



**CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE (CDFA)
CERTIFIED FARMERS' MARKET ADVISORY COMMITTEE (CFMAC)**

**February 2, 2026 Meeting Minutes
Hybrid Teleconference**

2399 Gateway Oaks Drive, Suite 200, Sacramento, CA 95833

REMOTE MEMBERS

PRESENT

Portia Bramble – Chair
Chris Flores
Cynthia Ojeda
April T. Lancaster
Cara Mae Woledge Kurt
Floren
Alyssa Burkhardt
Gonzales John Poto
Jaclyn Allen
Jackie Rivera-Krouse
Doug Hayden
Jasmine Leong
Chris Flores

INTERESTED PARTIES

Nina Zlatkov – Los Angeles Co.
Rudy A. Valencia – Riverside Co.
Elena Chavez – Sonoma Co.
Erin Herbst – Alameda Co.
Travis Howard – San Francisco
Co.
Allen Moy – Pacific Coast Farmers'
Market Association
Chris DeNijs
Daniel Delgado – Los Angeles Co.
Joel Felice – Solano Co.
Keri Brumfield – Contra Costa Co.
Jose Chang

CDFA

Jennifer Leidolf
Kristi Garcia
Jasmine Toledo
Danny Lee
Marcee Yount
Andrea Cano
Carla Sanchez
Leslie Fernandez
Rene Mendoza
Scott Renteria
John Pedigo
Amar Hariharan
Fredrick Gomez
Robin Root

MEMBERS ABSENT

none

ITEM 1: CALL TO ORDER-INTRODUCTIONS/ROLL CALL

The meeting was called to order at 10:00 a.m. by Chair Portia Bramble. Roll was called, a quorum was established, and self-introductions were made.

ITEM 2: PUBLIC COMMENTS

There were no public comments.

ITEM 3: REVIEW OF SEPTEMBER 15, 2025 MEETING MINUTES

Chair Bramble requested a motion to approve the September 15, 2025, Meeting Minutes as submitted.

MOTION: Kurt Floren moved to approve the September 15, 2025, Meeting Minutes as submitted. Cynthia Ojeda seconded the motion. A vote by roll call was taken. The motion passed unanimously, with April Lancaster abstaining.

ITEM 4: VACANCY AND TERMS REPORT

Andrea Cano provided the Vacancies and Terms report. Current vacancies include: one certified producer member, six certified producer alternates, six certified farmers' market operator alternates, and one public member. Committee member Portia Bramble will be terming out on January 22, 2027.

ITEM 5: DATABASE UPDATE

Program Supervisor Jennifer Leidolf provided an update on the database. Of the four originally funded priorities, three have been completed. The fourth priority of reporting and data extraction is still in testing and nearing production. Approximately \$1.146 million has been spent on the database project since 2017, with a recent one-time \$100,000 allocation funding current priority work.

Contracts with the primary developer and testing vendor are expiring. Committee member April Lancaster expressed concern regarding the database's Americans with Disabilities Act (ADA) compliance. CDFA Office of Information Technology Services Director Frederick Gomez stated that while fixes have been identified, the contractor is not obligated to complete them without additional funding, estimated at roughly \$10,000, which staff are now attempting to address internally.

Committee members also clarified the database's limitations, noting that it supports certificate issuance but does not track where producers sell or integrate quarterly market fee data, which remains paper based. This gap was identified as a significant inefficiency and risk to program funding. The committee emphasized the need to reassess the database's scope, feasibility, and funding model, and to consider alternatives such as fee changes, legislative action, or industry-led solutions.

ITEM 6: EXPENDITURE DETAIL FOR CURRENT FISCAL YEAR

Leidolf provided an overview of the expenditure detail for the current fiscal year. As of December 31, 2025, total personal services were \$358,483; total operating expenses and equipment costs were \$260,525, and total departmental cost was \$124,685, for a total program cost of \$743,693. A discussion followed, focusing on clarifying the difference between available cash, ending balance, and reserves, emphasizing that reserves are part of the overall Agriculture Fund balance rather than a separate account. Committee members requested clearer and more frequent financial reporting, including budgeted versus actual expenditures and explanations of variances.

ITEM 7: ANNUAL REPORTING ON FARMERS' MARKET DATA

Leidolf led the discussion on the annual reporting on farmers' market data. Committee members expressed the need to develop a consistent annual report on the California farmers' market sector to support oversight, policy development, and public communication. Committee members emphasized that farmers' markets and small farms lack the level of statewide data reporting and visibility afforded to other programs, despite their economic and community importance. The discussion continued, with committee members expressing the need to identify data that could realistically be compiled using existing systems, including numbers of markets and producers by county, seasonality, certificates issued, commodities grown, inspections, and enforcement activity. Limitations caused by paper-based quarterly remittance reporting were acknowledged. Committee members expressed interest in using the report both internally and externally to tell a stronger story about the industry, while staff requested clear guidance to ensure feasibility and repeatability.

ITEM 8: CURRENT PAPER-BASED SYSTEM FOR LOAD SHEETS AND VENDOR CERTIFICATES

Leidolf led the discussion on the current paper-based systems for load sheets and vendor certificates. Committee members agreed that mailed forms, handwritten records, and paper checks create administrative burden, limit data usability, and may contribute to compliance gaps and revenue loss. There was strong support for moving toward electronic reporting and payment for quarterly remittances, while acknowledging barriers such as limited technological access and resistance among some stakeholders who still prefer paper-based systems. There was also a discussion on load sheets, with some committee members questioning their effectiveness given low inspection rates and ease of falsification, while others emphasized their importance as one of the few available compliance and enforcement tools. Committee members expressed the need for developing a uniform statewide load sheet aligned with Certified Producer Certificate data as a step toward improved enforcement and eventual digitization.

ITEM 9: NEXT MEETING/AGENDA ITEMS

The next meeting will be held on March 30, 2026, via Zoom. Agenda items will include an update on the program budget, information on the Strategic Plan and the data collected from the Maddy Institute, an annual market data report based on a calendar year, standardized load sheets, information on what CDFA IT can deliver with current resources for an electronic shift for load sheets and vendor certificates, subcommittee memberships and chairs, and information on a survey conducted by the California Alliance of Farmers' Markets.

ITEM 10: ADJOURNMENT

The meeting was adjourned at 1:11 p.m. by Chair Bramble.

Respectfully submitted by:

Jennifer Leidolf, Program Supervisor
Direct Marketing Program