



Tehama County Department of
Agriculture/Weights & Measures

1834 Walnut Street

Red Bluff, Ca 96080

(530) 527-4504

Web address: <http://www.co.tehama.ca.us>



Direct Marketing Basics

- Ag products (certified and non-certified) must be from your own production. No producer may purchase products for resale at a Certified Farmers' Market, even from another producer.
- Certifiable Agriculture Products are limited to:

Fruits	Nuts	Vegetables
Honey	Eggs	Cut Flowers
Nursery Stock		
- Non-Certifiable Ag Products are those you have produced and lightly processed (e.g., jams, jellies, pickles, seasoned/roasted nuts, wine, etc.), or raised such as livestock.
- Complete Certified Producers Certificate (CPC) and Checklist Forms 
 - Obtain at the County Ag Department
 - Cost \$5, free if you are a veteran
 - Valid for one calendar year
 - List ALL products you wish to sell at Market
 - Post embossed copy at each market
- Production site inspection—routine and/or complaint driven.
- Sign up with the Certified Farmers' Market(s) you wish to attend (in or out of county)
 - Red Bluff Farmers' Market, sponsored by Red Bluff Chamber of Commerce
 - Corning Farmers' Market, sponsored by Corning Chamber of Commerce
 - The Saturday Market sponsored by Slow Food Shasta Cascade
 - Lake California Farmers' Market
- Check with each Certified Market that you sign up with for any further rules & regulations.
- If you are leasing the land, a notarized lease agreement is required furthermore, if you have a partnership agreement, it must be notarized.

Required Product Information

Below is an example of the information required for each commodity listed on the CPC. All fields are required as well as reasonably accurate yield estimates.

Commodity Name	Cherry
Variety	Bing
Amount Grown	4--Trees
Season Harvested	Spring
Estimated Production	400 pounds

Additional Requirements



- Nursery Stock
Possess a valid nursery license (fee exempt or commercial). Obtained from the County Agriculture Department
- Eggs
Possess an Egg Handler registration. Register with State online or at the County Agriculture Department and follow all labeling and marketing rules
- Organic
Possess an organic registration or certification. Register with State online or at the County Agriculture Department and follow all labeling and marketing rules

Labeling Products

All prepackaged closed consumer containers must be properly labeled. Prepackaged means the packages were closed prior to being offered for sale.

The following must be on the product label:

- Identity-What is the product?
- Responsibility-Name of business and contact information
- Quantity-How much is in the container?



Selling by Weight or Quantity

Products can be sold by the count or by weight. If you choose to sell your products by weight you must follow all of the below requirements:



- *Legal for Trade* type of scale (kitchen or bathroom scales are not acceptable)
- Current Device Registration with Tehama County Weights & Measures (\$21.10)
- Annually have scale tested or accuracy by Tehama County Weights & Measures

Non-Certifiable Agriculture Products

Produced by the seller and can be sold in the Certified section of the Market, but are NOT issued a Certified Producers Certificate

- Non-Certifiable Agriculture Products include:
 - Vermiculture (worms)
 - Apiary products (not honey)
 - Poultry
 - Poultry Products
 - Livestock (including rabbits)
 - Livestock Products
 - Fish (Produced in controlled water or ponds)
 - Shell Fish (Produced in controlled water or ponds)
 - Processed Certifiable Agriculture Products (Check with Env. Health for additional requirements for processed foods)

Example:

- Peach jam sold at CFM
- Peach trees listed on CPC but no reference to the jam production
- Also pertains to olive oil and wine and other similar scenarios

Commonly Asked Questions

What are the differences between a *certified* producer and a producer?

Answer: A certified producer is an individual or entity whose "farming activities" have been verified by the County Agricultural Commissioner, and who has obtained a Certified Producers Certificate (CPC). Inspection of the production locations is necessary to verify that the producer has practiced the agricultural arts and produced the fresh fruits, nuts, and vegetables, shell eggs, honey, nursery stock, and cut flowers. Only a certified producer may sell the certified agricultural products listed above at a Certified Farmers' Market (CFM). They may also sell other agricultural products they have produced. A Certified Producer is exempt from size, standard pack, container, and most labeling requirements. Additionally, a producer who does not wish to become certified may sell their products at or near the property where they are produced.

I wish to sell for other Certified Producers, what is required?

Answer: The California Code of Regulations (CCR) Section 1392.4 (g) requires that a written authorization agreement between the parties be presented to the issuing Agricultural Commissioner prior to the issuance of a certificate. In addition, the names of the certified producers you represent must be on your certificate. You may sell for no more than two other producers during a twelve-month period.

I have authorized other Certified Producers to sell for me, what is required?

Answer: Their names must be on your certificate, and written authorization must be presented to the issuing Agricultural Commissioner prior to the issuance of their certificate. No more than two producers may sell for you in a twelve-month period.



Commonly Asked Questions

What is the "designated area" of a CFM and why is the sale of nonagricultural products prohibited in this area?

Answer: Nonagricultural products for sale are not allowed in the certified section of the Market, but may be sold in the non-agricultural section. Example products would include, bread, crafts, services, etc. The exclusion of nonagricultural products is intended to maintain the intent and integrity of a CFM, which is the direct sale of products produced solely by the producer.

Can nonagricultural products be sold within the general proximity of the designated area of a CFM?

Answer: Yes, provided the point of sale of the nonagricultural products is separate and apart from the CFM's designated area. Suggestions to comply with this requirement include placing signs or posters to designate the areas, use of rope or barriers to separate the areas, or by simply separating the areas by enough distance so that the public knows the areas are separate and apart.

What types of regulations may a market adopt which are more stringent than the established state rules and regulations?

Answer: The Market's rules and regulations may specify restrictions or requirements pertaining to the type and number of producers and certified producers, and the type and number of certified and non-certifiable agricultural products, in order to establish and maintain a "good" balance of agricultural products. For example, a market may specify that a maximum of 20% of the sellers may sell tomatoes. Another example is a certified producer selling for another certified producer. The market rules can specify that a certified producer may only sell for one other certified producer during the year.

Are there any helpful reference websites?

Answer:

www.cafarmersmarkets.com

www.cdfa.ca.gov/is/i_&_c/cfm.html

