

Taste the Possibilities: Adding Value to Your Ag Business

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Showcase Café, Sonoma County Fairgrounds
Santa Rosa, California

Presented by:



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Growing Things

Tony Linegar, Agricultural Commissioner

- Approved Produce Gardner Certificate
- Community Supported Agriculture
- Certified Farmers Market/CPCs

**Taste the Possibilities:
Adding Value to Your Ag Business**



A woman wearing a black jacket and a black hat is working at a market stall. She is surrounded by various fresh produce, including baskets of cabbages and broccoli. The stall is covered with a striped cloth. In the background, other market stalls and people are visible, suggesting a busy outdoor market setting. A sign with the letters 'CCOF' is partially visible in the background.

Produce Sales, Labels & Scales

Options for Produce Sales

Certified Farmers Market

- Obtain a Certified Producer Certificate from Ag Commissioner's office
- Annual renewal
- Fee:
 - \$67 walk-in
 - \$33.50 online

Options for Produce Sales



Additional Options

- **Direct sales** (i.e. farm stand)
- **CSA** Community Supported Agriculture
- **Wholesale** distributor
- **Donate/sell** to schools, institutions, food banks

Approved Produce Gardener Certificate

- Register for **FREE** online at Ag Commissioner's website
- Agree to best practices
- List all produce grown
- Renew annually - **FREE**
- Present the certificate to anyone requiring "approved source"
- Cannot sell at Certified Farm Markets

Label, Label, Label...

Package labeling must identify the product, business name, address and net contents in terms of weight or measurement

- **Identity:** Common or generic name of the product
- **Responsibility:** Manufacturer/packer/ distributor of the product. Must include name, address, and zip code of the manufacturer
- **Quantity:** Quantity of the product in the package (weight for solid items, i.e. ounces, pounds; for liquids, fluid ounces or gallons)

Weight a Minute

A kitchen scale with a tomato on top and two more tomatoes on the counter. The scale is white with a red dial and a red base. The tomatoes are red and round. The background is a light-colored, textured surface.

Scales used for commercial use:

- Must be type approved for commercial use.
- Registered with Sonoma County Weights and Measures (Ag Commissioners office)
- Tested and certified annually
- Fee: \$60 to \$300