



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

December 2, 2011

TO: SELLING SUBCOMMITTEE
DIRECT MARKETING AD HOC ADVISORY COMMITTEE

A meeting of the Selling Subcommittee has been scheduled. Enclosed is the agenda.

Date: December 13, 2011
9:00 p.m. – 12:00 p.m.

Location: CA Department of Food and Agriculture
2800 Gateway Oaks Drive, Suite 100
Sacramento, CA 95833
(916) 900-5030

For airline ticket reservations or assistance with your travel arrangements, please contact Sarah Cardoni in the Sacramento Headquarters' Office at the number below.

Notification of committee meetings and their agendas can be found via the Internet at the following website address: <http://www.cdfa.ca.gov/is/meetings.html>

If you have any questions or have additional agenda items for discussion, please call me at the number listed below.

Sincerely,

Steve Patton
Branch Chief

Enclosure(s)

cc: Ed Williams



**California Department of Food and Agriculture
Direct Marketing Ad Hoc Advisory Committee
Selling Subcommittee**

**December 13, 2011
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AGENDA

1. **Roll Call**
 - a. Introductions
2. **AB 2168**
3. **Distribution Models**
4. **Senior Farmers' Market Nutrition Program**
5. **WIC**
6. **New Business**
7. **Public Comments**
8. **Next Meeting Agenda**
9. **Adjournment**

All meeting facilities are accessible to persons with disabilities. If you need reasonable accommodation as defined by the Americans with Disabilities Act, or if you have questions regarding the public meeting, please contact Steve Patton at (916) 900-5030. Requests for reasonable accommodation should be made no later than three (3) days before the meeting.

<http://www.cdfa.ca.gov/is/meetings.html>