

**ASSEMBLY BILL**

**No. 224**

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**Introduced by Assembly Member Gordon**

February 4, 2013

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An act to amend Section 47000 of, and to add Article 6 (commencing with Section 47060) to Chapter 10.5 of Division 17 of, the Food and Agricultural Code, relating to agricultural products.

LEGISLATIVE COUNSEL'S DIGEST

AB 224, as introduced, Gordon. Agricultural products: direct 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 regulation that affects direct marketing programs.

This bill would also encourage the department to assist in organizing community-supported agriculture. The bill would define "California-grown box program," "community-supported agriculture program," "single-farm community-supported agriculture," and "multifarm community-supported agriculture."

Vote: majority. Appropriation: no. Fiscal committee: no. 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:

1 47000. The Legislature finds and declares all of the following  
2 with regard to the direct marketing of agricultural products:

3 (a) Direct marketing of agricultural products benefits the  
4 agricultural community and the consumer by, among other things,  
5 providing an alternative method for growers to sell their products  
6 while benefiting the consumer by supplying quality produce at  
7 reasonable prices.

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

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

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

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

20 (f) It is the intent of the state to promote the consumption of  
21 California-grown produce and to promote access to  
22 California-produced agricultural products. Restaurants and  
23 nonprofit organizations can provide assistance in bringing  
24 California-grown products to all Californians.

25 (g) A regulatory scheme should be developed that provides the  
26 flexibility that will make direct marketing a viable marketing  
27 system.

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

34 (i) The department is encouraged to establish an ad hoc advisory  
35 committee to assist the department in establishing regulations  
36 affecting direct marketing of products and to advise the secretary  
37 in all matters pertaining to direct marketing.

38 SEC. 2. Article 6 (commencing with Section 47060) is added  
39 to Chapter 10.5 of Division 17 of the Food and Agricultural Code,  
40 to read:

1 Article 6. Community-Supported Agriculture

2  
3 47060. For purposes of this article, the following definitions  
4 shall apply:

5 (a) “California-grown box program” means a program under  
6 which a person or entity directly purchases and aggregates only  
7 from certified California direct marketing producers agricultural  
8 products or products of certified California direct marketing  
9 producers that have been processed in California in accordance  
10 with all applicable laws, and delivers those products to a  
11 membership or subscriber group of California consumers or end  
12 users who have paid for the products before they are shipped or  
13 transported for delivery.

14 (b) “Community-supported agriculture program” means a  
15 program under which a certified California direct marketing  
16 producer, or a group of certified California direct marketing  
17 producers, grow food for a group of California consumer  
18 shareholders or subscribers who pledge, or contract to buy on a  
19 prepayment basis, a portion of the future crop, animal production,  
20 or both, of a certified California direct marketing producer, or a  
21 group of certified California direct marketing producers.

22 (c) “Single-farm community-supported agriculture” means all  
23 delivered farm products originate from the farm of one certified  
24 California direct marketing producer.

25 (d) “Multifarm community-supported agriculture” means a  
26 group of certified California direct marketing producers who  
27 declare their association at the time of their annual certification  
28 and all delivered farm products originate from one or more of the  
29 farms of the group of certified California direct marketing  
30 producers.

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