Truth & Transparency:
Farm Audits for Producer-Only Integrity

October 29, 2014

Tyler Thayer, Farm Audit Coordinator
Agricultural Institute of Marin
Stamping Out Farmers Market Fraud

By Dan Nosowitz on October 6, 2014

Chico Certified Farmers Market
Keeping the “Local” in Local Food
Since 1980
The Real Deal
National Policy Scan

- Agricultural Institute of Marin
- Ecology Center
- FRESHFARM Markets
- Green City Market
- Neighborhood Farmers Market Alliance
- New York City Greenmarket
- Peachtree Road Farmers Market
- Pike Place Farmers Market
- Portland Farmers Market
- Santa Fe Farmers Market
Consumer Motivations
Governance vs. Management

- Mission
- Bylaws
- Policies

- Policies
- Forms
- Procedures
Where the rubber hits the road
Marin Civic Center Farmers Market
Where do our certified producers, ranchers, and dairies come from?

40 of the 58 California Counties
Certified Farmers Markets (CFM) in California

- 1997 - Legislation passed “Exempt from standard pack”
- Can only sell what they grow (fruit, vegetables, nuts, honey, eggs, plants, nursery stock)
- Growth of Farmers Markets/pressure builds
Current Enforcement Policy

- Certified Farmers Market (CFM) operator pays 60 cents per Certified Producer’s Certificate (CPC) to California Department of Food & Agriculture (CDFA) for enforcement:
  - Fee charged every week to market operator, paid quarterly
  - County Agricultural Department of CFM:
    - Market Visit 1-2/year
    - Market left to enforce every week on every vendor
  - Complaint form w/CDFA
Farm Audit Program
All AIM Certified Producers/Ranchers/Dairy/Fishermen have been audited

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audited</td>
<td>240</td>
</tr>
<tr>
<td>AIM Checked/Passed</td>
<td>228*</td>
</tr>
<tr>
<td>Removed</td>
<td>6</td>
</tr>
<tr>
<td>Removed themselves</td>
<td>6</td>
</tr>
</tbody>
</table>

*approx. 10% passed initial farm audit process but need to be closely monitored/re-audited*
Why have a Farm Audit Program?

- Compliance
- Remove any PNOOP’ers!
- Bridges the gap
Full circle...connecting the dots
Nuts and Bolts

• Who we audit
• How we got started
• Cost of program
Farm Audit Overview

4 Integral parts:

- Pre-audit/research
- Stall Audit
- Farm Audit
- Post audit/follow up
1. Pre-Audit/Research

Gathering information

• How/when are certified producers selected for an audit?

• What is researched about the farm?
# Farm Audit Log Sheet

## Farm Audit Log Master List

<table>
<thead>
<tr>
<th>ID #</th>
<th>Farm Name</th>
<th>Date file started</th>
<th>Mkt Stall Audit #1</th>
<th>Mkt Stall Audit #2</th>
<th>Final</th>
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</thead>
<tbody>
<tr>
<td>F265</td>
<td>Joe's Farm</td>
<td>09/07/14</td>
<td>9/8</td>
<td>9/11</td>
<td>9/13</td>
</tr>
<tr>
<td></td>
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<td>CCCTH</td>
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<td></td>
<td>9/11</td>
<td>9/13</td>
<td>10/20</td>
</tr>
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Notes: passed FA; need to get chard added to cpc

| F117 | Ty's Farm   | 10/12/14          | 10/13              | 10/16              | 10/16       |
|      |             |                   | CCCTH              | TT                 | 9a          |
|      |             |                   | Date compited      | Date compited      | Date compited |
|      |             |                   | 10/16              | 10/20              | 10/21       |

Notes: PNOOP - no cauliflower or broccoli found on farm; suspended 10/21; presenting to farm audit committee 10/26

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### Mkt Stall Audit #1

<table>
<thead>
<tr>
<th>Dte sched.</th>
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Farm Audit File

Members Master File

Stall Audit:

Next week farmer will bring the same crops as highlighted on CPC, plus or minus the following items:
New crops:
Not offering for sale:
Crops they say are coming from storage only at this time:

Farm Audit:

Conclusion:

Communication Log

Crop Watch list
2. Stall Audit

Create an accurate record of their booth
Stall Audit
Creating a snap shot of the producer’s booth

The STALL

The BOXES

The CPC

The TRUCK
Stall Audit Follow Up

• Call owner
• Photos
• Reports
• Any suspicious findings?
3. Farm Audit

What to bring along

Their CPC

and...

Stall audit picts
Farm Audit
To verify findings of stall audit

Beets at stall audit

Beets at farm audit

Corn at stall audit

Corn at farm audit

What do you think? Did the corn come from this field?
Cold Storage facility
Individual farmers’ produce is stored separately

Where they wash/pack crops
CPC after farm audit
4. Post Audit/Follow Up

- Document process
- Notify member
- Further action
Hand out AIM checked signs!
Lessons Learned from Farm Audit Program

1. Timing
2. CPC’s
3. **Supplementing** - hardest to prove
4. Unintended consequences
5. Co. Ag. Depts. limitations
6. Know your farmers better!
Future Vision and Next Steps

- Fee-for-service farm audit program now available to all CFM operators
- Help CFM industry to thrive
Where you can start

• All CFM operators must become accountable
• Amend Rules to become legally sound
• Know what the producer grows
• Document what the producer brings to market
• Go out and prove that they do indeed grow what they brought to market

and……
Farm Audit Program
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References


Questions