

**ASSEMBLY BILL**

**No. 1632**

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**Introduced by Assembly Member Gordon**

February 9, 2012

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An act to amend Section 47000 of the Food and Agricultural Code, relating to agricultural products.

LEGISLATIVE COUNSEL'S DIGEST

AB 1632, as introduced, Gordon. Agricultural product marketing: community supported agriculture.

Existing law encourages the Department of Food and Agriculture to assist producers in organizing certified farmers' markets, field retail stands, farm stands, and other forms of direct marketing by providing technical advice on marketing methods and in complying with the regulations that affect direct marketing programs.

This bill would also encourage the department to assist in organizing the marketing of community supported agriculture.

Vote: majority. Appropriation: no. Fiscal committee: yes. State-mandated local program: no.

*The people of the State of California do enact as follows:*

- 1 SECTION 1. Section 47000 of the Food and Agricultural Code
- 2 is amended to read:
- 3 47000. The Legislature finds and declares all of the following
- 4 with regard to the direct marketing of agricultural products:
- 5 (a) Direct marketing of agricultural products benefits the
- 6 agricultural community and the consumer by, among other things,
- 7 providing an alternative method for growers to sell their products

1 while benefiting the consumer by supplying quality produce at  
2 reasonable prices.

3 (b) Direct marketing is a good public relations tool for the  
4 agricultural industry that brings the farmer face-to-face with  
5 consumers.

6 (c) The marketing potential of a wide variety of  
7 California-produced agricultural products should be maximized.

8 (d) Farm stands allow farmers to sell fresh produce and eggs  
9 grown on their farm as well as other food products made with  
10 ingredients produced on or near the farm, thus enhancing their  
11 income and the local economy.

12 (e) The department should maintain a direct marketing program  
13 and the industry should continue to encourage the sale of  
14 California-grown fresh produce.

15 (f) It is the intent of the state to promote the consumption of  
16 California-grown produce and to promote access to  
17 California-produced agricultural products. Restaurants and  
18 nonprofit organizations can provide assistance in bringing  
19 California-grown products to all Californians.

20 (g) A regulatory scheme should be developed that provides the  
21 flexibility that will make direct marketing a viable marketing  
22 system.

23 (h) The department should assist producers in organizing  
24 certified farmers' markets, field retail stands, farm stands,  
25 *community supported agriculture*, and other forms of direct  
26 marketing by providing technical advice on marketing methods  
27 and in complying with the regulations that affect direct marketing  
28 programs.

29 (i) The department is encouraged to establish an ad hoc advisory  
30 committee to assist the department in establishing regulations  
31 affecting direct marketing of products and to advise the secretary  
32 in all matters pertaining to direct marketing.