

CERTIFIED FARMERS' MARKET TRAINING



**COUNTY OF SAN DIEGO
Department of Agriculture,
Weights and Measures
DIRECT MARKETING PROGRAM**

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Inspector**

Certified Farmers' Market (CFM) Defined



A CFM is where producers or certified producers sell agricultural products which *they have produced* directly to consumers.

INTENT OF CFMs

Maximize fresh California products to consumers.

- Benefits growers and consumers.
 - Consumers learn about local agriculture.
 - Tree and Vine ripened produce.
 - Exemption from Standardization regulations.



Standardization Regulations

- All fresh fruits, nuts, and vegetables sold anywhere must comply with Maturity and Quality Standards.
- Exemption at CFM for:
 - Size
 - Standard Pack
 - Container

Certified Producer

- Certified Producer Certificate (CPC)
 - Farming activities verified by Agriculture, Weights and Measures (AWM)
 - Farmer obtains a CPC for all locations farmed
 - Can sell at any CFM in California
 - Exempt from size, standard pack, container
 - (Not “Certified Organic”)

What products can be certified?

- Only agricultural products:
 - Fresh fruits and vegetables
 - Shell Eggs
 - Nuts and honey
 - Nursery stock
 - Cut flowers

What are “non-certifiable” agricultural products?

Processed products from agricultural products -

- Fruit and vegetable juices
- Jams and jellies
- Pickles and olives

OK to sell in CFM if seller has produced all of the ingredients in product.

Exceptions allowed in Processed Products:

- Preservatives: sulfites, sugar, salt, vinegar.
- Seasonings: salt or spice.
- Flavoring: smoke, hickory, vanilla extract, nut oil, and soy sauce.
- Food Coloring.
- Pectin.

Examples Not allowed: Pie, Toffee Nuts, Soap.

More “non-certifiable” agricultural products.

- Livestock including rabbits and livestock products.
- Fish and shell fish product from controlled waters in California.
- OK to sell in CFM if seller produced.
- CFM Manager verifies. Not listed on certificate.

How do I become certified?

- Complete Certified Producer (CP) application.
www.sdcounty.ca.gov/awm/farmers_markets.html
- Submit application with fees.
 - \$35 per year.
 - \$5 total to sell in other counties. (optional)
- Commodity Worksheet.

Review and Inspection

- AWM reviews application:
 - Control of Property: leases, verification of parcel, partnerships, sharecropping agreements.
 - Authorization to sell for other CP
- Schedule and conduct inspection.
 - \$60/hour inspection fee plus travel zone fee.
 - Only commodities in production at time of inspection will be listed.
 - Varieties, seasons, and estimated harvest determined.

Certificates Issued

NEW AND IMPROVED PROCEDURE:

AWM

- Data Entry
- Prints, Signs, Embosses Certificate
- Sends to CP or pick up at AWM offices

CP

- Signs certificate to validate!

Amendments to Certificate?

- Notify AWM.
- Submit application with amendment fee of \$5.
- Possible property inspection fees.
- Return all embossed copies to AWM.
- Violation to use old copies of certificate.

CFM Inspections

Food and Agricultural Code, Section 47020

County Agricultural Commissioner shall inspect every CFM at least once in every six months of operation.

Self-Inspection Checklists

- Check yourself each market day for compliance with law.
- Avoid violations.
- Avoid Fines.

Selling at the CFM

- ☑ You may only sell products you produce.
- ☑ All products must be listed on certificate.
- ☑ Certificate must be posted at booth.
- ☑ Only Producer, immediate family or valid employees may sell.

CPs selling for other CPs

- ☑ CP selling own products.
- ☑ CPs' names cross referenced.
- ☑ CPs' products separated and identified.

Load Lists

- ☑ Manager collects load lists from each producer at each market day.

- ☑ Lists complete with:
 - ☑ Name of producer,
 - ☑ **Identity of product as appears on certificate,**
 - ☑ Quantity sold at market,
 - ☑ Name and date of market.

- ☑ Retain lists for 18 months.

Organic

Post at market:

- ☑ Valid Registration with registration number.
- ☑ Proof of Certification (over \$5,000/yr)

Other claims (i.e. no pesticides) must be true and verifiable.

Avocados

Shall be Certified for Maturity and Quality.
(F & A Code 44971-44973)

- Official Stamp on each flat, carton, or container, or
- Maturity Certificate, or
- Exemption Permit.

California Department of Food & Agriculture

Avocado Inspection Program

326 State Place, Escondido, 92029

760-742-4712

Shell Eggs and Honey at CFM

- ☑ On-site visit to verify birds or hives. (Certified)

Register:

- ☑ Hives in primary county with Agricultural Commissioner.
- ☑ Shell egg producers register with CDFA.

Eggs

Labeling (on package or placard):

- ☑ Size and grade,
- ☑ Sell by date and pack date,
- ☑ Packer ID number,
- ☑ “Keep Refrigerated”.



Refrigeration Requirements for Shell Eggs

- ☑ Egg refrigeration law (45 degrees or less) applies at production, wholesale, and retail.
 - ☑ CFM's are exempt for 4 days from date of pack.
 - ☑ Non-certified section, no exemption.

- ☑ Department of Environmental Health is responsible for enforcement of refrigeration regulations at retail.

Weights & Measures

Scales:

- ☑ Currently registered with at least one county.
- ☑ Current seal by County Sealer.

Prepackaged products are labeled with:

- ☑ Identity
- ☑ Responsibility
- ☑ Quantity



Violations and Enforcement

- Issuance of Notice of Violation.
- Civil Administrative Penalty.
 - Minor \$50-\$150
 - Moderate \$151-\$400
 - Serious \$401-\$1,000
 - Suspend participation up to 18 months

*California Code of Regulations, Article 6.5, Section 1392.4.1

Avoiding Violations

- Use the Self-Inspection Checklist
- Review the Direct Marketing Regulations
- Ask before doing anything “New”

More Information

- California Department of Food and Agriculture – CFM Program information, links to laws and regulations:
<http://www.cdfa.ca.gov>
- AWM – Farmers’ Market webpage, application packets, penalty guidelines:
<http://www.sdcawm.org>
- Contact us: (858) 694-2778