

# Supporting Local (and beyond) Agricultural Tourism Efforts

Adopting regulations to meet changing needs



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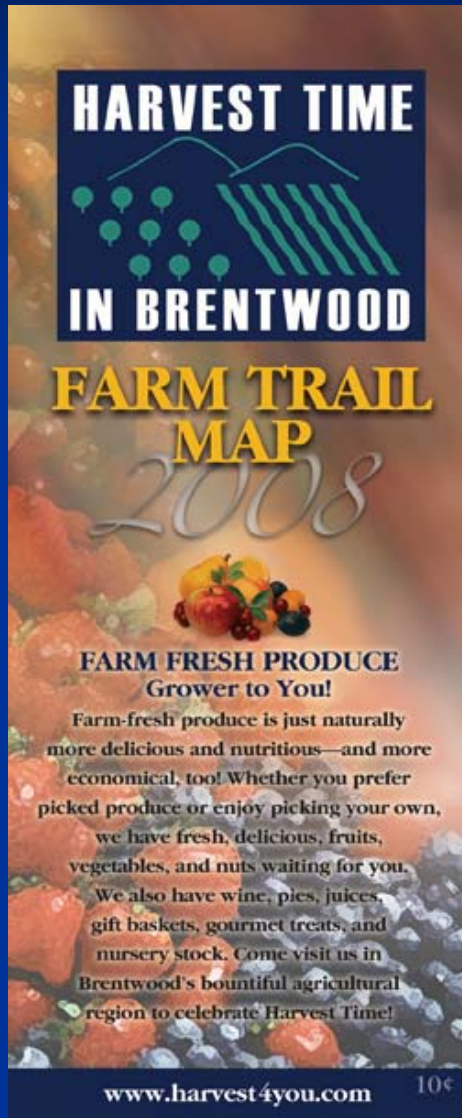
Contra Costa County



Ag Tourism Summit 11/4/11

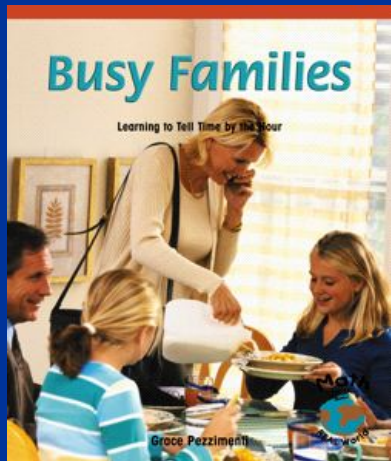
# Established agritourism industry in CCC

- “Harvest Time” started in 1976
- Over 40 U-pick and Roadside stands
- Markets & customers have changed





# Current markets and customers



- More customers are local
- Less time for cooking & canning
- Small volume, weekly grocery sales
- Family & farm experience

# The Modern Farm Stand



## ■ Larger stands

- Room for displays & activities

## ■ Product diversity

- Farmers trade goods
- Value added farm products

- Make use of extra
- Extend the season
- Olives have to be processed

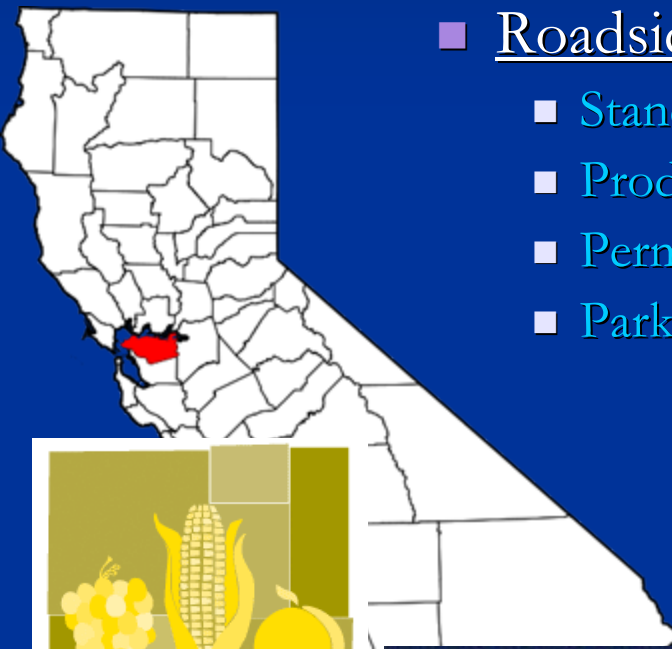
## ■ Non-farm products

- Bottled water & drinks
- Cook books, canning supplies



# County Regulatory Roadblocks

CCC Ag Task Force (growers, UCCE, Ag Dept)

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- Roadside stand survey: ID problems (summer 2004)
    - Stand size restrictions (200-400 sq.ft)
    - Product restrictions (fresh produce grown on site)
    - Permitting confusion & expense
    - Parking and traffic problems

- Recommendations (spring 2005)
  - Ordinance changes to
    - increase stand size
    - and broaden product sales
  - General plan amendment
    - LUP in Ag Core for sm. processing facilities
  - Permit streamlining and cost reduction





# The County Fixes

<b>Grower Stand</b>	<b>Farm Stand</b>	<b>Farm Market</b>
<b>1500 sq.ft.</b>	1500 sq ft	<b>3500 sq. ft.</b>
<b>Locally</b> grown produce <b>Drinks</b> (vending)	Locally grown produce <b>Local value added (600sf)</b> <b>Non-ag, non-local (60sf)</b>	Locally grown produce Local value added <b>(100%)</b> Non-ag, non-local <b>(700sf)</b>
Allowed by right Building permit for structures	<b>Admin review (\$)</b> Building permit for structures	<b>Land Use permit (\$\$)</b> Building permit for structures <b>Retail food permit ?</b>

Adopted June 2007 (after 3 long years!!!)

# Local Farm Stands Saved!!





# Local Farm Stands become Retail Food Facilities





# State Regulatory Roadblocks

## Health Code

- Retail Food Facilities require:
  - Permanent potable water & sewer
  - Grocery store like building
    - Impermeable flooring
    - Mop sinks ...

## Food & Ag Code

- Whole produce, shell eggs
- Grown on or near site



# CA Retail Food Safety Coalition

- Advisory group: industry, gov't, academia
- Preparing amendments to the new Retail Food Code
- Proposed an expanded Farm Stand definition
  - Non-potentially hazardous processed farm products
  - Bottled water & drinks
- Couldn't reach consensus (Jan 2008)







# CA Farm Bureau

## To the Rescue!



- Initiated Assembly Bill 2168 (Feb 2008)
- Author: Dave Jones (D-Sacto)
- Worked with all groups to create an acceptable bill
- Kept us all informed & told us when to:
  - Solicit letters from local supporters
  - Solicit speakers for hearings



Noelle Crammer,  
Government Affairs  
CFB Liaison



# CA Farm Bureau

## To the Rescue!



- Took it through the legislative process
  - Assembly Agriculture Committee \*
  - Assembly Appropriations Committee
  - Senate Agriculture Committee \*
  - Senate Appropriations Committee
  - Senate consent calendar
  - Assembly consent calendar
- Governor signed (Sept 2008)
- Effective Jan 1, 2009





# AB 2168



## Amends Food & Ag Code and Health Code

- Creates 2 types of producer owned stands
  - **Field Retail Stands (original):**
    - Whole produce & shell eggs
    - Exempt from size & package, not maturity & quality reqt.
    - Exempt from Retail Food Code
  - **Farm Stands (new):**
    - Same products as above PLUS
    - Processed, pre-packaged, local farm products
    - Non-local, prepackaged, food products (50 sq.ft.)
    - Food sampling OK if toilet & handwashing facilities available

# AB 2168



## Farm Stands (new):

- Processed, pre-packaged, local farm products
  - Not potentially hazardous (shelf stable)
  - Prepared/packaged in an approved facility
  - Produced in close proximity to the farm stand
- Non-local, prepackaged, food products (50 ft<sup>2</sup>)
  - Water & drinks specified
  - Other non-potentially hazardous foods
- Samples: porta-potty with wash facilities OK





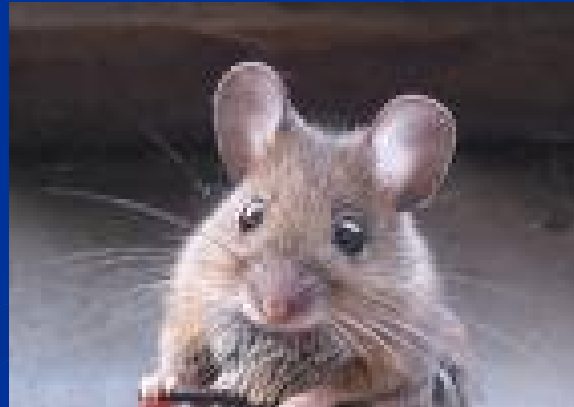


# AB 2168

## Farm Stands (new):

NOT exempt from Retail Food Code BUT inspectors are only concerned with:

- Processed foods stored in vermin proof area or container when the facility is closed
- All garbage/refuse dispose of in an appropriate manner
- No live animals within 20 feet of food storage or sales area (service dogs exempt)





# AB 2168

Non-standard pack produce can be bought by:

- Chefs for their restaurants
- Individuals, organizations who sell or give produce to end user
  - Collaborative CSA
  - Charitable distribution to the needy





# It takes a coordinated effort ...



- Agricultural Task Force – Board of Supervisors
- Agriculture Department
- Cooperative Extension
- Building Dept
- Community Development
- Environmental Health
- Public Works



