

**Mendocino County Farmers Market Association
Spring Operating Committee Meeting
Sunday, March 10, 2013
Boonville Fire Department Training Room**

Present: Diane Paget, Michael Foley, Angela Harney, Angela Liebenberg, Scott Cratty, John Richardson, Bill & Bibing McEwen, Julie Apostolu, Gloria Harrison, Sarah Bogner (new Manager for Mendocino), Amanda Farrell (new Co-manager of Redwood Valley)

Guests: Chuck Morse

Welcome: Meeting called to order by Julie at 9:45

Approval of Fall OC Minutes: M/S/A: Motion to approve the minutes as written and submitted. Michael/Gloria/Approved

Approve agenda: No additions, changes, no discussion. **M/S/A: Motion to approve the agenda. Michael/ Angela L/ Approved.**

Manager training by the AG Dept [Chuck]:

- *Protect Our Fresh Local Produce* brochure: Heightened awareness of how crop pests can harm our food crops. Grant funded joint project of Farm Advisers Office and Farm Bureau. Can we distribute them through the Farmers Markets? Sarah asked if Masters Gardeners could participate in doing surveys? Out reach is to consumers.
- Micro loans to small farmers – USDA FSS office has the application.
- CPC handout: FYI – this is we are giving to the certified producers.
- Coast Day: March 27th. Only a few people signed up so far. We have scheduled it earlier this year in order to help processing log jam in MC FARM applications. Appts. are at 15 min intervals. Everyone needs an appt. Need to call Caroline beforehand and to have all your information in to her in time for her to process it before the 27th. Michael will send out reminder in the e-newsletter. If 27th fills up, we have an additional day set aside.
- Approved Source Meetings: producers who want to sell to a commercial account – not necessary for selling at the FM or direct sales
- Inspection Report for market inspections -- FYI

Certified FM Manager Responsibilities (See attached handout)

- Handout summarizes what is written in the law.
- What is certified? Fruits, nuts, vegetables, honey, eggs, nursery stock and flowers.
- Olive oil from your own trees is certifiable.

- Embossed CPC must be visible to the consumer (Good for MM to keep an embossed copy to loan vendors if they forget theirs. The office does not need an embossed copy.
- Anything that is offered for sale **MUST** be on the CPC.
- 2nd certs: Must be less by volume or value than 1st cert. products, both CPCs, have to be displayed separately, both load lists must be turned in.
- If you sell more than 25# of a product, you must issue a receipt with quantity and contact information (estimate poundage if it is sold by volume). There must also be a receipt if the vendor thinks that the buyer is going to resell to a different end user.
- Olive oil in pesto can be considered a preservative.
- The edge between the ag and non-ag sections of a market can move to reflect who comes to the market that day and can be odd shaped. Does "the other event" get inspected if there is ag stuff in there? Make the edge work so it doesn't happen.
- State is still working on their training for MMs.

Paperwork changes for Angela:

- Changes in the 2013 Vendor Application
 - Hold harmless agreement
 - Changes in some contact information (phone numbers and links)
 - Can still update, if you have changes
- Sending around sheet for MMs to update contact info, date and location info for their market. Laytonville should put year round info if they are going to go year round. Ending date can be left vague.
- Poster: The artist will send a draft after he has all the info, Angela will send to OC for approval, then we will get it printed.
- Send Ag Market Permit applications to Angela this year (by March 20th), she will send them as a group to Ag Dept. Angela's FAX is 964-6718. Call before FAXing.
- EH Permit – use 2012 Event Permit application – Angela pays fees for all markets at one time.
- WIC application – Angela will send link – good for three years
- Market Managers Monthly Report – nothing is changing
- Market Manager Contract – has been under discussion for about six years. Trying to get it ready to use this year. Legal review? Scott's tax person thinks it needs to be a real attorney. Looked like it might be expensive. Well worth it.
- Bumper stickers? We are out and haven't decided whether to make more or not.
- MC FARM pays rent for FM venues.

Revamping the OC Manual [Scott]: We currently have two binders that differ from each other. Replace them with the one we are putting together in this meeting.

Create a committee to clean-up the Bylaws & Regs [Scott]: Diane, Michael, Julie, Angela H. Scott will mark up both the By Laws and Rules and Regs, send them to

committee for comments, then to OC for comments, then take them to Annual Meeting for approval (the drafts will be available for review by the members before the meeting and will not be gone over line by line at the meeting).

Lunch and chat

New website overview [Sarah]

- Met with Scott about what the needs were – being able to change it ourselves, basic info about MC FARM and markets, page for each market, sub page for vendors, photo/slide show option, links to Face book, members page with internal information, sign up for e-newsletter, events listings, calendar, vendor application page, tips for shoppers, recipes, member list and OC contact list
- Will provide training for people wanting to learn how to use it – but if you don't want to do it, someone will be able to do it for you. Can do email training and/or hands on training.
- Using Weebly (web sites for dummies) – don't need to know web code – basically point, click and change.
- Domain name won't change.
- Weebly has a searchable blog function – could be good for recipes.
- Would want to coordinate the calendar.
- Do we want a market page template? Yes, with places for what's going to be at the market this week – food, music, special events; photos, Face book link (or could be linked to web page so everything you post shows up), map link, list of vendors, link to newspaper columns; date, time and location; if you are interested in vending at this market info or link, EBT & WIC.
- Has an automatic archive function.
- Link to Google maps?
- Trying to get existing content up within the next two weeks, then can start adding things
- Easy to link to other web site and pdfs
- sarah@socialmediasisters.com

101 Things publication – make sure Scott has your market dates

Discussion about Approved Source:

- Public meetings begin tomorrow.
- Michael: need to be aware of potential dangers of this program, important to be there and listen with a critical ear – using Napa and Sonoma programs that include things we may not want – required to buy compost, costly (?) water testing.
- Scott: positive side – national food safety law has an exemption for small farms, big ag is just waiting to jump on the exemption, this would help protect us
- John: making your own compost is part of being a sustainable farm
- Bill: makes it not worth it for the little guys

- Michael: approved source for produce is not defined in the law; EH is saying that because we don't have a clear definition of approved source, this makes selling illegal. But this is not how our legal system works.
- Scott: keep asking "what is it solving?" Sarah: what is the intention of this law/reg? How do we share these intentions? What alternative ways are there to meet these intentions.
- Scott: liability should be for providing unsafe food.
- Angela L: guidelines based on best practices. Michael and Scott: they tend to be really overdone and elaborate. Michael: there needs to be proportionality between measures and risks.

About plastic bags:

- Bag bans don't really apply to us.
- Angela: we have 20 cases of plastic bags left (and Ukiah has 9). Will last through this season.
- Chico bags – do have option of putting logo on it; right now they are cheap, adding the logo would raise the cost. **Decision: order more plain bags.**
- **Discussion** about ordering more plastic bags. OC does not want to provide them, two years ago members voted that they wanted them, member opinion seemed to be changing at this year's meeting. **M/S/A: Moved that we tell Michael to put an article in the newsletter saying that we will only re-order plastic bags when and if there is sufficient demand to buy at the bulk rate and telling members to inform Angela if they want to re-order. Scott/Gloria/ Approved without further discussion or dissent.**

MCFARM as an Advocate [Michael]: We have been doing some of this. Scott is keeping up with what is going on at the State and national level. NCO's mission is grant administration, not policy or advocacy. As a community organization, we should be setting the agenda.

- Sarah: Approved source law is being written locally. Farmers need to speak up. How can farmers step in to speak for their needs.
- MC FARM is a farmers' market organization, but is it an advocacy organization? It is a membership organization for farmers. Scott goes to these meetings to speak up for our needs as rural farmers.
- Members have to define what is important. But the OC speaks for them between annual meetings.
- John R: what Michael's saying is important for our farmers – FM associations have been advocating for the farmers for a long time – we need to set up something for Approved Source here in the county before the national laws catch up with us.
- Angela L: important to advocate from an informed point of view.
- Can we involve the Grange in advocacy and in the Food Policy Council?

Open discussion:

- Paying musicians? Work for tips. Big and little markets are different. Sponsors. Weeks with no music. No convinced that any of the advertising I have ever done is worth as much as having music at the market. Music and socialization bring people into the market and critical mass is important.
- Benefits of Farm Bureau membership. They are an advocacy organization.
- Could we have voted at the hearing without him there? Not sure, but we could have used a secret ballot.
- Can the MM tell a vendor that they can't come to their market? Can only say no to a certified producer if you don't have space for them.
- Is MC FARM liable if someone gets sick after buying something from one of our markets. Majority of markets in U S require vendors to have their own liability insurance.

Adjourned at 2:35.

Respectfully submitted

Diane Paget, MC FARM Secretary

Attachments:
Certified Farmers Market Responsibilities