



WELCOME

to

2024 DIRECT MARKETING 101

Presented by

Department of Agriculture, Weights & Measures

Agricultural Standards Program

June 17, 2024



Agenda

9 am – 10:30 am Certified Producers DM Basics

1. Application process Mario R. Maldonado, Sr. ASI
2. CFM Inspection Camthao Ho, Sr. ASI
3. Load Sheets Robert Roma, Sr. ASI
4. Q&A

10:30 am - 10:45 am WIC/SNAP for CPs and CFMs – Monica Winters

10:45 am - 11 am Meet and Greet between CPs and CFMs

11 am – 12 pm Market Operator DM Basics

1. The Application process Robert Roma, Sr. ASI
2. CFM Inspection Mario R. Maldonado, Sr. ASI
3. Load Sheets Camthao Ho, Sr. ASI
4. Q&A



MARIO R. MALDONADO

Senior Agricultural Standards
Inspector

Becoming Certified - Certified Producers

3CCR §1392.4(a)

- A certified producer is a farmer who has been certified by AWM to sell in CFMs

- Apply
- Verify
- Certify

CERTIFIED PRODUCER'S CERTIFICATE APPLICATION
 Check one: New Application Addition/Amendment Application Annual Certificate Renewal

NAME:		FOR OFFICIAL USE ONLY	
BUSINESS NAME:		CERTIFICATE NUMBER:	
MAILING ADDRESS:		COUNTY FEE: \$	PAID WITH:
CITY AND ZIP:		DATE RECEIVED:	
PHONE: (BUSINESS)	PHONE: (OTHER)	DCP NUMBER: AWM20____-DCP-00____	
E-MAIL ADDRESS:		IDM NUMBER: AWM20____-IDM-00____	

Public Disclosure
 We strive to protect personally identifiable information by collecting only information necessary to deliver our services. All information that may be collected at this site becomes public record that may be subject to inspection and copying by the public, unless an exemption in law exists. In the event of a conflict between this Privacy Notice and any County ordinance or other law governing the County's disclosure of records, the County ordinance or other applicable law will control.

Access and Correction of Personal Information
 You can review any personal information we collect about you. You may request changes to your personal information you believe is in error by submitting a written request that credibly shows the error. If you believe that your personal information is being used for a purpose other than what was intended when submitted, you may contact us. In all cases, we will take reasonable steps to verify your identity before granting access or making corrections.

Production Sites: please provide full address including zip code and parcel ID number (APN).

1. ADDRESS & APN:		2. ADDRESS & APN:	
3. ADDRESS & APN:		4. ADDRESS & APN:	
5. ADDRESS & APN:		6. ADDRESS & APN:	
STORAGE LOCATION (A)	MONTHS IN STORAGE (A)	STORAGE LOCATION (B)	MONTHS IN STORAGE (B)

Other Counties you plan to sell in: Transporting products into another county for the purpose of selling at a certified farmers' market within that county is permitted only in the authorized counties listed on this certificate.
 Annual fee: \$50 to sell in San Diego County only - or - \$59 to sell in San Diego County and counties listed below.

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Certified Producers you sell for
 (maximum of two in one year):

NAME:	CERTIFICATE #:	DATE DECLARED:
NAME:	CERTIFICATE #:	DATE DECLARED:

Certified Producers that sell for you
 (maximum of two in one year):

NAME:	CERTIFICATE #:	DATE DECLARED:
NAME:	CERTIFICATE #:	DATE DECLARED:

Number of embossed copies of certificate you would like: _____
 Embossed certificate must be posted at all times when selling at a certified farmers' market. There is no charge for additional copies.

Additional Producer Information:
 Check all that apply: Own growing property Lease growing property Registered Organic Licensed Nursery Eggs
 Avocado Maturity Farming Partnership Sharecropping Agreement Similar Contractual Agreement with another person
 Accept EBT/SNAP at booth Interested in accepting EBT/SNAP at booth (Please send me information)

I have reviewed this application and certify that the information provided is true and correct. I further certify that I am knowledgeable and intend to produce in accordance with good agricultural practices as published by CDFA. See http://www.cdffa.ca.gov/af6_&_cicfm.html for copy of guidelines. I am aware I must also comply with any other local, state or federal laws. I understand that violations of these regulations may subject me to criminal and/or civil penalties, including fines, suspension and/or revocation of this Certificate and/or my privilege to participate in certified farmers' markets.

Certified Producer's Signature: _____ Date: _____



Becoming Certified - Certified Producers

3CCR §1392.4(a)

- Complete and submit the **Certified Producer's Certificate Application**
 - Available at https://www.sandiegocounty.gov/content/sdc/awm/farmers_markets/CPC.html
- Who are **you**?
 - Individual
 - Corporation, LLC
 - Partnership, sharecropping, similar contractual agreement
- Who owns the **production site(s)**?
 - You
 - Farm Lease Agreement
 - Storage
- Will you be selling in **other counties in CA**?



Becoming Certified - Certified Producers

- Will other people be selling your produce?

Selling on behalf of another certified producer

- Authorization
- Cross-referenced producer will need to update or amend certificate ASAP
- Out-of-county cross-reference certificate kept on file



Certified Producers you sell for
(maximum of two in one year):

NAME:	CERTIFICATE #:	DATE DECLARED:
NAME:	CERTIFICATE #:	DATE DECLARED:

Certified Producers that sell for you
(maximum of two in one year):

NAME:	CERTIFICATE #:	DATE DECLARED:
NAME:	CERTIFICATE #:	DATE DECLARED:

Cross References

- When selling on behalf of another certified producer, must have a documented, signed agreement in place before sales commence.
- **Must** provide signage for each cross-referenced certified producer certificate at a market.
- Certified Producer **may not** offer for sale the same commodity as their cross-referenced Certified Producer when selling on their behalf (at same certified farmers' market, on the same day).
- Certified Producers can only sell certifiable products for another Certified Producer, **not processed products**.

Becoming Certified - Certified Producers

- Will **other people** be selling your produce at your booth?

Authorized Representatives and Employees

- Authorization
- Annual Renewal
- Authorization form kept at market sales booth



Certified Producer Changes – Authorized Representatives

- Certified Producers must provide the department with a list of all authorized representatives who are authorized to sell on their behalf.
- Authorized representative of the certified producer may only sell on behalf of **one** certified producer per certified farmers' market, per market day.

*Certified Producer's Certificate Application
County of San Diego*

AUTHORIZED REPRESENTATIVE/EMPLOYEE AGREEMENT

I _____, a Certified Producer under Title 3, Article 6.5 of the California Code of Regulations (3CCR), do currently authorize or employ the following people, as authorized under FAC§47004(b) or employee under 3CCR§1392.2(j), to sell certifiable agricultural products of my own production for me at a Certified Farmers' Market. I attest that the below named is an authorized representative or legal employee (such that all compensation to this employee is based on a fixed salary, and not on a commission or on a resale basis) and agree that I will provide documentation for verification of this authorization/employment upon request. This agreement will be available for review at any operating certified farmers' market.

NAME	NAME
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

I will immediately notify the endorsing Agricultural Commissioner upon termination or change in status of my authorized representative or employee.

I am aware that any violation of the Direct Marketing Regulations (California Code of Regulations, Title 3, Article 6.5) by me or by my authorized representative or employees may result in a civil administrative penalty and/or revocation of my Certified Producer's Certificate by the Issuing County and/or my privilege to participate in a Certified Farmer's Market.

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed this _____ of _____, _____ in _____, CA.
(Day) (Month) (Year) (County)

Renewal of this authorization/employment agreement is required upon expiration of Certified Producer's Certificate.

Certified Producer's Name

Certified Producer's Certificate No.

Certified Producer's Signature

Certified Producer's Certificate Expiration Date

Becoming Certified - Certified Producers

3CCR §1392.4(a)

What commodities will you be producing?

- Commodities Worksheet

List all commodities you produce (*see examples below*). Please print.

Site #	Commodity	Variety	Amount	Unit of Measure	Estimated Production	Unit of Measure	Harvest Season	** Season Altering Device	Months in Storage
1.	Tomato-Cherry	Red	5	Acres	300	Lbs	Apr-Aug	HP	
1.	Apple	Granny Smith	6	Trees	100	Lbs	Aug-Sept	CS	2
2.	Eggs - Chicken	Eggs	100	Hens	3200	Dozen	Jan-Dec		
2.	Begonia	Angel wing -white	13	Plants	13	Pots	Jan-Dec	GH	
2.	Dianthus	Tiny Rubies -red	100	Sq ft	200	Bunches	Apr-Oct		
							to		
							to		

- Site Inspections

- Production Site
- Storage Location
- Video inspection option for renewing certified producers



Overview of what inspectors verify from Certified Producers

- Does the operation use Pesticides?
- Does the operation sell their product as Organic?
- Does the operation have a licensed nursery if selling nursery stock?
- Does the operation have a Citrus compliance agreement with CQP?
- Does the operation understand/comply with avocado maturity and size requirements?
- Is the operation a registered egg handler, and do they understand/comply with quality and labeling requirements?
- Does the operation have an apiary registration and do they comply with honey labeling requirements?



Certified Producers - Pesticides

Certified producers using pesticides are considered commercial applicators

- Operator Identification Number required
 - Prior to purchase and use
 - Report use to Department of Pesticide Regulation
 - Free
- Agricultural Use pesticides only
- The Label is the Law

AWM Pesticide Regulation Program: (858) 694-8980



Certified Producers - Organic Products

3CCR §1392.4(f)
FAC §47004(c)(3)
National Organic
Program
California Organic Food
and Farming Act

All organic operations must be registered

- Register with CDFA State Organic Program
 - Advertise products as organic
 - Inspection and record review
 - Register online: <https://organic.cdfa.ca.gov/OrganicReg>
- Certification
 - Gross sales > \$5000
 - 3rd party organic certifying agency
 - Prior to display of USDA organic or certifier's seal
 - "Certified Organic"



Certified Producers - Nursery Stock

FAC §5005
FAC §47000.5(b)
FAC §5007

Plants for “planting, propagation, or ornamentation”

- Must be planted, propagated, grown, fertilized, irrigated, cultivated, pest controlled, and harvested by the **certified producer**
- Obtain License to Sell Nursery Stock
 - Issued by CDFA Nursery Services Program: **(916) 654-0435**
 - Applies cut flowers/cut ornamentals
 - “Plants”=parts of plants



Certified Producers - Citrus

Statewide interior quarantine for Asian Citrus Psyllid/Huanglongbing Disease

- Compliance Agreements Required
 - Commercial grower, transporter, packer/processor, fruit seller
 - Signed copy with all shipments
- Remove stems and leaves
- Covered and enclosed during transport



AWM Citrus Quarantine Program:
(858) 614-7770 or
CQP.AWM@sdcounty.ca.gov



Certified Producers - Avocados

FAC §44971(b)
FAC §44987

Legislation supported by the avocado industry requires certification of all avocados produced commercially in CA

- **CDFFA Avocado Inspection Program**
 - Certify minimum maturity by size and variety
 - Escondido location: **(760) 743-4712**
- **Avocado Exemption Permit/ Certificate of Maturity**
 - Allows producers to sell avocados in CFMs without certification
 - Free
 - Issued when all sizes of the varieties requested have been “released”



Variety	Size 40	Size 48	Size 60	Size 70 & Smaller
Hass	Nov 28	Dec 12	Jan 2	Jan 16

Certified Producers - Eggs

FAC \$27541
FAC \$27644
3CCR \$1354



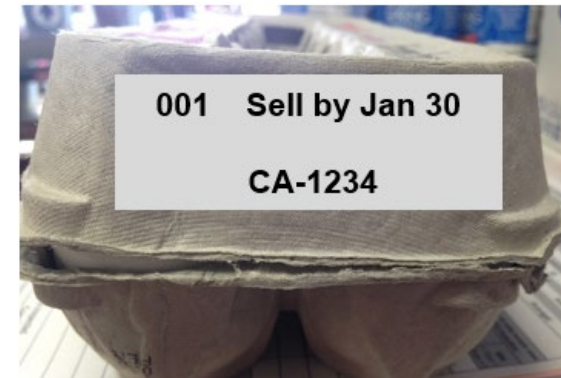
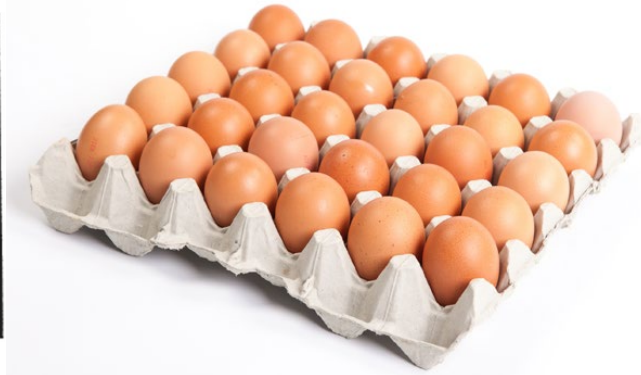
- Register as an Egg Handler
 - Egg Safety and Quality Management Program: (916) 900-5062
- Chicken Eggs
 - Quality
 - Clean
 - In tolerance for defects
 - Labeling
 - On carton
 - Placard for bulk sales



LARGE-GRADE AA
EGGS
KEEP REFRIGERATED

Uncle Oliver's Egg Farm
Half Moon Bay, CA 94720

Sell By: June 30, or 6-30
151
P 1234 or CA-1234 or 06-1234
CA SEFS Compliant



- Eggs from Other Species of Fowl
 - Quality and labeling regulations do not apply
 - Indicate species and identity, responsibility, quantity (IRQ) on label

Certified Producers - Apiaries and Honey

Beekeepers are required to register hives in CA

- Annual registration of number and location of honey bee colonies FAC § 29040
 - <10 hives = Free; >10 hives = \$10/year
 - San Diego Honey Bee Protection Program: **(858) 614-7739**
- Benefits provided to beekeepers by County Ag Commissioner
 - Pesticide application notices, protecting bees from exposure
 - Assistance from inspector
 - Resources, regional updates, research, and regulatory information
- Additional requirements vary by jurisdiction

- Honey Labeling
 - IRQ
 - United States Grade



FAC § 29581/29611



QUESTIONS?

Market Inspection for Certified Producers



- **Inspector will review the following for compliance (*as applicable):**
 - Certified Producer's Certificate
 - Products offered for sale
 - Signage – “We Grow What We Sell”
 - Product Representations
 - Cross-references *
 - Closed container labeling *
 - Scales *
 - Organic products *
 - Avocados *
 - Eggs *
 - Honey *
 - Nursery stock*
 - Processed Foods *

Certified Producer's Certificate

3CCR §1392.4(c)

State of California
Department of Food and Agriculture
Certified Farmers' Market Inspection Program
51-049M (REV 01/15)

CERTIFIED PRODUCER'S CERTIFICATE ISSUING COUNTY: SAN DIEGO

CERTIFIED PRODUCER
Name: **Neverland Produce**
DBA:
Address: **456 People St**
City, St. Zip: **San Diego, CA 92136**
Phone (1): **555-897-4444**
Phone (2):
Email: **neverlandforever@zmail.com**

AWM2010-DCP-00000
FOR OFFICIAL USE ONLY
CERTIFICATE NO: _____ 9999
COUNTY FEE: _____ \$59.00
ISSUING DATE: _____ 03/08/2018
EXPIRATION DATE: _____ 03/07/2019
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.

456 People St San Diego, CA 92136	878 Avenue Ave San Diego, CA 92114
--------------------------------------	---------------------------------------

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		

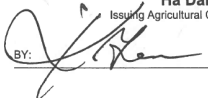
AUTHORIZED COUNTY(ies) - transporting products into another county for the purpose of selling at a certified farmer's market within the county is permitted only in the authorized counties listed on this certificate

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

I have reviewed this certificate and certify that the information provided is true and correct. I further certify that I am knowledgeable and intend to produce in accordance with good agricultural practices as published by the department. See http://www.cdfa.ca.gov/ff/ff_regs.htm for copy of guidelines. I am aware I must also comply with any other local, state or federal laws. I understand that violations of these regulations may subject me to criminal and/or civil penalties, including fines, suspension and/or revocation of this Certificate and/or my privilege to participate in certified farmers' markets.


Certificate Producer's Signature

This certificate is issued under authority of Title 3, Division 3, Chapter 1, Subchapter 4, Article 6.5 of the California Code of Regulations. It authorizes the certified producer to sell produce directly to consumers at a certified farmers' market. Upon issuance of this certificate the applicant is hereby registered with the California Department of Food and Agriculture.

Ha Dang
Issuing Agricultural Commissioner
BY: 

*** THIS CERTIFICATE MUST BE CONSPICUOUSLY POSTED AT POINTS OF SALE ***

ORIGINAL TO ISSUING COUNTY COPY TO STATE COPY TO AUTHORIZED COUNTIES PRINTED ON Thursday, May 10, 2018

State of California
Department of Food and Agriculture
Certified Farmers' Market Inspection Program
51-049M (REV 01/15)

CERTIFIED PRODUCER'S CERTIFICATE ISSUING COUNTY: SAN DIEGO

CERTIFIED PRODUCER
Name: **Neverland Produce**
DBA:

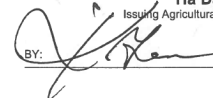
AWM2010-DCP-00000
FOR OFFICIAL USE ONLY
CERTIFICATE NO: _____ 9999
ISSUING DATE: _____ 03/08/2018
EXPIRATION DATE: _____ 03/07/2019
AMENDED DATE: _____
COPIES ISSUED: _____ 5

Location #	Commodity	Variety	Amount	Unit of Measure	Estimated Production	Unit of Measure	Harvest Season	Season Airing Device	Months In Storage
931	ACACIA	ACACIA	400	Trees	3000	Bunches	Dec - Feb		
904	ACACIA	ACACIA	2	Trees	50	Bunches	Dec - Feb		
931	AGAPANTHUS	LILY OF THE NILE	100	SqFt	40	Bunches	Jan - Dec		
904	AGERATUM	FLOSS FLOWER	0.1	Acres	3000	Stems	Jan - Dec		
931	AGROSTEMMA	CORN COCKLE	1200	SqFt	300	Bunches	Jan - Dec		
931	ALSTROEMERIA	PERUVIAN LILY	5000	SqFt	1500	Bunches	Jan - Jul		
931	ALYSSUM	ALYSSUM	200	SqFt	100	Bunches	Jan - Dec		
931	AMARANTHUS	AMARANTHUS	800	SqFt	600	Bunches	Jan - Dec		
904	AMARANTHUS	AMARANTHUS	2000	SqFt	2000	Bunches	Jan - Dec		
931	AMARYLLIS	NAKED LADY/BELLADONNA	100	SqFt	20	Bunches	Jul - Sep		
931	AMMI	GREEN MIST ETC	2800	SqFt	1500	Bunches	Jan - Dec		
904	AMMI	GREEN MIST ETC	4000	SqFt	2000	Bunches	Jan - Dec		
931	ANIGOZANTHOS	KANGAROO PAW	2000	SqFt	250	Bunches	Jan - Dec		
931	ANTIRRHINUM	SNAPDRAGON	4800	SqFt	2500	Bunches	Jan - Dec		
904	ARGYRANTHEMUM	MARGUERITE DAISY	6500	SqFt	5000	Bunches	Jan - Dec		
931	ASTER	ASTER MISC	800	SqFt	800	Bunches	Jan - Dec		
931	ASTER	MATSUMOTO	800	SqFt	800	Bunches	Jan - Dec		
931	ASTER	MONTE CASINO	8000	SqFt	6000	Bunches	Oct - Apr		
931	ASTER	RAINBOW	1200	SqFt	1000	Bunches	Jan - Dec		
931	AVOCADO	HASS (1/16)	1	Trees	100	Lbs.	Feb - Oct		
931	AVOCADO	LAMB HASS (7/17)	1	Trees	50	Lbs.	Feb - Oct		
931	BUDDLEIA	BUTTERFLY BUSH	1000	SqFt	1000	Bunches	Feb - Nov		
904	BUDDLEIA	BUTTERFLY BUSH	2300	SqFt	2000	Stems	Jan - Dec		
931	BUPLEURUM	GREEN GOLD	500	SqFt	1000	Bunches	Jan - Dec		
931	CACTI HYLOCEREUS	DRAGON FRUIT/ PITAHAYA	8	Plants	50	Each	Jan - Dec		
931	CALENDULA	POT MARIGOLD	2000	SqFt	2000	Bunches	Jan - Dec		
931	CELOSIA	DOCKSCOMB MISC	800	SqFt	600	Bunches	Jan - Dec		
931	CITRUS ORANGE	VALENCIA	1	Trees	100	Lbs.	Mar - Sep		

I have reviewed this certificate and certify that the information provided is true and correct. I further certify that I am knowledgeable and intend to produce in accordance with good agricultural practices as published by the department. See http://www.cdfa.ca.gov/ff/ff_regs.htm for copy of guidelines. I am aware I must also comply with any other local, state or federal laws. I understand that violations of these regulations may subject me to criminal and/or civil penalties, including fines, suspension and/or revocation of this Certificate and/or my privilege to participate in certified farmers' markets.


Certificate Producer's Signature

This certificate is issued under authority of Title 3, Division 3, Chapter 1, Subchapter 4, Article 6.5 of the California Code of Regulations. It authorizes the certified producer to sell produce directly to consumers at a certified farmers' market. Upon issuance of this certificate the applicant is hereby registered with the California Department of Food and Agriculture.

Ha Dang
Issuing Agricultural Commissioner
BY: 

*** THIS CERTIFICATE MUST BE CONSPICUOUSLY POSTED AT POINTS OF SALE ***

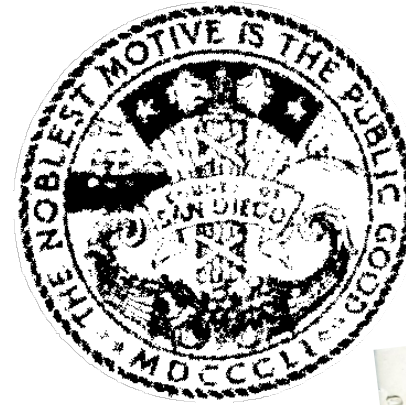
ORIGINAL TO ISSUING COUNTY COPY TO STATE COPY TO AUTHORIZED COUNTIES PRINTED ON Thursday, May 10, 2018

Certified Producer – Booth Inspection

3CCR §1392.4(a)(3)
3CCR §1392.4(k)

Are you in compliance?

- **Certificate in possession/valid/posted**
 - Embossed Certificate
 - Dates valid on certificate at time of inspection
 - Authorized to sell in county of inspection being conducted
- **Products listed**
 - Only agricultural products
 - All commodities offered for sale must be listed on the certificate
 - Of own production
- **“We Grow What We Sell” signage**
 - Name of CP/ Farm/ Entity
 - County of origin
 - Similar wording is acceptable



Certified Producer – Booth Inspection

3CCR §1392.4

Are you in compliance?

- Closed container IQO

FAC §47002(c)

- Identity
- Responsibility
- Quantity

- Avocado maturity

FAC §44987

- Avocado Exemption Permit or Certificate of Maturity from Avocado inspection office

- Organic

- Registration/certification posted
- No commingling with conventional produce

- Eggs

FAC §27541

- Be registered as an Egg Handler
- Meet quality and labeling requirements



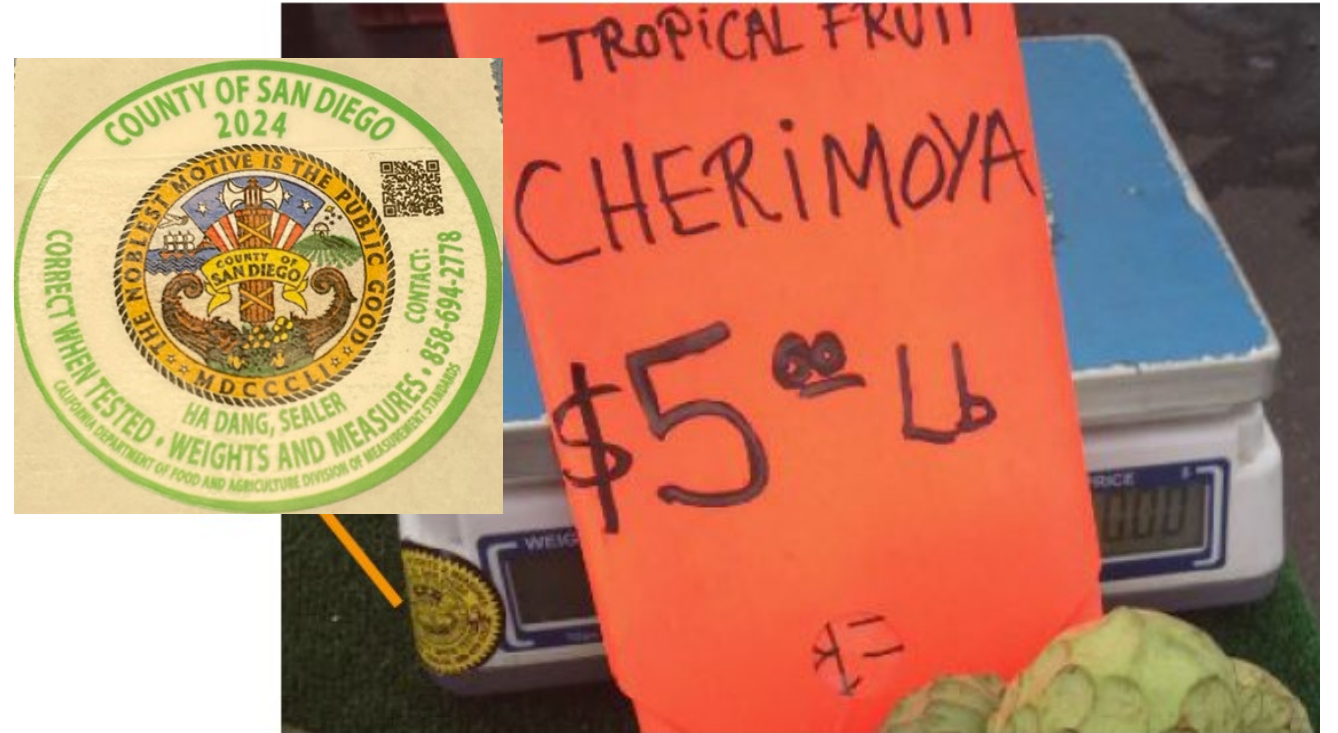
Certified Producers - Scales

Prior to use, scales used for weighing agricultural items must be sealed by a Weights & Measures inspector

- Tested for accuracy
 - Annual
- Type Approval
- Registered
- Ensures fair marketplace for sales by weight, consumer protection

Contact info below:

San Diego Weights & Measures
(858) 694-2778



Certified Producer – Booth Inspection

Are you in **compliance**?

If selling for other certified producers

- Certificates posted/valid/authorized to sell for certified producer and listed cross-references (producers' names listed on each others' certificates)
- Products separated and identifiable
- Certified Producer cannot sell the same varieties of produce as their cross-reference while operating at the market (ex: certified producer cannot sell ana apple if cross-reference is selling ana apples as well)
- Primary producer must have most volume
- "We Grow What We Sell" signage for each producer and cross-reference
- Organic registration/certification for each producer and cross-reference



Certified Producer – Booth Inspection

Other Compliance Items

- **Product Representations**

FAC § 890

- Labeling, signs, placards, verbal statements
- Product statements must not be false, deceptive or misleading

- **Processed Products**

3 CCR §1392.4(l)

- Producer grown ingredients and listed on certificate
 - Exceptions for food coloring, preservatives, seasonings, flavoring
- Label
 - IRQ
 - Ingredients produced on farm
 - Processed Food Registration #
- Meets safe handling requirements
 - Certified kitchen or cottage food permit
 - Department of Environmental Health: **(858) 505-6700**



Certified Producer Violations at CFMs

3CCR §1392.4
3CCR §1392.9
FAC §47002(c)
FAC §44987

- Certificate not posted/embossed/valid*
- Product not listed on certificate*
- Products not of own production*
- Incomplete signage*
- CP selling nonagricultural products in certified section*
- Cross-reference authorization incomplete on certificate*
- Cross-reference products not separated and identifiable*
- Primary producer selling less volume than cross-reference*
- Product in closed container without IRQ
- No Avocado Permit
- Organic Certification not posted
- Scale not sealed



N.O.V.

*Also a violation against the CFM

Compliance & Enforcement Actions

- Notice of Violation
- Letter of Warning
- Civil Administrative Penalty
 - Minor \$50-\$150
 - Moderate \$151-\$400
 - Serious \$401-\$,1000;
\$2,500 to 5,000 per count per FAC§890/891
 - Suspend participation up to 18 months

CCR violations of 1392, all violations that used to be 2 violations in 12 months to receive a penalty are now Minor violations. **A Minor violation is all that is required to receive a monetary penalty.**

Tips for Compliance

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



Questions?





LOAD SHEETS

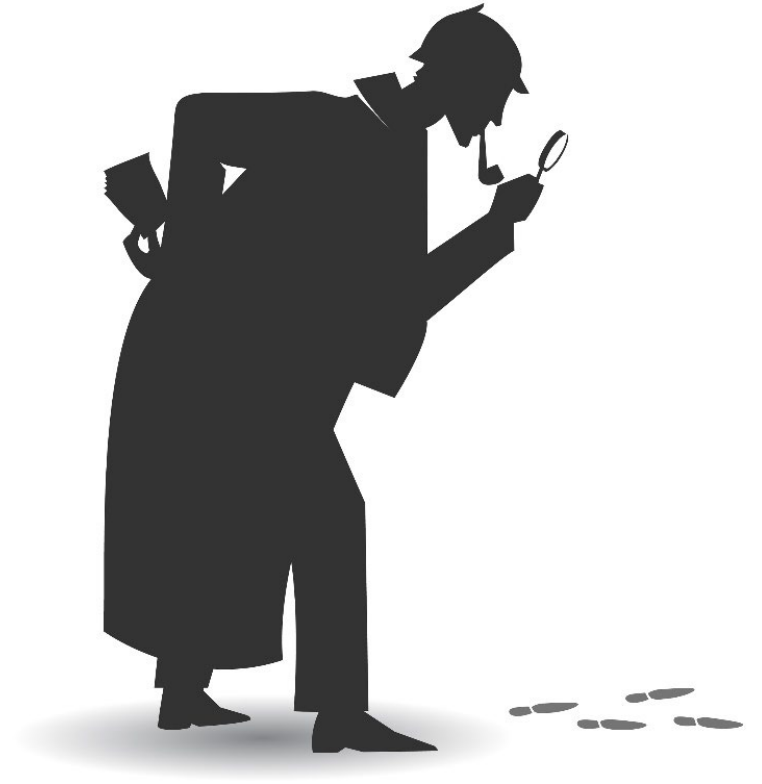
3CCR §1392.4(m)



Why Load Sheets??

It's important to be able to track the identity and quantity of products sold at CFMs

- Integrity of the Direct Marketing Program
- Investigations



Load Sheets

Certified Producers must:

- Provide the Market Operators with a load sheet at the end of each market day
- Submit separate load sheet for their cross-references



Load Sheets

Complete load sheets must include:

- Name of the certified producer
- CPC #
- Name and date of the market

- Commodity name and variety of each product sold, *as it appears on CPC*

- Quantity of each product sold, *with measurable units, as it appears on CPC*



Results

Updowntown Certified Farmers' Market
Load Sheet

Date: 5/21/18
Certified Producer Name: BULSEYE RANCH
Certificate #: 8888

Products Sold

Identity	Quantity
Herbs	40 bunches
cilantro	
oregano	
sage	
thyme	
lima Beans	2 LBS
Kale	6 bunches
onion	5 bunches
Peas	10 bags

N.O.V.

Updowntown Certified Farmers' Market
Load Sheet

Date: 5/21/18
Certified Producer Name: BULSEYE RANCH
Certificate #: 8888

Products Sold

Identity	Quantity
Herbs	40 bunches
cilantro	
oregano	
sage	
thyme	
lima Beans	2 LBS
Kale	6 bunches
onion	5 bunches
Peas	10 bags

How much of each type of herb was sold?
How are the herbs identified on the certificate? Not identified as "Herbs"
How are the onions identified on the certificate? Bunching or Bulb?
"Bags" is not an approved unit of measure.

Results

Uptown Certified Farmers' Market
Load Sheet

Date: 5-21-18
Certified Producer Name: Mindful Farmer
Certificate #: 66666

Products Sold

Identity	Quantity
Eggs-chicken	5 doz.
peppers	7 bags
snow peas	8 bags
onions	2 lbs
mint	3 bunches
Leeks	6 bunches
Fennel	2 bunches

N.O.

Uptown Certified Farmers' Market
Load Sheet

Date: 5-21-18
Certified Producer Name: Mindful Farmer
Certificate #: 66666

Products Sold

Identity	Quantity
Eggs-chicken	5 doz.
peppers	3 bags
snow peas	8 bags
onions	2 lbs
mint	3 bunches
Leeks	6 bunches
Fennel	2 bunches

Are these *sweet* or *chili* peppers?

Are these *bunching* or *bulb* onions?

How are these identified on the certificate?

“Bags” not an approved unit of measure

Results

Uptown Certified Farmers' Market
Load Sheet

Date: May 21, 2018
Certified Producer Name: A BEE ZZZZ HONEY
Certificate #: 7777

Products Sold

Identity	Quantity
Honey	22

N.O.V.

Uptown Certified Farmers' Market
Load Sheet

Date: May 21, 2018
Certified Producer Name: A BEE ZZZZ HONEY
Certificate #: 7777

Products Sold

Identity	Quantity
Honey	22

e.g. units of ...
½ pint
Pint
Quart
Oz.
LBS.

Does this give a quantity of the amount of honey sold?

Results

Uptown Certified Farmers' Market Load Sheet

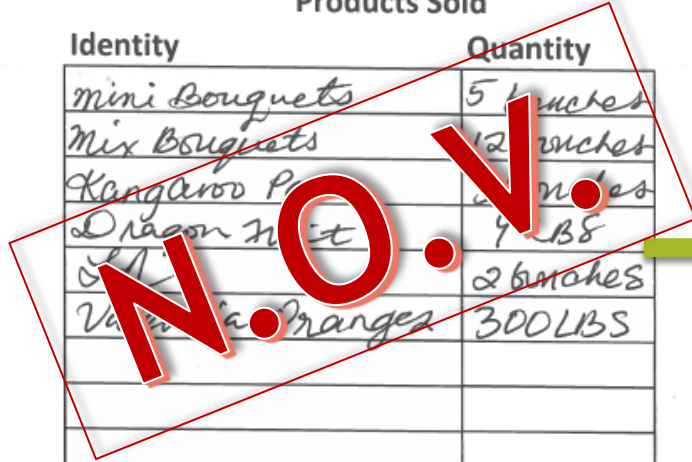
Date: 5.21.2018

Certified Producer Name: Newerland Produce

Certificate #: 9999

Products Sold

Identity	Quantity
mini Bouquets	5 bunches
Mix Bouquets	12 bunches
Kangaroo Paw	3 bunches
Dragon Fruit	4 LBS
FL	2 bunches
Valencia Oranges	300 LBS



Uptown Certified Farmers' Market Load Sheet

Date: 5.21.2018

Certified Producer Name: Newerland Produce

Certificate #: 9999

Products Sold

Identity	Quantity
mini Bouquets	5 bunches
Mix Bouquets	12 bunches
Kangaroo Paw	3 bunches
Dragon Fruit	4 LBS
FL	2 bunches
Valencia Oranges	300 LBS

How are the flowers identified on the certificate?

Does this tell us the identity and quantity of each type of flower sold in the bouquets?

Illegible writing?

Does it make sense to sell 300 lbs. Valencia oranges?

QUESTIONS?

NUTRITIONAL ACCEPTANCE PROGRAMS

Presented by Monica Winters



Nutritional Acceptance Programs

Calfresh (SNAP/EBT)

- Federally Funded
- Market Operators Responsible
- CFM must be eligible
- CP can be eligible if CFM is not
- \$290 per person monthly benefits
- To be spent anywhere that accepts benefits

WIC/SFMNP

- State Funded
- Certified Producers Responsible
- CFM and CP must be eligible
- \$30-50 per person annual benefits
- To be spent solely in an eligible CFM

How to Become eligible to Accept SNAP/EBT

1. Gather Supporting Documents

You must provide a copy of your business license, social security card, EIN number, total retail sales (from tax return) and driver's license (or other photo ID) for all owners, partners, and spouses if community property.

2. Apply for Authorization with FNS

Set up a USDA eAuthentication account. Do this by hitting the "set up an account" button on this page:
<http://www.fns.usda.gov/snap/retailers-o>.

Once your account is activated (about 15 minutes) you can proceed with the application

3. Complete Form for EBT Machine

Once approved, FNS will send you an email notification and a form to complete and return for your wireless POS device.

You'll receive a wireless EBT machine as well as a 30 min phone training.

CSA/FARM STAND HELPFUL NOTES



- **Business Designation:** CSAs and farm stands should choose “**farm stand/stall/u-pick.**”
- **Wholesale:** when answering the question, “Do you sell products wholesale to other businesses such as hospitals or restaurants?” **farmers should answer no.** The application is not for the entire farm operation, only the farm stand or CSA itself.
- **Total retail sales:** **only enter the sales from the part of your business for which you will be accepting EBT.**
- **Hours of operation:** **enter CSA distribution times and/or when the farm stand is open.**

Promotional Materials

Spend your CalFresh EBT Benefits on Fruits & Vegetables at the Farmers' Market!

1 **GO** to the farmers' market information booth or find the market manager;



2 **SWIPE** your EBT card and receive EBT tokens*;



3 **SPEND** your EBT tokens with vendors in the market and enjoy the bounty of the season!



Farmers' markets are family-friendly, open-air marketplaces where California farmers sell fruits, vegetables and other healthy foods—right in your community.

Eating healthy is easier when you have access to fresh, affordable choices.

* CalFresh EBT tokens may **NOT** be spent on hot food, ready-to-eat foods, or non-food items. No change may be given for EBT tokens.

To find a farmers' market near you that accepts CalFresh, visit FMfinder.org



These materials were developed by the Ecology Center's Farmers' Market EBT Program. This project is funded in part by the California Department of Food and Agriculture's Specialty Crop Block Grant Program.

USE YOUR CARD HERE



USE SU TARJETA EBT AQUÍ

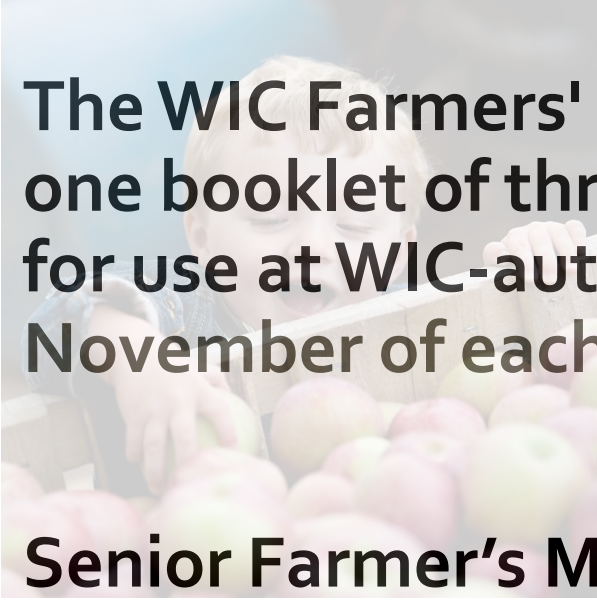
Buy fruits & vegetables with your EBT card COMPRE FRUTAS Y VEGETALES CON SU TARJETA EBT

START HERE! EMPIECE AQUÍ!



WIC & Senior Farmers' Market Nutrition Program

- The WIC Farmers' Market Nutrition Program (FMNP) provides one booklet of three \$10 checks (\$30 total) to eligible recipients for use at WIC-authorized Farmers' Markets between July and November of each year.
- Senior Farmer's Market Nutrition Program check booklets which include five (5) checks redeemable for \$10 each.



WIC & SENIOR FARMERS' MARKET NUTRITION PROGRAM application

Farmers

- Must have a current Producers' Certificate (CPC) issued by the County Agricultural Commissioner.
- Must sell produce at a WIC Authorized Farmers' Market.
- Meet the [training requirement](#).
- Complete an [application/agreement](#) and submit to the CDPH/WIC Division.

Markets

- Must be a Certified Farmers' Market with a valid certificate issued by the County Agricultural Commissioner.
- Meet the [training requirement](#).
- Complete an [application/agreement](#) and submit to the CDPH/WIC Division.

PROMOTIONAL MATERIALS



State of California
Department of Public Health
Department of Food and Agriculture

WIC & Senior Farmers' Market Checks Welcome



Cheques del Programa de WIC y de personas
mayores son aceptados aquí.

This sign must be posted prominently at point of sale at
WIC authorized Farmers' Markets.



Accepted here!

QUESTIONS?



Direct Marketing – Certified Farmers' Market Operators

- Program Purpose and Intent
- Becoming a Certified Farmers' Market – The Application Process
- Selling in the Certified Farmers' Market – The Market Inspection



Becoming Certified - Certified Farmers' Markets

Certified Farmers' Markets

FAC §47000

Benefits

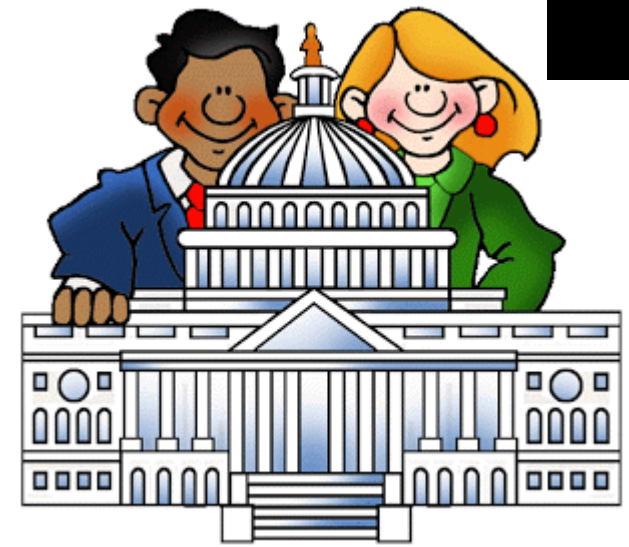
- Consumers
- Growers
- Local Economy
- Community



Becoming Certified - Certified Farmers' Markets

Who can apply?

Local Government Agency



Becoming Certified - Certified Farmers' Markets

3CCR
§1392.6(c)

Follow the road map

Unincorporated



Becoming Certified - Certified Farmers' Markets

How to Apply

www.sdfarmersmarkets.org



The screenshot shows the website header with the title "Agriculture, Weights and Measures" and a search bar. Below the header is a navigation menu. The main content area features five links with corresponding icons: "Open a Certified Farmers' Market - Click Here" (with a Certified Farmers Market logo), "Find a Farmers' Market any Day of the Week!" (with a calendar icon), "List of Farmers' Markets in San Diego County" (with an A-Z icon), "Become a Certified Producer" (with a photo of farmers), and "Resources" (with a signpost icon). On the right side, there is a section for "AWM Contact Information" which includes a contact email and two office phone numbers.

Agriculture, Weights and Measures

ENHANCED BY Google

MENU

 [Open a Certified Farmers' Market - Click Here](#)

 [Find a Farmers' Market any Day of the Week!](#)

 [List of Farmers' Markets in San Diego County](#)

 [Become a Certified Producer](#)

 [Resources](#)



AWM Contact Information

If you have questions or would like to contact us:

Webmail: sdcawm@sdcounty.ca.gov

San Diego Office: 858-694-2739

San Marcos Office: 760-752-4700

Becoming Certified - Certified Farmers' Markets

3CCR §1392.6

Application requirements

Department of Agriculture



Map



List of
Producers



Load Sheet

Certified Farmers' Market Inspection

FAC §47020(b)
FAC §47005

Inspection Types

- **Routine** - At least twice per year
- **Additional** – as needed
- **Investigative** - as needed
- **CDFA** - Inspections



Questions?



Certified Farmers' Market Inspection

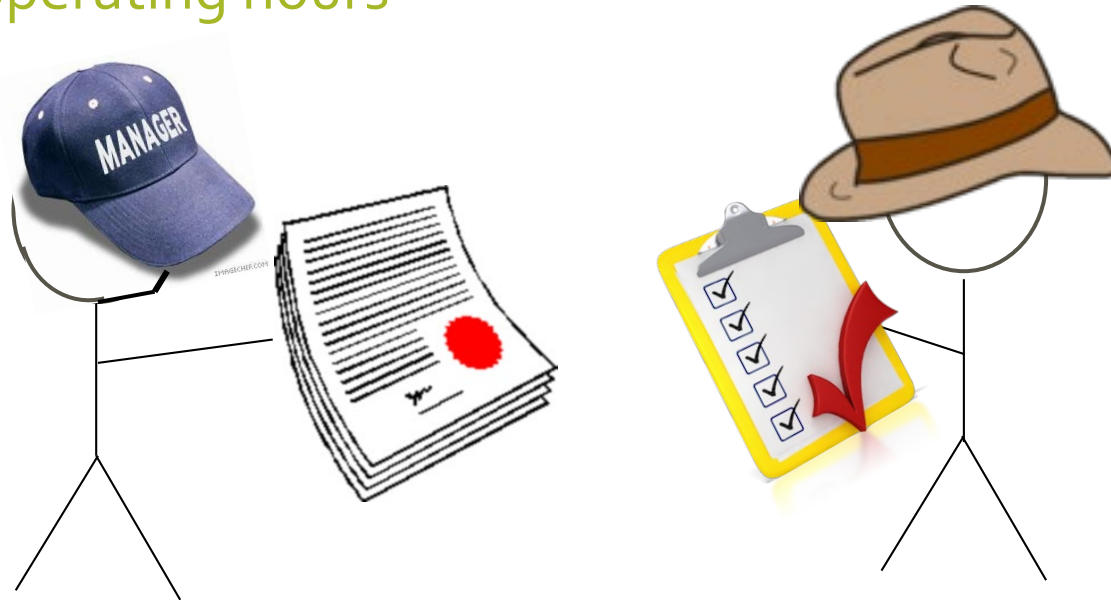
- ✓ Possession of a valid Certified Farmers' Market Certificate



3CCR §1392.9(c)

- ✓ Provide a copy of the valid CFM Certificate to an inspector during market operating hours

3CCR §1392.9(d)



Certified Farmers' Market Inspection

FAC § 47004(b)
3CCR §1392.9(a)



Non Certified Section

CERTIFIED SECTION

Certified Farmers' Market Inspection

FAC §47004(b)
3CCR §1392.9(a)

Certified Section Allowed Items

- **ONLY AGRICULTURAL PRODUCTS GROWN IN CALIFORNIA**



ALL Certifiable Agricultural Products must be Grown by a Certified Producer* in California

*Non-certifiable agricultural products may be sold in the certified section

CERTIFIED SECTION

Agricultural Product - A Fresh Product Produced Or Raised In California

FAC §47000.5(a)(1)
3CCR §1392.2(j)

ONLY IN CERTIFIED SECTION	ANY SECTION OF MARKET WITH PROVISIONS	
FRUITS	NURSERY STOCK	DAIRY
VEGETABLES	SHELL EGGS	LIVESTOCK MEATS
FLOWERS	HONEY	POULTRY MEATS
NUTS	POLLEN	RABBIT MEAT
HERBS	ROYAL JELLY	FISH*
CULTIVATED MUSHROOMS	PROPOLIS	SHELLFISH*
	UNPROCESSED BEES WAX	GRAINS
		RAW SHEARED WOOL

CERTIFIABLE AGRICULTURAL PRODUCTS

NONCERTIFIABLE AGRICULTURAL PRODUCTS

*Raised in fisheries and ponds located in California and under controlled conditions

Agricultural Product - A Fresh Product Produced Or Raised In California

FAC §47000.5(a)(1)
3CCR §1392.2

ONLY IN CERTIFIED SECTION	ANY SECTION OF MARKET WITH PROVISIONS	
FRUITS	NURSERY STOCK	DAIRY
VEGETABLES	SHELL EGGS	LIVESTOCK MEATS
FLOWERS	HONEY	POULTRY MEATS
NUTS	POLLEN	RABBIT MEAT
HERBS	ROYAL JELLY	FISH*
CULTIVATED MUSHROOMS	PROPOLIS	SHELLFISH*
	UNPROCESSED BEES WAX	GRAINS
		RAW SHEARED WOOL



CERTIFIABLE AGRICULTURAL PRODUCTS

NONCERTIFIABLE AGRICULTURAL PRODUCTS

*Raised in fisheries and ponds located in California and under controlled conditions

Agricultural Product - A Fresh Product Produced Or Raised In California

FAC §47000.5(a)(1)
3CCR §1392.2

ONLY IN CERTIFIED SECTION	WHEN SOLD IN THE CERTIFIED SECTION	
FRUITS	NURSERY STOCK	DAIRY
VEGETABLES	SHELL EGGS	LIVESTOCK MEATS
FLOWERS	HONEY	POULTRY MEATS
NUTS	POLLEN	RABBIT MEAT
HERBS	ROYAL JELLY	FISH*
CULTIVATED MUSHROOMS	PROPOLIS	SHELLFISH*
	UNPROCESSED BEES WAX	GRAINS
 MUST BE LISTED ON CERTIFIED PRODUCER CERTIFICATE		RAW SHEARED WOOL

CERTIFIABLE AGRICULTURAL PRODUCTS

NONCERTIFIABLE AGRICULTURAL PRODUCTS

*Raised in fisheries and ponds located in California and under controlled conditions

Agricultural Product - A Fresh Product Produced Or Raised In California

FAC §47000.5(a)(1)
3CCR §1392.2

ONLY IN CERTIFIED SECTION	WHEN SOLD IN THE CERTIFIED SECTION	
FRUITS	NURSERY STOCK	DAIRY
VEGETABLES	SHELL EGGS	LIVESTOCK MEATS
FLOWERS	HONEY	POULTRY MEATS
NUTS	POLLEN	RABBIT MEAT
HERBS	ROYAL JELLY	FISH*
CULTIVATED MUSHROOMS	PROPOLIS	SHELLFISH*
	UNPROCESSED BEES WAX	GRAINS
		RAW SHEARED WOOL

CERTIFIABLE AGRICULTURAL PRODUCTS

NONCERTIFIABLE AGRICULTURAL PRODUCTS

*Raised in fisheries and ponds located in California and under controlled conditions

Non Certifiable Agricultural Products

FAC §47000.5(a)(1)
3CCR §1392.2

Animal products raised in California include:

- Fish*
- Shellfish*
- Poultry meats
- Livestock meats



*Raised in fisheries and ponds located in California and under controlled conditions

Noncertifiable Agricultural Products

FAC §47000.5(a)(1)
3CCR §1392.2(w)

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

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



Market Managers **Must** ensure producers are selling only noncertifiable agricultural products that are produced by the producer except for the inclusion of food coloring, pectin, rennin/rennet or ingredients used as preservatives, seasonings, and flavorings.

Certified Farmers' Market Inspection

FAC §47000.5(a)(2)



Non Certified Section



Non-Certified
Section

Non-Agricultural Products,
Prepared Food, etc. and
Some Agricultural Products
are Permissible

Certification
is Not Applicable

Non Agricultural Products

FAC §47000.5(a)(2)

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



*Not grown by a Certified Producer on land under their control

Non Agricultural Products

FAC §47000.5(a)(2)
3CCR §1392.2(k)(1)

An agricultural product combined with a non-agricultural product ***CANNOT BE SOLD IN THE CERTIFIED SECTION***



Prohibited In The Non Certified Section

FAC §47004(e)
3CCR 1392.10



Non Certified Section

Allowing the sale of fresh whole fruits, nuts, vegetables, cultivated mushrooms, herbs, or flowers in an ancillary (non certified) section of a market is identified as a **Serious** violation for the market operator.



Certified Section

Non Certified Section



Agricultural Products

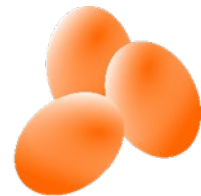
Non Agricultural Products

Certified Farmers' Market Inspection

FAC §47004(e)



Non Certified Section



CERTIFIED SECTION



Questions?





LOAD SHEETS

3CCR §1392.9(b)



Load Sheets

Market Operators must:

- Collect Load Sheets within 48 hours of the market day from each Certified Producer
- **Submit Load Sheets within 72 hours of request by an inspector**
- Retain Load Sheets for a minimum of 18 months



Load Sheets

3CCR §1392.9(b)

Complete load sheets must include:

- Name of the Certified Producer
- Certified Producer's Certificate Number
- Name and date of the market
- **Commodity name and variety** of each product sold, *as it appears on CPC*
- **Quantity** of each product sold, *with measurable units, as it appears on CPC*



Why Load Sheets??

It's important to be able to track the identity and quantity of products sold at CFMs

- Investigations
- Integrity of the Direct Marketing Program



Results

Uptown Certified Farmers' Market
Load Sheet

Date: 5/21/18
Certified Producer Name: BULSEYE RANCH
Certificate #: 8888

Products Sold

Identity	Quantity
Herbs	40 bunches
cilantro	
oregano	
sage	
thyme	
lima Beans	2 LBS
Kale	6 bunches
Onion	5 bunches
Peas	10 bags

N.O.V.

Uptown Certified Farmers' Market
Load Sheet

Date: 5/21/18
Certified Producer Name: BULSEYE RANCH
Certificate #: 8888

Products Sold

Identity	Quantity
Herbs	40 bunches
cilantro	
oregano	
sage	
thyme	
lima Beans	2 LBS
Kale	6 bunches
Onion	5 bunches
Peas	10 bags

How much of each type of herb was sold?
How are the herbs identified on the certificate? Not identified as "Herbs"
How are the onions identified on the certificate? Bunching or Bulb?
"Bags" is not an approved unit of measure.

Results

Uptown Certified Farmers' Market
Load Sheet

Date: 5-21-18
Certified Producer Name: Mindful Farmer
Certificate #: 66666

Products Sold

Identity	Quantity
Eggs-chicken	5 doz.
peppers	7 bags
snow peas	8 bags
onions	2 lbs
mint	3 bunches
Leeks	6 bunches
Fennel	2 bunches

N.O.V.

Uptown Certified Farmers' Market
Load Sheet

Date: 5-21-18
Certified Producer Name: Mindful Farmer
Certificate #: 66666

Products Sold

Identity	Quantity
Eggs-chicken	5 doz.
peppers	3 bags
snow peas	8 bags
onions	2 lbs
mint	3 bunches
Leeks	6 bunches
Fennel	2 bunches

Are these *sweet or chili* peppers?

Are these *bunching or bulb* onions?

How are these identified on the certificate?

“Bags” not an approved unit of measure

Results

Uptown Certified Farmers' Market
Load Sheet

Date: May 21, 2018
Certified Producer Name: A BEE 2222 HONEY
Certificate #: 7777

Products Sold

Identity	Quantity
Honey	22

N.O.V.

Uptown Certified Farmers' Market
Load Sheet

Date: May 21, 2018
Certified Producer Name: A BEE 2222 HONEY
Certificate #: 7777

Products Sold

Identity	Quantity
Honey	22

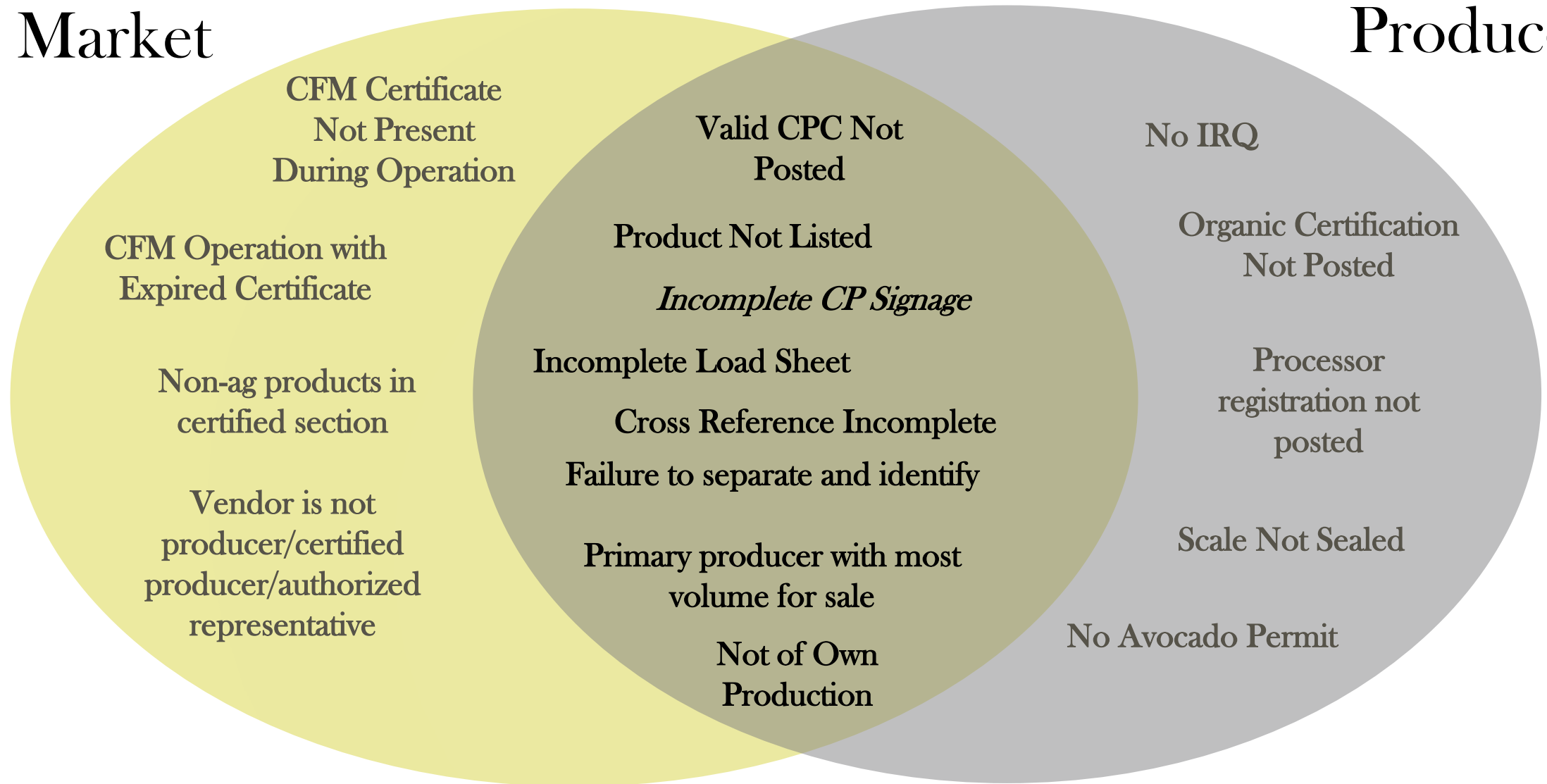
e.g. units
of ...
½ pint
Pint
Quart
Oz.
LBS.

Does this give a quantity of the amount of honey sold?

Violations

Market

Producer



Compliance & Enforcement Actions

- Notice of Violation
- Letter of Warning
- Civil Administrative Penalty
 - Minor \$50-\$150
 - Moderate \$151-\$400
 - Serious \$401-\$,1000;
\$2,500 to 5,000 per count per FAC§890/891
 - Suspend participation up to 18 months

CCR violations of 1392, all violations that used to be 2 violations in 12 months to receive a penalty are now Minor violations. **A Minor violation is all that is required to receive a monetary penalty.**

Tips for Compliance

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



Questions?



Thank You

SAN DIEGO COUNTY DEPARTMENT OF AGRICULTURE, WEIGHTS AND MEASURES

Agricultural Standards – Direct Marketing Program
9325 Hazard Way Suite 100, San Diego, CA 92123
Phone: (858)614-7786
Email: AgStandards.AWM@sdcounty.ca.gov

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 - www.cdfa.ca.gov

