



DIANNE JACOB
VICE-CHAIRWOMAN
SUPERVISOR, SECOND DISTRICT
SAN DIEGO COUNTY BOARD OF SUPERVISORS

AGENDA ITEM

DATE: October 22, 2013

10

TO: Board of Supervisors

SUBJECT: ALLOWING FARMERS' MARKETS TO GROW (DISTRICTS: ALL)

Overview

This Board of Supervisors is committed to supporting and encouraging farming in San Diego County. Farmers' markets provide an ideal venue for farmers to provide their produce and products directly to consumers. Furthermore, farmers' markets help to continue growing our region's thriving agriculture economy.

In 2008, this board approved zoning ordinance amendments that allowed for the establishment of Certified Farmers' Markets in the unincorporated area of San Diego County. We now have eight Certified Farmers' Markets in various communities.

More needs to be done to simplify regulations associated with farmers' markets. Although Certified Farmers' Markets are now allowed to operate in public and commercial zones in the unincorporated area of the County, many Certified Farmers' Markets include vendors which are not certified vendors. Currently, vendors who are not authorized as a "certified producer" by the county agricultural commissioner are required to obtain a solicitor's license, as outlined in our existing solicitor's ordinance. The Sheriff's Department has oversight and enforcement of the solicitor's ordinance.

It has come to my attention that amendments could be made to the solicitor's ordinance that would streamline regulations for Certified Farmers' Markets and also simplify enforcement by the Sheriff. This Board letter will direct the Chief Administrative Officer to work with operators of farmers' markets, the San Diego County Farm Bureau and the Sheriff's Department to streamline the licensing process for operators of Certified Farmers' Markets in the unincorporated area and return to the board with recommended changes within 90 days.

Recommendation(s)

VICE-CHAIRWOMAN DIANNE JACOB

Direct the Chief Administrative Officer to work with operators of farmers' markets, the San Diego County Farm Bureau and the Sheriff's Department to streamline the licensing process for operators of Certified Farmers' Markets in the unincorporated area and return to the board with

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Fiscal Impact

There is no fiscal impact associated with this action.

Business Impact Statement

N/A

Advisory Board Statement

N/A

Background

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Managers of Certified Farmers' Markets work hard to provide a safe and enjoyable atmosphere for community members to shop. They work hand in hand with both certified and non-certified vendors to make sure their markets and the products sold there are safe. The current practice utilized by the Sheriff to license non-certified vendors is time-intensive and onerous. There may be opportunities to improve our solicitor's ordinance to stipulate that managers of Certified Farmers' Markets be held accountable for non-certified vendors at their markets, rather than the current practice which involves the Sheriff's Department attempting to locate and license each potential non-certified vendor at Certified Farmers' Markets.

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Linkage to the County of San Diego Strategic Plan

N/A

Respectfully submitted,

DIANNE JACOB
Supervisor, Second District

ATTACHMENT(S)

N/A

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AGENDA ITEM INFORMATION SHEET

REQUIRES FOUR VOTES: Yes No

WRITTEN DISCLOSURE PER COUNTY CHARTER SECTION 1000.1 REQUIRED
 Yes No

PREVIOUS RELEVANT BOARD ACTIONS:
N/A

BOARD POLICIES APPLICABLE:
N/A

BOARD POLICY STATEMENTS:
N/A

MANDATORY COMPLIANCE:
N/A

ORACLE AWARD NUMBER(S) AND CONTRACT AND/OR REQUISITION NUMBER(S):
N/A

ORIGINATING DEPARTMENT: District 2, Board of Supervisors

OTHER CONCURRENCES(S): N/A

CONTACT PERSON(S):

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