarding the...**

- | | | |
|-------------------------------|---|-----------------------|
| Not exempt | } | • Quality |
| | | • Maturity |
| Exempt under Direct Marketing | } | • Size |
| | | • Standard containers |
| | | • Standard Pack |
| | | • Container labeling |



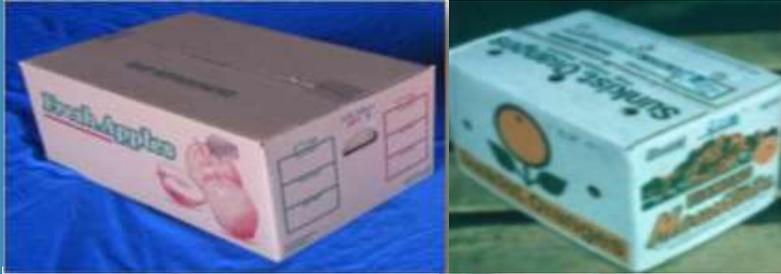
...of produce distributed commercially in CA

Benefits of Direct Marketing

Standardization

vs.

Direct Marketing



Standard containers and specific labeling required

Container Requirements

Products may be transported in any container



Benefits of Direct Marketing

Standardization



Product that doesn't meet rigid requirements doesn't reach market



vs.

Direct Marketing



Size, Pack & Appearance Requirements

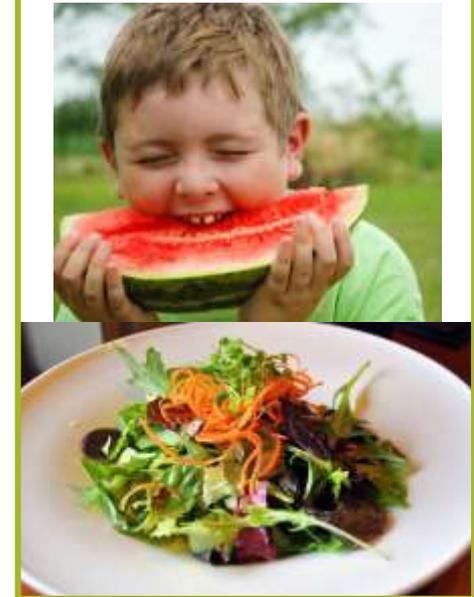
Un-sized, misshapen, blemished, uneven coloring = OK



Benefits of Direct Marketing

- Standardization Exemption
 - Applies when selling:
 - Direct to end users
 - To entities that re-sell or distribute direct to end users
 - e.g. restaurant, food bank
 - Memorandum required
 - Does not apply when selling:
 - For commercial re-sale
 - e.g. wholesale
 - Memorandum required

Sales Exempt

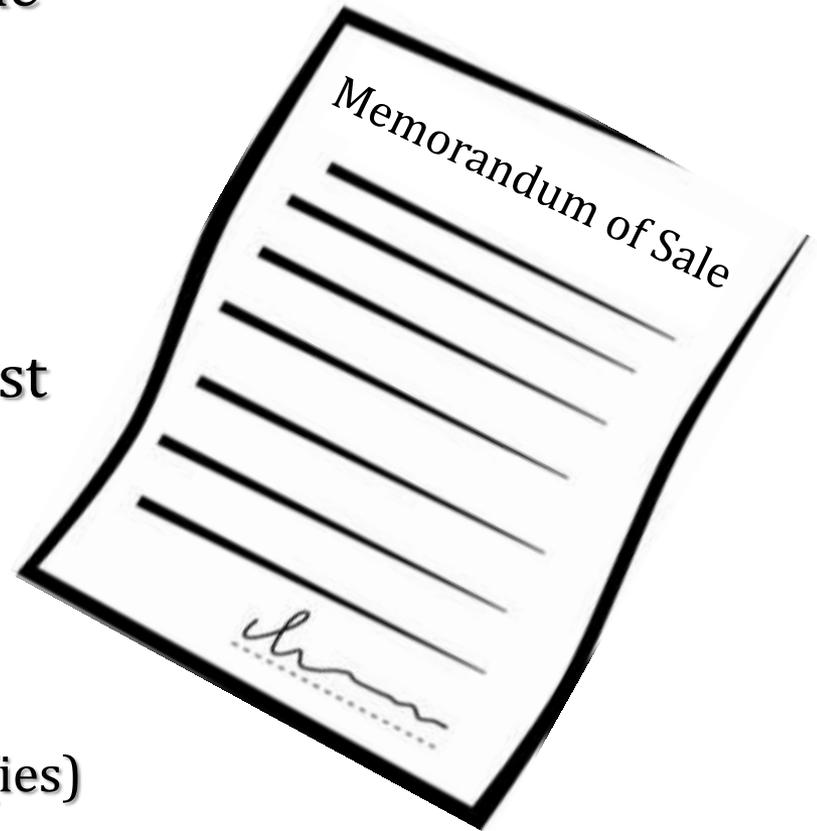


Sales Not Exempt



Benefits of Direct Marketing

- Memorandum
 - Producers are required to provide to buyer when selling:
 - Other than direct to consumer
 - >25 lbs of a single commodity
 - Memorandum acts as proof of ownership for the buyer, and must include:
 - Date of purchase
 - Identity of the producer
 - Address of producer
 - Identity and quantity of commodity(ies) purchased



Market Inspection

- Inspector will review the following for compliance (*as applicable):

- Products offered for sale
- Certified Producer's Certificate
- "We Grow What We Sell"
- Product Representations
- Cross-references*
- Closed container labeling*
- Scales*
- Organic products*
- Avocados*
- Eggs*
- Honey*
- Nursery stock*
- Processed Foods*



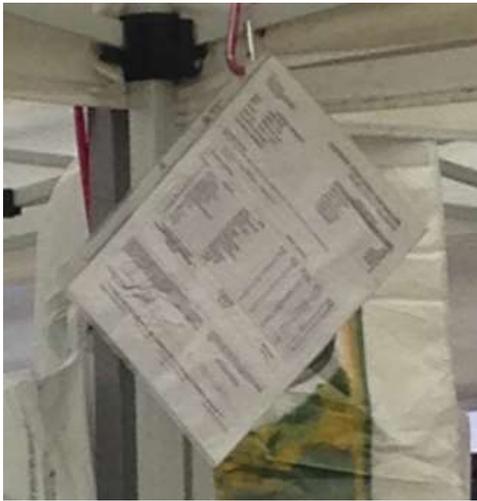
Products Offered For Sale

- Only agricultural products 3CCR §1392.4(c)
- All products produced by you and listed on your certificate 3CCR §1392.4(a)
- Includes agricultural products behind your booth and in your vehicle FAC §18
- Quality and maturity
- Inspector may take pictures, follow up at farm



Certified Producer's Certificate

- Conspicuously posted and embossed 3CCR §1392.4(d)



State of California
Department of Food and Agriculture
Certified Farmers' Market Inspection Program
51-046M (REV 01/15)

CERTIFIED PRODUCER'S CERTIFICATE
ISSUING COUNTY: SAN DIEGO

CERTIFIED PRODUCER

Name:
DBA:
Address:
City, St. Zip:
Phone (1):
Phone (2):
Email:

FOR OFFICIAL USE ONLY

CERTIFICATE NO: _____
COUNTY FEE: _____ \$40.00
ISSUING DATE: _____ 07/24/2015
EXPIRATION DATE: _____ 07/23/2016
AMENDED DATE: _____
COPIES ISSUED: _____ 5

PRODUCTION SITE(S)

Only those products listed below, and grown at the following production site(s) by the certified producer, may be sold at a certified farmers' market.

STORAGE LOCATION(S)

MONTHS IN STORAGE

Name(s) of the Producer(s) that the Certificate Holder May Sell FOR:	Issuing County/ Certificate No	Date Declared
NONE		

Name(s) of the Producer(s) Authorized to sell for this Certificate Holder :	Issuing County/ Certificate No	Date Declared
NONE		

AUTHORIZED COUNTY(ies) - transporting products into another county for the purpose of selling at a certified farmer's market within the county is permitted only in the authorized counties listed on this certificate

Los Angeles, Orange, Riverside, San Bernardino, San Diego

- Dates valid
- Authorized to sell in this county 3CCR §1392.5(d)
- All products listed 3CCR §1392.4(a)

Location #	Commodity	Variety	Amount	Unit of Measure	Estimated Production	Unit of Measure	Harvest Season	Season Altering Device	Months in Storage
	ANNONA	ANNONA/CHERIMOYA/ETC	5	Trees	500	Lbs	Dec - Jul		
	APPLE	APPLE MISC	3	Trees	200	Lbs	Aug - Nov		
	AVOCADO	HASS (1/18)	800	Trees	40000	Lbs	Feb - May		
	AVOCADO	REED	80	Trees	3000	Lbs	Jun - Sep		
	BEE HIVES	HONEY/POLLEN/WAX	1	Hives	50	Lbs	Mar - Oct		
	CITRUS GRAPEFRUIT	ORO BLANCO	2	Trees	300	Lbs	Feb - Jun		
	CITRUS GRAPEFRUIT	RED	2	Trees	300	Lbs	Feb - Jun		
	CITRUS LEMON	EUREKA	3	Trees	300	Lbs	Jan - Dec		
	CITRUS LEMON	MEYER	2	Trees	300	Lbs	Feb - May		
	CITRUS MANDARIN	SHAYAMA	1	Trees	300	Lbs	Oct - Dec		

“We Grow What We Sell”

- “Conspicuous” signage posted at booth, including:
 - Name of Farm
 - County(ies) where production occurs
 - “We Grow What We Sell” or statement to that effect
- No size requirement, but must be visible to consumer

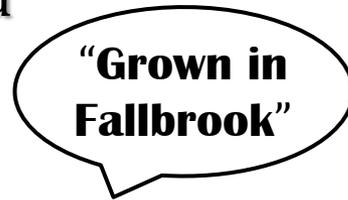


*ABC Farm
We Grow What We Sell
San Diego County*

Product Representations

- Includes labeling, signs, placards, verbal statements, etc.
- Unlawful to represent agricultural products in a manner that is false, deceptive, or misleading, regarding:

- Where the product was produced



- Who produced the product



- How the product was produced



Cross-References

3CCR §1392.4(f)

- One farmer may sell for up to two others
- No commission sales/buying and selling between producers
- Keep records (3 years)
 - Date and amount of each product transferred and sold
- Cross-reference must be listed on each producer's certificate



Name(s) of the Producer(s) that this Certificate Holder may sell for:	Issuing County/ Certificate No	Date Declared
FARMER A	(37) 1234	1/1/2015

Name(s) of the Producer(s) Authorized to sell for this Certificate Holder :	Issuing County/ Certificate No	Date Declared
FARMER B	(37) 4321	1/1/2015

Cross-References

3CCR §1392.4(f)



- Products separated by producer
- Primary producer has more product (@ beginning of market)
 - By weight or \$ value
- Additional producers' certificates posted/embossed/dates valid, county authorized
- We Grow What We Sell signage posted for each producer
 - In correspondence with their products

Closed Container Labeling

- Closed containers must be labeled with “**IRQ**”
 - **I**ntity of the product
 - “Oranges”, “Blueberries”, “Almonds”, etc.
 - **R**esponsibility statement
 - Name, address and zip code of farm
 - If address can be found in local directory, may list city and zip only
 - **Q**uantity statement
 - By count, weight, or fluid ounces
- Includes bags, jars, clamshells, etc.



Closed Container Labeling

Examples of IRQ Violations



Some open, some closed... still a violation

Bags come labeled with identity and quantity (must be accurate)... what about responsibility?



Scales

3CCR §1392.4(e)

- Scales used to weigh agricultural products in CFMs must be sealed by a Weights and Measures Inspector *prior* to being used.
- Indicates they are type-approved, registered, and have been tested for accuracy
- Protects consumers and vendors



Organic Products

3CCR §1392.4(h)
FAC §47004(c)(3)
National Organic Program
CA Organic Products Act

- Producers of organic products:
 - **Registered** with the State Organic Program
 - **Certified** if gross sales > \$5,000/year
 - Current **registration** and **certification** posted when selling in a CFM
 - Conspicuously label organic products at their booth
 - Prevent commingling if also selling conventional products
 - Have all products sold as organic listed on their current organic registration



Only certified organic operations may display the USDA seal, a certifier's seal, or refer to their products as "certified organic"



Avocados

FAC §44971(b)
FAC §44987

- **Certification**

- Required for all avocados produced commercially in CA
- Legislation sponsored by avocado industry (1972)
- Indicates compliance with quality and maturity standards
- Certification = inspections, assessment fees, testing, and record keeping requirements



- **Avocado Exemption Permit**
 - Allows farmers to sell avocados in CFMs without having them certified
 - Exemption permit = free; contact Avocado Inspection Program

Avocados

FAC §44971(b)
FAC §44987

- Permits must be obtained for each variety of avocados, each growing season.
 - Permits issued after variety is 'released', meaning all sizes are known to be mature
 - Permits typically expire in October
 - Prior to release – dry matter testing required; product can be sold with a certificate of maturity

MATURITY RELEASE DATES

Variety	Size 40	Size 48	Size 60	Size 70 & Smaller
Bacon	Oct 21	Nov 4	Nov 25	Dec 9
Fuerte	Oct 27	Nov 10	Dec 1	Dec 15
Hass	Nov 28	Dec 12	Jan 2	Jan 16
Zutano	Nov 16	Nov 30	Dec 21	Jan 4

Exemption permits for Hass issued after Jan. 16

Eggs

- Certified producers selling **chicken** eggs must:
 - Be registered as an Egg Handler FAC §27541
 - Ensure their eggs meet **quality** and **labeling** requirements
- **Quality**
 - Eggs must be clean and below tolerance for defects
 - Dirt, cracks, leakers, etc. 3CCR §1353
 - Size
 - Small, Medium, Large, Extra Large, Jumbo
 - Determined by weight 3CCR §1352
3CCR §1353.4
 - Grade: AA, A, B
 - Smaller air cell = higher grade
- Ok to label eggs as *smaller* and *lower* grade than they actually are, **not** the other way around

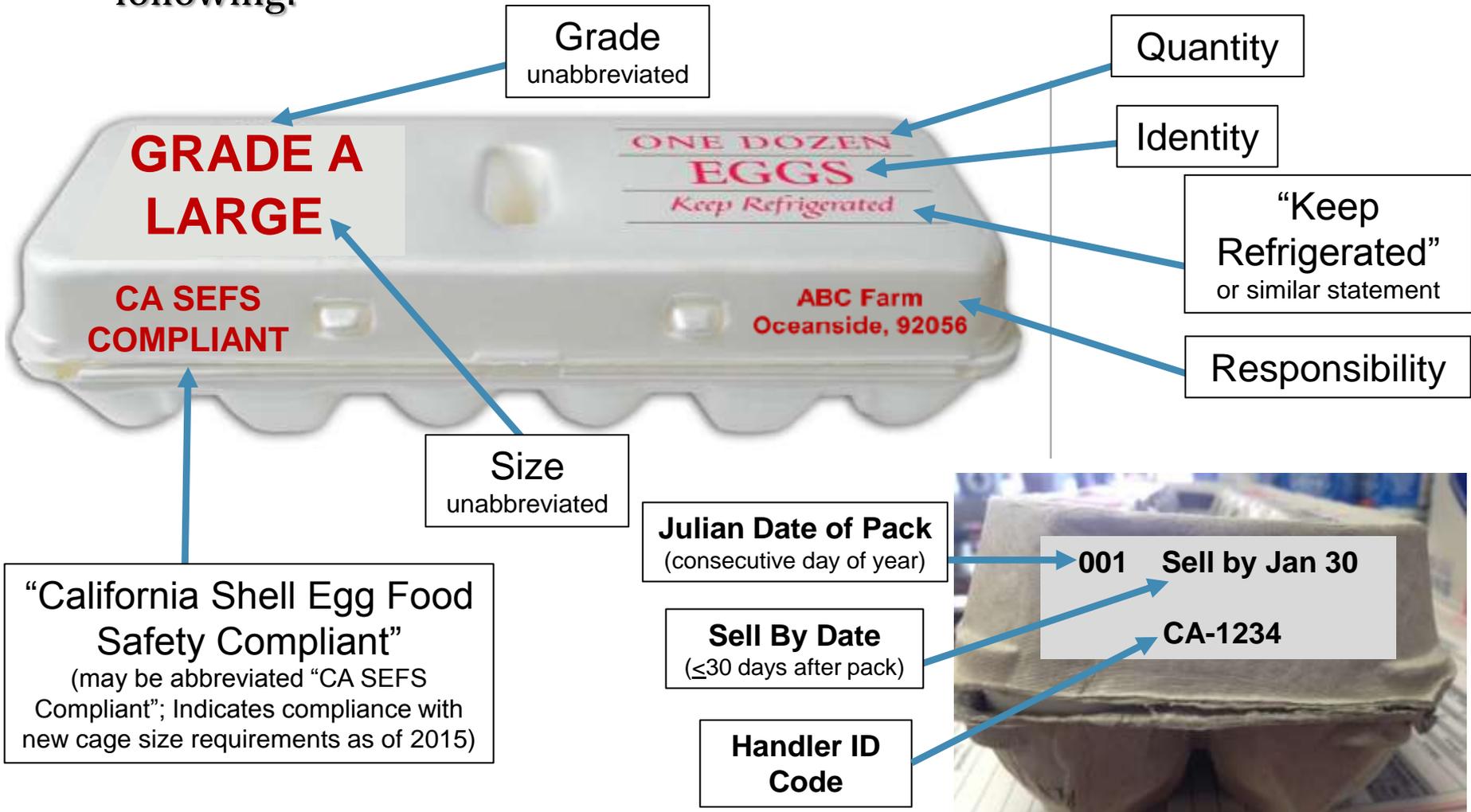


Eggs

FAC §27644
CCR §1354

- Egg labeling

- All containers or bulk displays of eggs must be labeled with the following:



Eggs

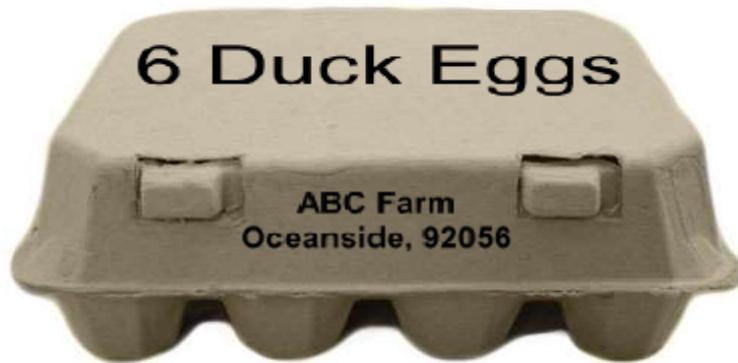
FAC §27644
CCR §1354

- Egg labeling
 - Eggs sold loose from flats must still be represented by a sign with all required information



Eggs

- Eggs from other species of fowl:
 - Chicken egg quality and labeling requirements do not apply
 - Label with species (duck, quail, etc.)
 - IRQ if in closed container



Honey

- Honey labeling
 - IRQ + US Grade (+color if in opaque container)
- Apiary registration
 - All beekeepers in California are required to register their hives with the County Agricultural Commissioner
 - 0-9 hives = free
 - >10 hives = \$10/year
 - Receive pesticide application notifications, as well as the latest information on bees, research, and regulation changes.

FAC §29581/29611

FAC §29040



Nursery Stock

- To be sold in CFM, must be planted/propagated by you

FAC §47000.5(b)

- “The practice of the agricultural arts for... plant products includes... responsibility for **all the actions** of planting, growing, fertilizing, irrigating, cultivating, pest control, and harvesting.”



- Selling nursery stock, including cut flowers, requires California License to Sell Nursery Stock

- "Nursery stock" means any plant for planting, propagation, or ornamentation.

FAC §5005

- "Plant" includes any part of a plant, tree, plant product...

FAC §5007



Processed Foods

3CCR §1392.2(u)

- Agricultural products that have been altered/prepared
 - Cooking, chopping, drying, juicing, etc.
- May be sold in a CFM as long as all ingredients produced by you and listed on your certificate*
 - *Exceptions: food coloring, preservatives, seasonings, flavorings
 - Flavoring = “imparts flavor... without changing the consistency of or rendering unidentifiable the original product”



Processed Foods

- Must be prepared in accordance with Health Department requirements
 - Certified kitchen
 - Cottage food permit (low risk foods)
 - Food handler card
- Documentation must be posted at the booth to verify
- Labeling
 - IRQ if closed container
 - Statement on or near product that all ingredients were produced on your farm
 - Processed Food Registration # of facility where processed

3CCR §1392.4(m)

FAC §47004(c)(2)



Most Common Producer Violations

2015

1. Certificate not posted/embossed/valid* (14 violations)
2. Product not listed on certificate* (12 violations)
3. Product in closed container without IRQ (11 violations)
4. Selling for another producer whose certificate is not posted/embossed/valid* (8 violations)
5. Scale not sealed (7 violations)

64 Total Violations issued to producers in 2015

*Also a violation against the CFM

Tips for Compliance

- Review your certificate often
- Keep documents together; know when they expire
- Use the Self-Inspection Checklist
- Attend Direct Marketing 101
- Train your employees
- Ask questions
- Call us!



DIRECT MARKETING 101

California Pesticide Laws and Regulations



Kristi Conway
Agricultural/Standards Inspector

Today's Topics

- What is a Pesticide?
- Exempt Pesticides
- Operator Identification Numbers
- Reading the label
- Use Reporting
- Employee Requirements
 - Pesticide Applicators
 - Fieldworkers



What Is a Pesticide?

- 12753. "Pesticide" includes any of the following:
 - (a) Any spray adjuvant.
 - (b) **Any substance**, or mixture of substances which is intended to be used for **defoliating plants, regulating plant growth, or for preventing, destroying, repelling, or mitigating any pest**, as defined in Section 12754.5, which may infest or be detrimental to vegetation, man, animals, or households, or be present in any agricultural or nonagricultural environment whatsoever.

What Is a Pesticide?

- Anything that prevents, destroys, repels, or mitigates any pest.
 - Insecticides
 - Rodenticides
 - Fungicides
 - Herbicides
 - Organic Pesticides
 - Neem Oil
 - Peppermint Oil
 - Homemade remedies
 - Vinegar
 - Dr. Bronner's Soap Solutions



Exempt Pesticides

- Products with the active ingredient:

Castor oil Cedar Oil	Garlic oil	Putrescent whole egg solids
Cinnamon	Geraniol	Rosemary
Cinnamon oil	Geranium oil	Rosemary oil
Citric acid	Lauryl sulfate	Sesame oil
Citronella	Lemongrass oil	Sodium chloride
Citronella oil Cloves	Linseed oil	Sodium lauryl sulfate
Clove oil	Malic acid	Soybean oil
Corn gluten meal	Mint	Thyme
Corn oil	Mint oil	Thyme oil
Cottonseed oil	Peppermint	White pepper
Dried blood	Peppermint oil	Zinc metal strips
Eugenol	2-Phenethyl propionate	
Garlic	Potassium sorbate	



Exempt Pesticides

- Exempt from EPA Registration
 - No EPA Registration number
- Exempt from EPA Registration
- Do not have to be reported on use reports
- Do have to keep application records
- Still have to train employees and fieldworkers

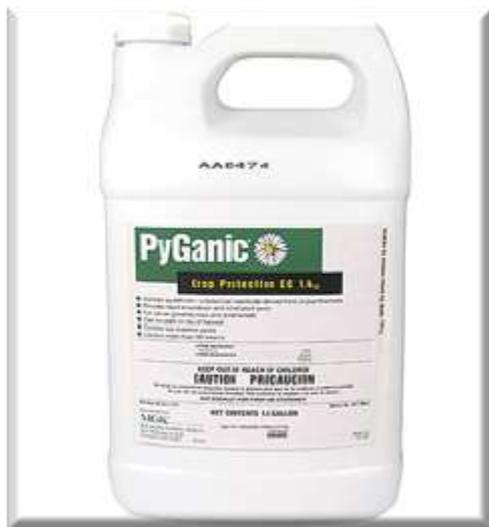


Operator Identification Numbers

- Prior to the purchase and use of pesticides for the **production of an agricultural commodity**, the operator of the property shall obtain an operator identification number.
- Office Hours 1:00-3:00 Monday-Friday
 - San Marcos Office/San Diego Office
- (858) 694-8980 information/appointments

Operator Identification Numbers

- Allows you to purchase Ag. Use Pesticides from a licensed pesticide dealer.
 - Excludes CA & Federally Restricted Pesticides
- Allows you to submit Pesticide Use Reports



Operator Identification Numbers



San Diego County - Agriculture, Weights & Measures
9325 Hazard Way, Suite 100
San Diego, CA 92123

Phone (858) 694-8980
Fax (858) 467-9277

E-mail prp.awm@sdcounty.ca.gov
Recorder (858) 694-8980
(NOIs)

Operator Identification Number 37-16-37P1234

Operator: SMITH FAMILY FARM
28520 THYME VALLEY ROAD
SAN MARCOS, CA 92069

Agent: SMITH, JOE
28520 THYME VALLEY ROAD
SAN MARCOS, CA 92069

Type of Use: Agricultural Use

37P1234-2016-Version: 1
County District #: 51
Issued on: 4/19/2016
Valid as of: 1/1/2016
Expires on: 12/31/2016
Primary Phone: (760) 123-3412
Alternate Phone: (760) 789-1478
Mobile Phone:
Fax:

Employees Handle Pesticides

Regulatory Notes:

I understand this operator identification number does not relieve me from liability for any damage to persons or property caused by the use of pesticides. I acknowledge that duly authorized representatives from the County Department of Agriculture or the Department of Pesticide Regulation may, at reasonable times, enter and inspect fields, areas, structures, greenhouses and equipment (including protective clothing and equipment) where pesticides are handled, stored or applied (ref. 3 CCR 6140).

Operator Identification Numbers

OPERATOR IDENTIFICATION NUMBER # 37-16-37P1234
SMITH FAMILY FARM

Page 2 of 2
Expires: 12/31/2016

CONTACT LIST

<u>Name</u>	<u>Auth Rep.</u>	<u>Phone</u>	<u>License</u>	<u>Expiration</u>	<u>Contact Type</u>
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PESTICIDES LIST

<u>Number</u>	<u>Pesticide</u>	<u>Pests</u>	<u>Forms</u>	<u>Methods</u>	<u>Applicators</u>
---------------	------------------	--------------	--------------	----------------	--------------------

SITES LIST

<u>Site</u>	<u>Location Site Name</u> <u>Commodity Name/Code</u>	<u>Quantity</u>	<u>District</u>	<u>Section (MTRS)</u>
ABC031	28520 THYME VALLEY RD SAN MARCOS, CA 92084 N-OUTDR GRWN CUT FLWRS OR GREENS / 152-0	40 ACRES	51	S09S03W10
XYZ032	12345 DRAGON FRUIT LANE VISTA, CA 92084 N-OUTDR GRWN CUT FLWRS OR GREENS / 152-0	5 ACRES	51	S10S03W10

Picking the Right Pesticide

- Pesticide must be registered (Except Exempt Pesticides)
- Ag. Use pesticides must be purchased from Licensed Pesticide Dealers
 - Pest Control Advisors



Reading the Label



DIRECTIONS FOR USE

AGRICULTURAL USE REQUIREMENTS ←

Use this product only in accordance with its labeling and with the Worker Protection Standard, 40 CFR Part 170. This Standard contains requirements for the protection of agricultural workers on farms, forests, nurseries and greenhouses, and handlers of agricultural pesticides. It contains requirements for training, decontamination, notification, and emergency assistance. It also contains specific instructions and exceptions pertaining to the statements on this label about Personal Protective Equipment (PPE), and restricted entry interval. The requirements in this box only apply to uses of this product that are covered by the Worker Protection Standard. Do not apply this product in a way that will contact workers or other persons, either directly or through drift. Only protected handlers may be in the area during application.

Do not enter or allow worker entry into treated areas during the Restricted Entry Interval (REI) of 4 hours. ←

PPE required for early entry to treated areas that is permitted under the Worker Protection Standard and that involves contact with anything that has been treated, such as plants, soil, or water is:

- Coveralls
- Waterproof gloves
- Shoes plus socks

Reading the Label



PRECAUTIONARY STATEMENTS

HAZARD TO HUMANS AND DOMESTIC ANIMALS

CAUTION ←

Harmful if inhaled or absorbed through the skin. Causes moderate eye irritation. Avoid breathing dust or spray mist. Avoid contact with skin, eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove contaminated clothing and wash before reuse.

Personal Protective Equipment (PPE) ←

Applicators and other handlers must wear:

- Long-sleeved shirt and long pants
- Waterproof gloves
- Shoes plus socks

Mixer/loaders and applicators must wear a dust/mist filtering respirator meeting NIOSH standards of at least N-95, R-95, or P-95. Repeated exposure to high concentrations of microbial proteins can cause allergic sensitization.

Follow the manufacturer's instructions for cleaning/maintaining PPE. If no such instructions for washables, use detergent and hot water. Keep and wash PPE separately from other laundry.

Label Required PPE

- Label required Personal Protective Equipment (PPE) (varies by label)
- May include chemical resistant:
 - Eye protection (glasses, goggles, or face shield)
 - Gloves
 - Respirator
 - Footwear
 - Headgear
 - Apron
 - Coveralls
- May list nothing



Regulation Required PPE

- Regulation Required PPE
 - Required even if it is not required by the label
 - Chemical resistant gloves
 - Protective eyewear



Reading the Label

DIRECTIONS FOR USE

Sprayer, fine, or coarse mist.

Vegetable, brassica leafy (Crop Group 5) Including: Broccoli; broccoli, Chinese (gai lon); broccoli raab (rapini); Brussels sprouts; cabbage; cabbage, Chinese (bok choy); cabbage, Chinese (napa); cabbage, Chinese mustard (gai choy); cauliflower; cavalo broccoli; collards; kale; kohlrabi; mizuna; mustard greens; mustard spinach; rape greens.

0.5 - 2

Use 0.5 to 1.5 lb/acre for looper control and 1-2 lb/acre for *Heliothis* spp. control depending on larval stage and infestation levels. Use surfactants for hard to wet crops.



GENERAL USE DIRECTIONS

- Do not reapply within 3 days, except under extreme pest pressure.
- In case of extreme pest pressure, do not reapply within 24 hours.
- Do not harvest until spray has dried.
- Do not wet plants to point of runoff or drip.

SUBTROPICAL FRUITS: Including: Avocado, Banana, Carob, Barbados Cherry, Cherimoya, Dates, Durian (jackfruit), Feijoa, Figs, Guava, Kiwifruit, Lychee, Mango, Papaya, Passion Fruit, Persimmon, Pineapple, Pomegranate.

Reading the Label



ECOTROL[®] PLUS INSECTICIDE/MITICIDE

A BROAD SPECTRUM BOTANICAL INSECTICIDE/MITICIDE FOR USE IN AGRICULTURE, FRUITS, NUTS, VEGETABLES, ORNAMENTALS, LANDSCAPES, TURF, GREENHOUSES, AND NURSERIES

- EMULSIFIABLE CONCENTRATE
- NO REENTRY INTERVAL
- NO PREHARVEST INTERVAL

Active Ingredients:

Rosemary Oil.....	10.0
Geraniol.....	5.0
Peppermint Oil.....	2.0
Other Ingredients:*	83.0
TOTAL	100.0

*Butyl lactate, Isopropyl myristate, Polyglyceryl oleate, Isopropyl alcohol, Vanillin

AGRICULTURAL USE REQUIREMENTS

Use this product only in accordance with its labeling and with the Worker Protection Standard, 40 CFR part 170. This standard contains requirements for the protection of agricultural workers on farms, forests, nurseries and greenhouses, and handlers of agricultural pesticides. It also contains specific instructions and exceptions pertaining to statements on this label about personal protective equipment (PPE). The requirements of this box only apply to uses of this product that are covered by the Worker Protection Standard. For any requirements specific to your State or Tribe, consult the agency responsible for pesticide regulation

NO REENTRY INTERVAL AND NO PREHARVEST INTERVAL

PPE required for early entry to treated areas that is permitted under the Worker Protection Standard and involves contact with anything treated such as plants or soils: Long sleeved shirt, long pants, shoes and socks, chemical resistant gloves.

PERSONAL PROTECTIVE EQUIPMENT (PPE)

Persons applying this product should wear:

- Long sleeve shirts and long pants, shoes and socks
- Protective eyewear
- Chemical resistant gloves made of neoprene, nitrile or natural rubber.

Reading the Label

ECOTROL[®] PLUS
INSECTICIDE/MITICIDE

DIRECTIONS FOR USE

AGRICULTURE APPLICATION RATES: Spray when pests first appear. Repeat application every 5 to 7 days.

Crops Including but not limited to...	Insects / Mites Including but not limited to...	Application Rate in 100 gallons per Acre for Ground Applications
Legume and Fruiting Vegetables: Asparagus, Beans, Eggplants, Lentils, Peas, Peanuts, Peppers and Tomatoes	Aphids, Beetles, Whiteflies, Two-Spotted Spider Mites, Plant Bugs, Thrips, and Early stages of Caterpillars	1.0 - 4.0 pt
Bulb, Cole and Leafy Vegetables: Broccoli, Cabbage, Cauliflower, Celery, Garlic, Lettuce, Onions and Spinach	Aphids, Beetles, Whiteflies, Two-Spotted Spider Mites, Plant Bugs, Thrips, and Early stages of Caterpillars	1.0 - 4.0 pt (For Onion: Use 1.0 - 5.0 pt)

Pesticide Use Reporting

- All pesticide **use** must be reported to us monthly (except exempt pesticides)
- No pesticide use = No Report for that month



On-line Pesticide Use Reporting

- Accessible from any computer
- No printing
 - All records saved online
 - Meets record retention requirements for inspections
- All your Records are in one place
 - No more lost records or filing
- Remembers your pesticides for future entries



Do You Have Employee Pesticide Handlers?

- Handlers are employees who are involved in...
 - mixing, loading, transferring, applying, or assisting with an application.
 - maintaining, servicing, repairing, cleaning, or handling application equipment.
 - entering a treated area during an application or before the REI has elapsed.



Employee Handler Training

- Must occur before an employee is allowed to handle pesticides (not a complete list):
 - The training program must be written
 - It must cover all the required topics listed in 3CCR6724
 - Written training programs are available in English and Spanish from SD AWM
- Must be in a language the employee can understand

Employee Handler Training

- The training must be provided by a **qualified trainer**.
- Must be trained annually
- Respirator Training
 - Written training programs are available in English and Spanish from SD AWM



Employer Requirements

- Employers are required (not a complete list):
 - To provide all required PPE
 - To provide for the PPE's daily inspection and cleaning
 - To make sure the PPE is being stored correctly
 - To make sure your employee uses the equipment and uses it correctly



Do You Have Fieldworkers?

- "Fieldworker" means any person who, for any kind of compensation, performs cultural activities in a field not related to pesticides.
- Does not include handling pesticides.

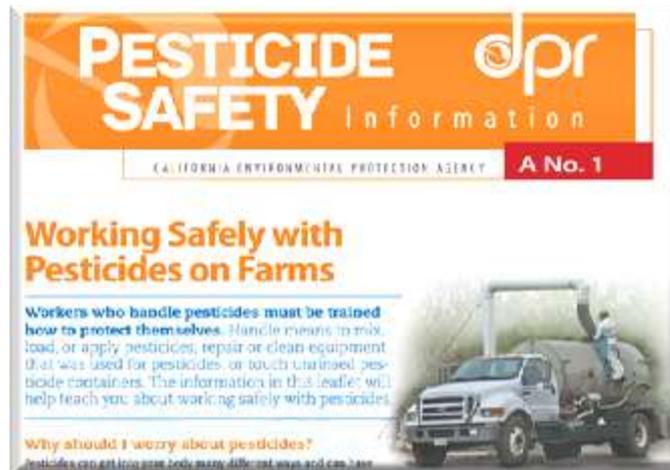


Fieldworker Training

- Field worker Training Requirements (not a complete list)
 - Must occur before the employee is allowed to enter the treated area or an area where an REI has been in effect within 30 days
 - The training program must be written
 - It must cover all the required topics listed in 3CCR6764
 - Written training programs are available in English and Spanish from SD AWM
 - Must be in a language the employee understands
 - Training must be every 5 years (Annually, Starting Jan. 2017)
 - The training must be provided by a **qualified trainer**
 - SD AWM does fieldworker training

Employee Right To Know

- Employees and Fieldworkers must know (not a complete list):
 - Where to access pesticide application information for the area they are working in.
 - Where to find Safety Data Sheets
 - How to obtain emergency medical care



Notification-Your Requirements

- Must notify anyone likely to enter a treated area during the application or while the REI is in effect.
- Must be in a manner the person can understand and include:
 - The date of the scheduled application
 - The location and description of the area to be treated
 - Instructions not to enter the treated area
- There should be no mystery!



Top 7 Production Ag. Violations

- Hazard Communication Handler/ FW
- Pesticide Label
- Application Specific Information Handler/FW
- Pesticide Use Reports Submitted
- Respirator Medical Evaluations
- Regulation PPE
- Handler Training

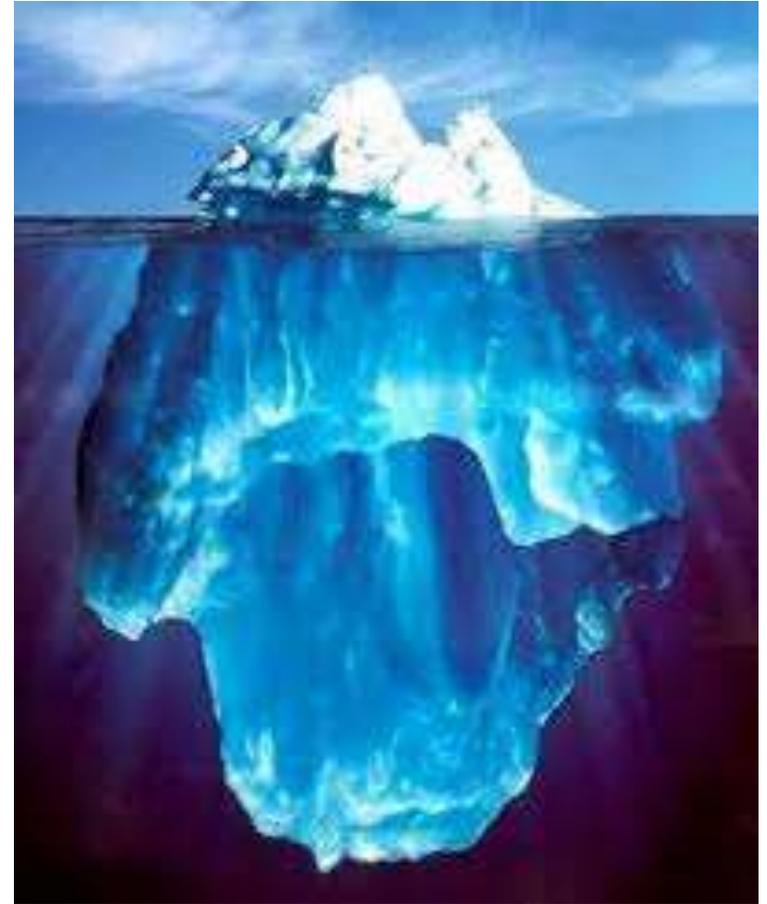
So you apply pesticides, now what?

- Obtain an Operator Identification Number
- Maintain Pesticide Use Records
 - Submit them to us
- Know how to read a label
 - Safety
 - Personal Protective Equipment
 - Commodities
 - Rates



We are here to help!

- This is just the tip of the iceberg.
- We want you in compliance!



We are here to help!

Today was just a brief explanation of things. If you have any questions or concerns please contact us and we will work with you to ensure you are in compliance.

San Diego County Department of Agriculture Pesticide Regulation Program

(858) 694-8980 or prp.awm@sdcounty.ca.gov

Two office locations to serve you.

Kearny Mesa

9325 Hazard Way, Suite 100
San Diego, CA 92123

San Marcos

151 E. Carmel St.
San Marcos, CA 92069

DIRECT MARKETING 101

Market Operator and Producer Compliance Requirements

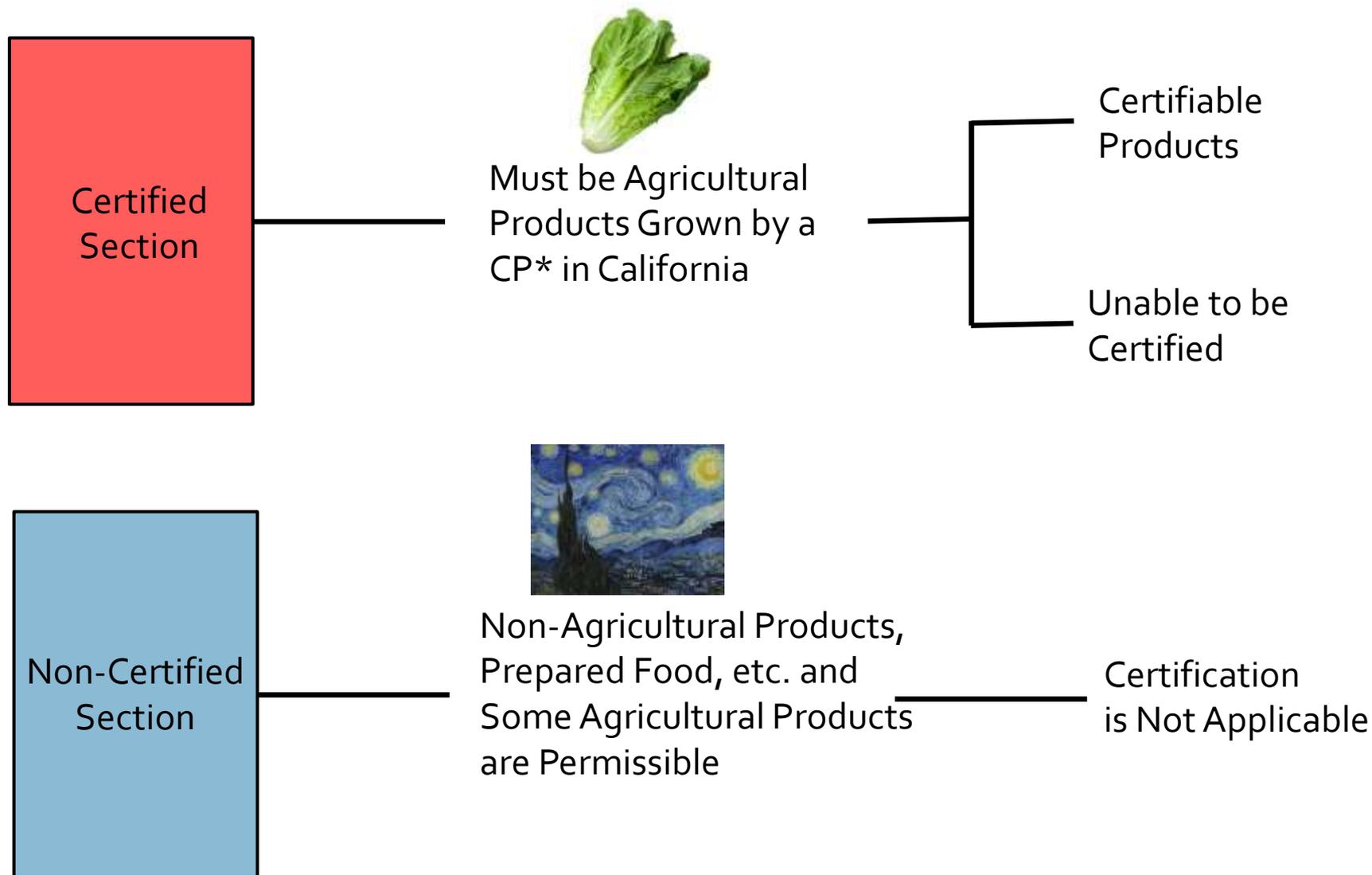


Ian Schmidt
Agricultural/Standards Inspector

Topics Covered

- **Products Permissible in the Certified vs. Non-Certified Section**
- **Agricultural Products**
- **Agricultural Products Unable to be Certified**
- **Non-Agricultural Products**
- **Producer and Operator Shared Compliance Requirements**
- **Top 10 violations issued to CFMs 2015**
- **How to Avoid Violations**
- **Q & A**

Agricultural Products Certified vs. Non-Certified Section



Agricultural Products in Certified Area

**Certified
Section**

Certifiable

- FRUITS
- VEGETABLES
- FLOWERS
- NUTS
- HERBS
- MUSHROOMS
- GRAINS
- NURSERY STOCK
- DAIRY
- SHELL EGGS
- HONEY
- POLLEN
- ROYAL JELLY
- PROPOLIS
- UNPROCESSED BEES WAX

Non-Certifiable

- PROCESSED FOODS
- LIVESTOCK MEATS
- POULTRY MEATS
- RABBIT MEAT
- FISH
- SHELLFISH

Agricultural Products (Non-Certifiable)

Processed agricultural products from raw agricultural products listed on the certificate, such as:

- Juice
- Jams & Jellies
- Salsas
- Pickles
- Oils
- Wine & Beer



CDFA determines processed products as a “limited number or ingredients or additives which act as a preservative or are essential in the preparation of the product”

Allowable Agricultural Products in Non-Certified Area

Non-
Certified
Section

~~FRUITS~~

~~VEGETABLES~~

~~FLOWERS~~

~~NUTS~~

~~HERBS~~

~~MUSHROOMS*~~

GRAINS

DAIRY

SHELL EGGS

HONEY

POLLEN

ROYAL JELLY

PROPOLIS

UNPROCESSED BEES WAX

NURSERY STOCK

LIVESTOCK MEATS

POULTRY MEATS

RABBIT MEAT

FISH

SHELLFISH

Non-Agricultural Products are



- Services
- Arts
- Candles, crafts
- Bakery, pastas
- Candies
- Soaps, balms
- Cosmetics, perfumes
- Clothing, fabrics
- Compost, fertilizers
- Pottery, ceramics
- Foraged foods
- Types of wares



Non-Agricultural Products Includes

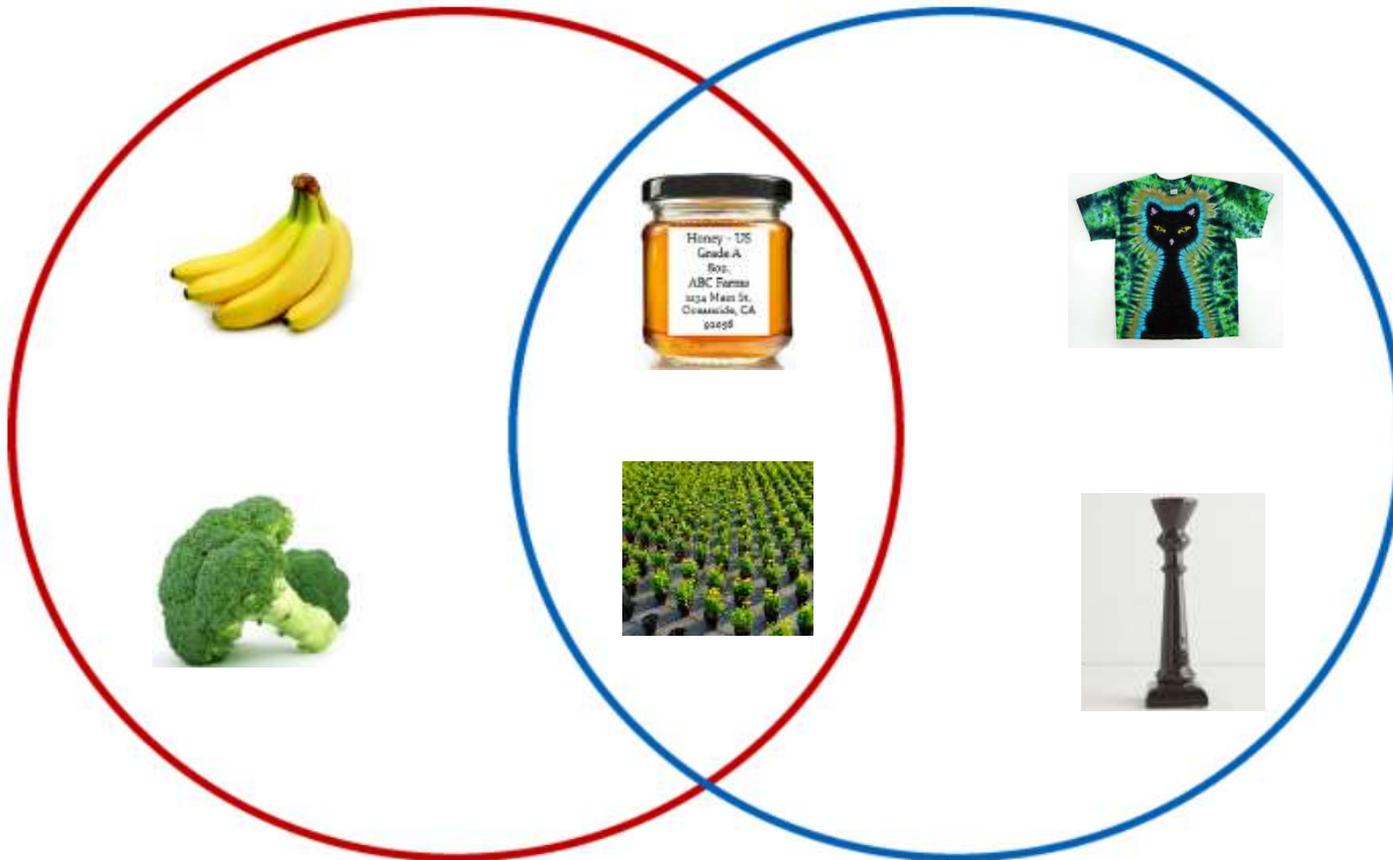
Agricultural products combined with non-agricultural products are not permitted for sale in the certified section



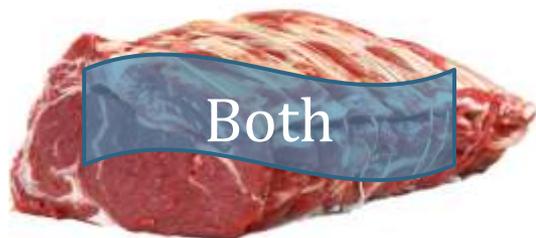
Certified and Non-Certified Areas

Certified Area

Non-Certified Area



Which Areas do These Products Belong?



Bonus Question, Where can livestock be sold?



Nowhere

Producer and Market Shared Responsibilities

- Certified Producer Certificate (CPC) not posted
- Product offered for sale not listed on CPC
- Cross references missing from certificates or products not separated
- Not of own production
- Selling uncertified/non-agricultural products in the certified Section
- Non-authorized person selling for a producer

Top Violations Issued to CFMs

1. Certified Producer Certificate (CPC) not posted*
2. Product for sale not listed on CPC*
3. Certified Farmers' Market (CFM) certificate not valid
4. Cross reference product not identified/separated*
- (tie) 5. Uncertified/non-ag product sold in certified area*
- (tie) 5. Cross reference between CPs not proper*
- (tie) 6. Load Sheets incomplete
- (tie) 6. Person selling for producer not authorized*

How to Avoid Violations

- **Follow-Check List Found in Application Packet**
- **Discard Expired CPCs**
- **Growing a New Commodity? Get an Amendment**
- **Ensure Scales are Sealed by the County**
- **Separate Cross-Reference Products**
- **Attend the DM 101 Outreach Events Annually**
- **Ask us Questions**

DIRECT MARKETING 101

Wine & Beer at Certified Farmers' Markets



Phyllis Bremer
Mesa Grande Corazón Winery

Dinna Morris
Supervising Agricultural/Standards
Inspector

Requirements for Wine at CFMs: License Type 79

- 1) Licensee may only sell wine produced entirely from grapes grown and bottled by the winegrower (no blending from others)
- 2) Instructional tasting event subject to the authorization of CFM operator
- 3) Apply to the Department of Alcohol Beverage Control (ABC) for Type 79 CFM License
 - *\$50.00*
 - *Valid for 12 months*
 - *May hold more than one CFM Type 79*
 - *Not valid for more than one day a week at any single CFM location*

Documents/Licenses

- Fictitious Business Name - basic business license
- Type 02 Winegrower license from ABC – cost \$69
- Type 79 CFM License from ABC
- CP Certificate with a CFM Operator agreement
- Seller's Permit issued by CA BOE (Board of Equalization)
- Commercial insurance policy (liability)
- Business and Professions Code §23399.4



Instructional Tasting Event

1) Instructional tasting event restrictions:

- ✓ Area separated by a barrier
- ✓ 21 years old to taste or pour
- ✓ Only one licensee per CFM per day
- ✓ Limited pour to 3-ounces total
- ✓ No open containers
- ✓ No sales > 5,000 gallons/annually

2) Winery may charge a fee for tasting



Requirements for Beer at CFMs: License Type 84

- 1) Licensed Beer Manufacturer (Type 01 or 23) may only sell beer from beer made in San Diego County or adjacent county
- 2) Instructional tasting event subject to the authorization of CFM operator
- 3) Apply to the Department of ABC for Type 84 CFM License
 - *\$50.00*
 - *Valid for 12 months*
 - *Not valid for more than one day a week at any single CFM location*
 - *May hold more than one CFM Type 84*

Instructional Tasting Event

1) Instructional tasting event restrictions:

- ✓ Area separated by a barrier
- ✓ Either Community Events or Certified area
- ✓ 21 years old to taste or pour
- ✓ Only one licensee per CFM per day
- ✓ Limited pour to 8-ounces total
- ✓ No open containers
- ✓ No sales > 5,000 gallons/annually



2) Brewery may charge a fee for tasting

DIRECT MARKETING 101

Market Operator

Compliance Requirements



Ian Schmidt
Agricultural/Standards Inspector

Topics Covered

- **Uncertified Produce**
- **Defining Certified and Non-Certified Sections**
- **Market Operator Compliance Requirements**
- **How to Avoid Violations**
- **Q & A**

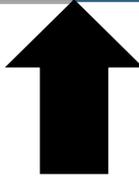
Prohibited Activity anywhere at a Certified Farmers' Market

Selling or distributing *uncertified* fresh whole:

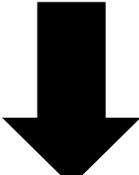
- ✓ Fruits
- ✓ Nuts
- ✓ Vegetables
- ✓ Cut flowers
- ✓ Herbs
- ✓ Cultivated Mushrooms



Distinction Certified vs Non-Certified Area



Sign is Required



Certified vs Non-Certified Area

- Clear separation between the certified section and non-certified section with unambiguous signage
- Non-agricultural products:
 - ❑ cannot share the booth
 - ❑ cannot share the same table
 - ❑ cannot be represented by the same banner
- Market map must show that the booth with the non-agricultural products is correctly placed in the non-certified area

Distinction Certified vs Non-Certified Area



Certified vs. Non-Certified Area



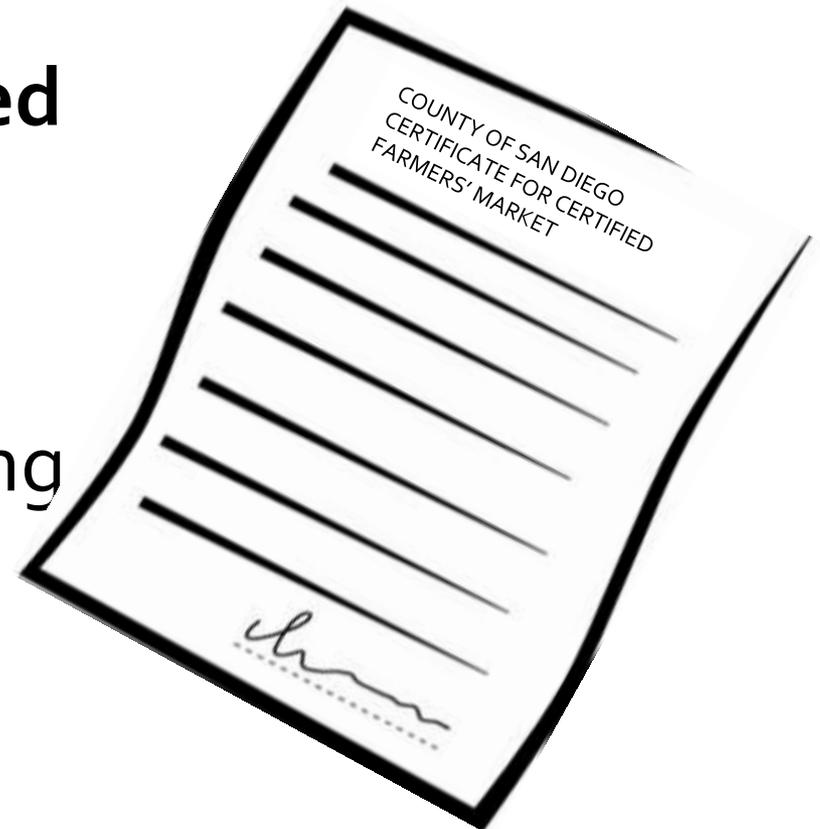
Example of Booth with Cross-References



- Cross Reference Product Needs to be separated
- CPCs Contain the Cross-References
- Sign Needs
 - “We grow What We Sell”
 - Name of Producer
 - County

Market Operator Compliance Requirements: Valid Certificate

A current, valid **certified farmers' market certificate** shall be available at any time during market operating hours



Market Operator Compliance Requirements: Load List

(1) Complete Load Lists include:

- ✓ Name of the certified producer
- ✓ Identity of each product sold as it appears on the certified producer's certificate
- ✓ Quantity of each product sold including all processed agricultural products
- ✓ Name and date of the market

(2) Keep the load lists for **eighteen months**.

Avoiding Violations

- ✓ Use the Self-Inspection Checklist
- ✓ Learn the Direct Marketing Laws & Regulations and Self-Enforce Your Market
- ✓ Ask Questions and Seek Information
- ✓ Be Familiar with your Producers
- ✓ Person in Charge of Compliance

CONTACT INFORMATION

CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE (CDFA)



Certified Farmers' Market Program
1220 N Street, Sacramento, CA 95814
Phone: (916) 900-5030
Email: cfm@cdfa.ca.gov

For more information, forms and links to law and regulations visit
website - <http://www.cdfa.ca.gov>

COUNTY OF SAN DIEGO DEPARTMENT OF AGRICULTURE, WEIGHTS & MEASURES

9325 Hazard Way, Ste. 100, San Diego, CA 92123

Certified Producers, Certified Farmers' Markets, Organic, Avocado, Eggs:

Agricultural Standards Program

Phone: (858) 614-7786

Email: AgStandards.AWM@sdcounty.ca.gov

For printable application packets visit website: <http://www.sdcaawm.org>

Pesticide Use:

Pesticide Regulation Program

Phone: (858) 694-8980

Email: PRP.AWM@sdcounty.ca.gov

Scales:

Weights & Measures Program

Phone: (858) 694-2778

Email: se.awm@sdcounty.ca.gov

Nursery Stock:

Plant Health & Pest Prevention Program

Phone: (760) 752-4700

Email: PHPP.AWM@sdcounty.ca.gov

Located in our San Marcos office at 151 E. Carmel St., San Marcos, CA 92078

