

### Gross Sales 2009/ 2010 Comparisons

	2009 Total		2010 AG	2010 Non AG	2010 Total	Difference	
Boonville	52,180		27,696 75%	9115 25%	36,811	-15,369	-29%
Fort Bragg	202,083		139,374 77%	40,925 23%	180,300	-21,783	-11%
Gualala	113,430		46,981 72%	18,618 28%	65,597	-47,833	-42%
Laytonville	31,429		26,510 85%	4563 15%	31,073	-356	-1%
Mendocino	182,890		111,681 75%	37226 25%	148,907	-33,983	-19%
Redwood Valley	21,046		15,300 76%	4870 24%	20,170	+24	same
Ukiah Sat May-Oct	226,484		188,717 76%	59,595 24%	248,312	+21,828	up 9%
Ukiah Sat Winter <small>Nov 09- Apr 10</small>			66,046 77%	19,332 23%	85,378		
Ukiah Tues	17,659		12,119 87%	1860 13%	13,978	-3681	-21%
Willits May-Oct	166,720		113,433 65%	60,450 35%	173,883	+7163	up 4%
Willits Winter <small>Nov 09-Apr 10</small>			23,697 75%	8045 25%	31,742		
<b>Total</b>	<b>1,013,921</b>		<b>771,554</b>	<b>264,600</b>	<b>1,036,154</b>	<b>+22,233</b>	<b>up 2%</b>

## STALL FEES 2009/2010

	<b>2009</b>	<b>2010</b>	<b>Difference</b>	
Boonville	3797	2530	-1267	-33%
Fort Bragg	9945	10,500	+555	up 5%
Gualala	5487	4151	-1336	-24%
Laytonville	2133	3506	+1373	up 15%
Mendocino	9414	7405	-2009	-21%
Redwood Valley	1509	1356	-153	-10%
Ukiah Sat	13488	14714	+1288	up 8%
Ukiah Sat Winter (Nov 09-Apr 10)		7391		
Ukiah Tues	1309	948	-361	-28%
Willits	10611	11,493	+882	up 8%
Willits Winter (Nov 09-Apr 10)		2445		
Total	(2009 only) 61,390	(2010 only) 64,176	+2786	up 4.3%
General Mgr \$3/vendor day		11,000		
Total				

**2011 Operating Funds (OF)**

	<u>2010 Budget</u>	<u>Spent</u>	<u>Difference</u>	<u>25% of stall fees</u>	<u>2011 Funds</u>	<u>Advance for Bank Account</u>	<u>Amount Paid 12/5/2010</u>
Boonville	1049	409	under 640	633	1273	500	1140
Fort Bragg	2299	2242	under 57	2625	2682	500	557
Gualala	1392	1085	under 307	1038	1345	500	807
Laytonville	633	543	under 90	877	967	500	590
Mendocino	2427	2271	under 156	1851	2007	500	656
Redwood Valley	673	680	over 7	339	332	all OF \$	332
Ukiah Sat	3428	2477	under 951	3679	4630	500	1451
Winter	189	0	under 189	1446	1635	500	689
Ukiah Tues	960	945	under 15	237	252	all OF \$	252
Willits	2552	2630	over 78	2873	2795	500	500
Winter	181	80	under 101	588	689	all OF \$	689
				16,186			7663

**EXPLANATION**

Advance is taken out of 2011 Operating funds as new “petty cash” fund, necessary for implementing the “food stamp”/ EBT/ Calfresh program, if so desired for your market.

# MCFARM

## Profit & Loss

### January through December 2010

	Association	Boonville	Fort Bragg	Gualala	Laytonville	Mendocino	Redwood ...	Winter (Ukiah-Sat)
<b>Ordinary Income/Expense</b>								
<b>Income</b>								
Membership Dues	3,840.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Plastic Bag Sales	645.00	0.00	0.00	0.00	45.50	0.00	0.00	0.00
<b>Promotional Items</b>								
Aprons	0.00	0.00	0.00	0.00	64.00	0.00	25.00	0.00
Hats	13.00	219.00	0.00	78.00	65.00	0.00	26.00	91.00
Other	0.00	70.00	0.00	0.00	59.50	0.00	22.00	0.00
<b>Total Promotional Items</b>	<b>13.00</b>	<b>289.00</b>	<b>0.00</b>	<b>78.00</b>	<b>188.50</b>	<b>0.00</b>	<b>73.00</b>	<b>91.00</b>
<b>Stall Fees</b>								
GM	0.00	605.40	1,414.80	583.20	369.80	1,228.80	499.80	409.00
Traditional	0.00	2,530.00	10,499.60	4,151.00	3,506.00	7,405.00	1,356.00	7,391.07
<b>Total Stall Fees</b>	<b>0.00</b>	<b>3,135.40</b>	<b>11,914.40</b>	<b>4,734.20</b>	<b>3,875.80</b>	<b>8,633.80</b>	<b>1,855.80</b>	<b>7,800.07</b>
<b>Total Income</b>	<b>4,498.00</b>	<b>3,424.40</b>	<b>11,914.40</b>	<b>4,812.20</b>	<b>4,109.80</b>	<b>8,633.80</b>	<b>1,928.80</b>	<b>7,891.07</b>
<b>Expense</b>								
<b>General Advertising</b>								
Ads/misc	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Posters	1,086.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Website	1,083.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total General Advertising</b>	<b>2,269.19</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Gnl. Manager</b>								
Pay	5,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Search	714.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Supplies	907.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Gnl. Manager</b>	<b>7,121.87</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Insurance</b>								
Directors & Officers	820.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Liability Insurance	849.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Insurance</b>	<b>1,669.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Licenses and Permits</b>								
Market Manager	0.00	190.00	640.00	174.00	134.00	194.00	134.00	0.00
Commission	0.00	1,265.00	5,249.80	2,075.50	1,045.00	4,975.50	678.00	2,676.97
<b>Total Market Manager</b>	<b>0.00</b>	<b>1,265.00</b>	<b>5,249.80</b>	<b>2,075.50</b>	<b>1,045.00</b>	<b>4,975.50</b>	<b>678.00</b>	<b>2,676.97</b>
<b>Meetings</b>								
Annual 2010	150.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
April OC	25.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fall OC	43.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gas Reimbursement	38.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00
March OC	125.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Special	150.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Meetings</b>	<b>532.25</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Office</b>								
Copies & Printing	424.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Equipment	180.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Misc	70.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Phone	447.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Postage	295.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Supplies	113.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Office</b>	<b>1,531.22</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Office Manager</b>								
Labor	9,259.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mileage	18.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Office Manager</b>	<b>9,278.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Operating Funds</b>								
Ads-Print	0.00	40.00	881.75	0.00	40.00	514.80	0.00	0.00
Ads-Radio	0.00	0.00	675.00	520.00	0.00	923.00	198.90	0.00
copies	0.00	0.00	86.01	0.00	0.00	0.00	0.00	0.00
Market Enhancement	0.00	0.00	0.00	320.00	452.00	40.00	0.00	0.00
Misc	0.00	1,140.00	758.90	815.00	590.00	706.00	332.00	601.00
Signs	0.00	0.00	295.00	8.00	0.00	12.99	480.68	0.00
Supplies	-30.00	18.47	102.52	69.00	51.00	0.00	0.00	0.00
Thank you	56.80	0.00	0.00	160.00	0.00	75.00	0.00	0.00
TV ads	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Operating Funds</b>	<b>26.80</b>	<b>1,198.47</b>	<b>2,799.18</b>	<b>1,892.00</b>	<b>1,133.00</b>	<b>2,271.79</b>	<b>1,011.58</b>	<b>601.00</b>

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02/22/11

Cash Basis

# MCFARM

## Profit & Loss

### January through December 2010

	Association	Boonville	Fort Bragg	Gualala	Laytonville	Mendocino	Redwood ...	Winter (Ukiah-Sat)
Professional Fees								
Accounting	225.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Professional Fees	225.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rent	0.00	0.00	0.00	640.00	0.00	0.00	600.00	310.00
Taxes								
CA Corp Tax	800.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
CA sales tax	15.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
CDFA tax	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
federal tax	21.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Taxes	836.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	23,489.33	2,653.47	8,688.98	4,781.50	2,312.00	7,441.29	2,423.58	3,587.97
Net Ordinary Income	-18,991.33	770.93	3,225.42	30.70	1,797.80	1,192.51	-494.78	4,303.10
Net Income	-18,991.33	770.93	3,225.42	30.70	1,797.80	1,192.51	-494.78	4,303.10

**MCFARM**  
**Profit & Loss**  
 January through December 2010

	Ukiah-Sat ... (Ukiah-Sat)	Total Ukia...	Ukiah-Tues	Winter (Willits)	Willits - Ot... (Willits)	Total Willits	TOTAL
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
Membership Dues	0.00	0.00	0.00	0.00	0.00	0.00	3,840.00
Plastic Bag Sales	0.00	0.00	0.00	0.00	15.00	15.00	705.50
<b>Promotional Items</b>							
Aprons	0.00	0.00	0.00	0.00	0.00	0.00	89.00
Hats	26.00	117.00	26.00	0.00	39.00	39.00	583.00
Other	0.00	0.00	0.00	0.00	0.00	0.00	151.50
<b>Total Promotional Items</b>	<b>26.00</b>	<b>117.00</b>	<b>26.00</b>	<b>0.00</b>	<b>39.00</b>	<b>39.00</b>	<b>823.50</b>
<b>Stall Fees</b>							
GM	2,779.80	3,188.80	477.80	385.20	2,185.40	2,570.60	10,939.00
Traditional	12,451.00	19,842.07	948.00	2,445.49	11,493.00	13,938.49	64,176.16
<b>Total Stall Fees</b>	<b>15,230.80</b>	<b>23,030.87</b>	<b>1,425.80</b>	<b>2,830.69</b>	<b>13,678.40</b>	<b>16,509.09</b>	<b>75,115.16</b>
<b>Total Income</b>	<b>15,256.80</b>	<b>23,147.87</b>	<b>1,451.80</b>	<b>2,830.69</b>	<b>13,732.40</b>	<b>16,563.09</b>	<b>80,484.16</b>
<b>Expense</b>							
<b>General Advertising</b>							
Ads/misc	0.00	0.00	0.00	0.00	0.00	0.00	100.00
Posters	0.00	0.00	0.00	0.00	0.00	0.00	1,086.19
Website	0.00	0.00	0.00	0.00	0.00	0.00	1,083.00
<b>Total General Advertising</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2,269.19</b>
<b>Gnl. Manager</b>							
Pay	0.00	0.00	0.00	0.00	0.00	0.00	5,500.00
Search	0.00	0.00	0.00	0.00	0.00	0.00	714.60
Supplies	0.00	0.00	0.00	0.00	0.00	0.00	907.27
<b>Total Gnl. Manager</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>7,121.87</b>
<b>Insurance</b>							
Directors & Officers	0.00	0.00	0.00	0.00	0.00	0.00	820.00
Liability Insurance	0.00	0.00	0.00	0.00	0.00	0.00	849.00
<b>Total Insurance</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1,669.00</b>
<b>Licenses and Permits</b>							
Market Manager	134.00	134.00	134.00	0.00	134.00	134.00	1,868.00
Commission	7,357.00	10,033.97	530.00	1,222.90	5,746.50	6,969.40	32,822.17
<b>Total Market Manager</b>	<b>7,357.00</b>	<b>10,033.97</b>	<b>530.00</b>	<b>1,222.90</b>	<b>5,746.50</b>	<b>6,969.40</b>	<b>32,822.17</b>
<b>Meetings</b>							
Annual 2010	0.00	0.00	0.00	0.00	0.00	0.00	150.00
April OC	0.00	0.00	0.00	0.00	0.00	0.00	25.00
Fall OC	0.00	0.00	0.00	0.00	0.00	0.00	43.75
Gas Reimbursement	0.00	0.00	0.00	0.00	0.00	0.00	38.50
March OC	0.00	0.00	0.00	0.00	0.00	0.00	125.00
Special	0.00	0.00	0.00	0.00	0.00	0.00	150.00
<b>Total Meetings</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>532.25</b>
<b>Office</b>							
Copies & Printing	0.00	0.00	0.00	0.00	0.00	0.00	424.40
Equipment	0.00	0.00	0.00	0.00	0.00	0.00	180.49
Misc	0.00	0.00	0.00	0.00	0.00	0.00	70.00
Phone	0.00	0.00	0.00	0.00	0.00	0.00	447.66
Postage	0.00	0.00	0.00	0.00	0.00	0.00	295.15
Supplies	0.00	0.00	0.00	0.00	0.00	0.00	113.52
<b>Total Office</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1,531.22</b>
<b>Office Manager</b>							
Labor	0.00	0.00	0.00	0.00	0.00	0.00	9,259.50
Mileage	0.00	0.00	0.00	0.00	0.00	0.00	18.50
<b>Total Office Manager</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>9,278.00</b>
<b>Operating Funds</b>							
Ads-Print	77.00	77.00	500.00	241.09	413.20	654.29	2,707.84
Ads-Radio	0.00	0.00	0.00	0.00	520.00	520.00	2,836.90
copies	0.00	0.00	0.00	0.00	4.01	4.01	90.02
Market Enhancement	0.00	0.00	0.00	50.00	1,164.10	1,214.10	2,026.10
Misc	1,451.00	2,052.00	252.00	777.00	500.00	1,277.00	7,922.90
Signs	0.00	0.00	440.00	0.00	124.47	124.47	1,361.14
Supplies	0.00	0.00	4.82	0.00	98.20	98.20	314.01
Thank you	0.00	0.00	0.00	0.00	0.00	0.00	291.80
TV ads	2,400.00	2,400.00	0.00	0.00	0.00	0.00	2,400.00
<b>Total Operating Funds</b>	<b>3,928.00</b>	<b>4,529.00</b>	<b>1,196.82</b>	<b>1,068.09</b>	<b>2,823.98</b>	<b>3,892.07</b>	<b>19,950.71</b>

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02/22/11

Cash Basis

**MCFARM**  
**Profit & Loss**  
January through December 2010

	<u>Ukiah-Sat ...</u> <u>(Ukiah-Sat)</u>	<u>Total Ukia...</u>	<u>Ukiah-Tues</u>	<u>Winter</u> <u>(Willits)</u>	<u>Willits - Ot...</u> <u>(Willits)</u>	<u>Total Willits</u>	<u>TOTAL</u>
Professional Fees							
Accounting	0.00	0.00	0.00	0.00	0.00	0.00	225.00
Total Professional Fees	0.00	0.00	0.00	0.00	0.00	0.00	225.00
Rent	0.00	310.00	0.00	0.00	0.00	0.00	1,550.00
Taxes							
CA Corp Tax	0.00	0.00	0.00	0.00	0.00	0.00	800.00
CA sales tax	0.00	0.00	0.00	0.00	0.00	0.00	15.00
CDFA tax	0.00	0.00	0.00	0.00	0.00	0.00	0.00
federal tax	0.00	0.00	0.00	0.00	0.00	0.00	21.00
Total Taxes	0.00	0.00	0.00	0.00	0.00	0.00	836.00
Total Expense	11,419.00	15,006.97	1,860.82	2,290.99	8,704.48	10,995.47	79,653.41
Net Ordinary Income	3,837.80	8,140.90	-409.02	539.70	5,027.92	5,567.62	830.75
Net Income	<u>3,837.80</u>	<u>8,140.90</u>	<u>-409.02</u>	<u>539.70</u>	<u>5,027.92</u>	<u>5,567.62</u>	<u>830.75</u>

## 2011 Proposed Budget

January 30, 2011

<u>INCOME</u>	<u>2010 Budget</u>	<u>Actual</u>	<u>Proposed 2011</u>
<b><u>Membership Dues</u></b>	5000	3840	4000
<b><u>Plastic Bag Sales</u></b>	0	706	150
<b><u>Promotional Items</u></b>	200	824	0
<b><u>Stall Fees</u></b>			
<b>Traditional</b>	68940	64176	64000
<b>Genl Mgr (\$3/vendor day)</b>	9000	10939	11000
<b>TOTAL INCOME</b>	<b>69540</b>	<b>80484</b>	<b>79150</b>

### EXPENSES

<u>General Advertising</u>	<u>Budget</u>	<u>Actual</u>	<u>Proposed 2011</u>
Posters	1090	1086	1200
Website	1500	1083	1200
Advertising	900	**900	600
<b>Total Genl Adv</b>	<b>3490</b>	<b>2269</b>	<b>3000</b>

**Insurance-** D&O 820; Liab 849 1695      1669      2700      Liab Policy increased by \$1000

**Licenses & Permits**      1200      1870      3000      Fort Bragg Encroachment P. up \$1000

**General Manager- Pay**      6000      5500      5000      10 months left to pay  
     Operating Fund      2000           2000  
     Search      1000      715      0

**Market Mgr Commission**      31835      32822      32000      50% of Traditional Stall Fees

#### Meetings

Annual 2009	1200	675	1000
OC (2)	200	250	300
Minutes- Annual	150	150	150
OCx2	150	150	150
Travel Allowance	1000		1000

**Office Copies/ Supplies...**      2800      1600      2000      No Summer Newsletter/ Copy  
 machine saved \$ on copies

**Office Manager**      8100      9260      9300

**Operating Funds**      14300      19950      10944      2011 Allocation 18607 less 7663 already  
 pd in 2010

**Rent**      RV      600      600      600  
     Ukiah           310      500      (50 Weeks/ 2 markets per week @\$5/day)  
     Gualala      388      320      320

**Taxes**      820      836      900

**Professional Services- CPA**      300      225      300

    Fiscal Review      700      0      700

**Miscellaneous**      300           300

<b><u>Workshops/ Conferences</u></b>	200	0	300
TOTAL EXPENSE		79231	75864

**Contingency Fund Contains \$3386**

INCOME	79150
EXPENSE	75864
REMAINING	3286

**CHOICES**

Increase Genl Mgr Pay from \$20/hr to \$24	
Each \$1/hr= \$300/ year budget increase	\$4/hr increase= \$1200
Increase Office Mgr Pay from \$19/hr to \$21	\$2/hr increase= \$1000/yr
Each \$1/hr = \$500/ year budget increase	
More Operating Funds to Smaller Markets-	RV & Ukiah Tues\$300 ea = \$600 budget increase
<u>Increase Contingency Fund with Remainder</u>	<u>\$486</u>

## 2010 MCFARM Advertising Report

Assoc.	Mendocino Menus; Phone Books-community section; Bi-monthly PSAs to 13 radio stations; Real Estate Magazine; Go-Mendo
Boonville	KZYG; Fliers; Grange Ad
Fort Bragg	KOXT, KMFB, and FB Advocate. 125 Posters in Community by Tigerlily.
Gualala	I C O local paper ,Ktide radio I get non-profit rates so I can do a lot of radio targeted to my market times.My hwy 1 road signs up for 72 hours prior to market is the best FREE advertising. I put pictures with small articles in the paper highlighting special farmers, events, and fun food stuff.Because I am at the bottom of the county a large portion of our customers are from Sonoma county and I reach them these ways.
Laytonville	Mendocino County Observer
Mendocino	KZYG; Go-Mendo; KMFB; KOZT; Mendocino Beacon
Redwood Vly	KZYG
Ukiah Sat	Weekly on the streets of Ukiah with a sign walker Twice weekly in the Ukiah Daily Journal In Mendocino Country newspaper On the following radio stations: KZYG/Z, KWNE, KMAX, KOZT, KUKI, KXBX, KNTI Comcast Television: Comedy Channel, Food Network, CNN, NBC and Fox - overall about 600 30 second spots
Ukiah Tues	Weekly sign walker Ukiah Daily Journal
Willits	We've had a running ad on KZYG on Thursdays all year, and I just bought another for the winter market on KOZT. We ran ads in The Willits News last winter/spring and in their special Local Businesses glossy in the spring. I have done a bi-weekly column in The Willits New since last March. I've also placed 40 large posters advertising the winter market around town. Finally, I've hired Ben Wilcox, the Segway advertiser, to tool around town on Thursdays during the winter season with a sign advertising the market.

SUMMARY OF 2010 OFFICE MANAGER TASKS

<u>Duty</u>	<u>Approx Hours</u>
<b>CORRESPONDENCE: 351 Incoming Phone Calls</b>	90
65% potential or existing vendors	
10% Agencies/ Insurance- WIC, AG, Health Dept, Insurance Certs to Cities/ County, Food Stamps	
10% Public-questions about markets or vendors; New Market Start up info (Point Arena/ Manchester)	
10% OC	
5% Advertisers KZYX - Farm & Garden Show, publications (Mendocino Menus, phone books)	
<b>PROCESSED 175 VENDOR APPLICATIONS- Check all certs &amp; permits; list to Market Managers</b>	50
<b>PSA'S TO RADIO STATIONS</b>	
<b>FACILITATE DISTRIBUTION- Information to Market Managers/ OC/ Members;</b> Vendor Applications out; Posters, promo items, plastic bags to vendors & markets	
<b>MAINTAIN MASS E-MAIL LIST</b>	10
<b>WEBSITE UPDATING- work with Curtis; Vendor list &amp; Contact Page</b>	31
<b>BOOK KEEPING &amp; BUDGET CREATION- CDFA Quarterly for all markets; Track Gross Sales,</b> Report to AG Dept.	40
<b>PAY BILLS, MANAGER COMMISSIONS; BANKING- Deposit stall fees &amp; vendor dues</b>	76
<b>GENERAL MANAGER SEARCH- Job description; ads out; interview committee; funding logistics;</b> Check references; Voting facilitation; Contract	
<b>CREATE FORMS- Monthly Market Reports; Vendor Application; Vendor Packet; Stall Fee Chart</b>	20
<b>MARKET MANAGER SUPPORT- Fort Bragg Vendor Meeting; Insurance Certs to Cities/ County;</b> Interpretation of Rules, Regs & Bylaws;	
<b>AG &amp; HEALTH PERMITS- Aps to Market Mgrs; correspondence with Agencies</b>	
<b>REPORTS AT MEETINGS</b>	
<b>ANNUAL TAX RETURN- Books to CPA; CA Sales Tax</b>	10
<b>MEET WITH OC MEMBERS- Treasurer (monthly); President &amp; Genl Mgr; New Stall Fee formula</b> \$5/hr travel time + .55/ mile	20
<b>ANNUAL MEETING ANNOUNCEMENT &amp; NEWSLETTER</b>	26
<b>SOME MINUTES EDITING</b>	
<b>MAINTAIN THE FARMERS MARKET OFFICE- Personally pay the Internet Access \$30/ mo</b>	
<b>INDEPENDENT EMPLOYEE- Pay own Employment taxes-15%; no Workmen's Comp or Insurance</b> \$19/ hr Independent Pay= \$16/hr wage      \$20/hr Independent Pay= \$17/hr wage	

## **Second Certificates**

### **Rules and Regs Changes**

#### **II. Market Rules p 1**

##### **C. Certificates**

Delete- (last sentence) One is the limit for second certificates in our association.

Change to:

Ag producers may hold up to two second certificates. Each second certificate must be a current member of MCFARM and pay separate stall fees. (See State Regulations for other requirements and Admission of a Producer and Products to a market)

#### **II. Admission of a Producer and Products to a market p 3**

3. Market Managers shall use their reasoned discretion in determining acceptance of a second certificate, utilizing admission policies for the product.

Change to:

3. Market Managers shall use their reasoned discretion in determining acceptance of second certificates, utilizing admission policies for the product. Second certificates should help increase the variety of products at market and not create unwanted competition among existing vendors.

#### **IV State Regulations, page 5**

MCFARM may allow a certified producer to sell for up to two other certified producers following these conditions:

1. A certified producer shall not represent, nor be represented by more than two other certified producers within a twelve-month period.

2. Each certified producer must possess all applicable licenses and permits.
3. Each Certified Producers Certificate (CPC) shall be posted and associated with a separate and identifiable lot of certified agricultural products relating to that CPC.
4. Names of all parties involved in a “selling for” arrangement shall appear on each other’s CPC. Written permission is required to be presented to the Department of the Agriculture to add any other Certified Producer’s name to any CPC they are issuing. In lieu of that, all parties involved can be present, when the CPC is being issued, and verbal permission presented at that time will suffice.
5. The certified producer doing the selling shall have a greater volume of products, either weight or dollar amount, than the second certificates at the start of the market.
6. Each producer must be a member of MCFARM.
7. Seller shall report gross sales separately for each certificate holder, and shall pay stall fees for each certificate based upon the gross sales for each grower.
8. Commission sales or buying and selling between certified producers is not allowed. Payment for selling services is not based on volume or dollars sold.
9. The following record keeping for all parties in Second Certificate situations must be kept for three years:
  - A. Date of transfer to seller with accurate amount of variety.
  - B. Date of sale with accurate amounts sold by variety.
  - C. Names of both certified producers involved.
  - D. All records shall be produced to County Agricultural Commissioner upon request.