



Tulare County Agricultural Commissioner/Sealer

Tom Tucker, Agricultural Commissioner
Sealer of Weights and Measures
Christopher Greer, Assistant Agricultural Commissioner
Sealer of Weights and Measures

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Dear Certified Producer,

The California Department of Food and Agriculture has made changes to the Direct Marketing regulations. The Tulare County Agricultural Commissioner's Office is providing you some of those changes so you can be prepared when you come in for your Certified Producer's Certificate in 2021.

- All Certified Producers that have "Authorized Representatives" that sell or conduct business on their behalf at a Certified Farmer's Market must provide the list of those "Authorized Representatives" to the Agricultural Commissioner's Office. We are providing a blank copy of Authorized Representative list on our website at <https://agcomm.co.tulare.ca.us/ag/>
- An "Authorized Representative" can only sell on behalf of one producer per Certified Farmer's Market per day, unless selling for a cross-referenced certified producer.
- When selling on behalf of another producer, besides listing them on your certificate, you are required to have a documented and signed agreement with that producer, before sales commence. Tulare County Agricultural Commissioner's Office requires you to provide a copy of that agreement when obtaining your certificate.
- When selling on behalf of another producer, you cannot sell the same commodity, variety or product on the same day at the same Certified Farmer's Market. For example, if you are selling fuji apples you cannot sell pink lady apples, or any other apple varieties or products for another producer you may still sell multiple varieties and products of the same commodity, but they must all be produced by one producer, either you or the producer cross-referenced on your certificate.

These are just some of the changes in the Direct Marketing program. If you want to see a full list of FAQ's please see www.cdfa.ca.gov/is/i_&c/pdfs/New_Regulation_FAQs_Effective_1-1-2021.pdf

There is also a link to the full version of the regulations in the FAQ's listed above. If you have any questions, feel free to contact our office at 559-684-3350.