Small Growers with and Emphasis on Organic/Sustainable Growers
North Carolina Fresh Produce Safety Task Force Outreach

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Diverse Production

52,400 Farms
8.6 M Acres
Average Size = 164 Acres
NC Fresh Produce Safety Task Force

Commodity Groups

North Carolina Vegetable Growers' Association
North Carolina Sweet Potatoes
North Carolina Tomato Growers Association

Regulatory

FDA
USDA

University Research and Extension

Industry Support

Diane Ducharme Thursday 9:30 am
Emphasis on Small Farms
Organic Production

CEFS is dedicated to sustainable agriculture research, extension and education

GAPs Education & Certification for Small Growers

This project received funding from the N.C. Tobacco Trust Fund Commission.
High Crop Diversity

Diverse Production
Mock Audits for Small Farms

56% Likely to Develop Food Safety Plan

Most Liked:
Open Discussion
Farm Walk with Real Auditor (Premier and Davis Fresh)

Wanted: Whole Farm or Systems Approach (More on this Later)
Food Safety Plan

Developed with Small Farm Focus Group
Editable and Adaptable
Most Food Safety Discussion or Recommendations Directed at this Scale of Grower

Creates Barriers Real or Imagined

Limited Application for Small Scale Growers
Resistance to Food Safety

Fear:
Distrust of government
Distrust of “Big Agriculture”
Cost
Loss of market
Being Implicated in outbreak

Distrust audit process

Terminology that does not apply to them
Outbreak Training

Awareness Training
Targeting Growers

“Before attending this training, I didn’t think GAP applied to me”
- John Volmer, Strawberry Farmer

Ben Chapman
Thursday 8:15 am
Crisis Management

Sweet Potato Growers Identified a Need!
Prepare Grower Leadership

USDA: SCRI Sweet Potato Project

“Participatory Modeling and Decision Support for Improving Sweet Potato Production Efficiency, Quality and Food Safety.”
On-Camera Training

Classroom Instruction: Face to Face and Webinar

Interactive Questioning!

Crisis Plan Development
NC Sustainable Local Foods Advisory Council

Goal: More local food into the food supply

Identified Food Safety and GAPs Certification as Primary Barriers to Local Food

For Example – Farm to School Program

Whole Farm or Systems Approach to Certification – Looking at this Now

Roland McReynolds and Debbie Roos Co-Chairs our Small Farms Working Group

NCDA Specialty Crop Block Grant
Food Safety for Direct Marketers

Secret Shopping &
Direct Observation of Practices

Food Safety for Direct Marketers

North Hills Farmers Market

Date & Time:

Quick Reminder:
1. Ensure the Farmers Market is aware that you are collecting data.
2. Choose vendors that have a Farm name.
3. Check Yes/No and mark answers further in the comments column.
4. Show 1 person(s) to the overall Farmers Market facility, the restrooms(s), and animals.
5. Sheets 2-11 are to be used for filling out data on individual vendors.

<table>
<thead>
<tr>
<th>QUESTIONS</th>
<th>YES</th>
<th>NO</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall is the market clean?</td>
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<tr>
<td>Are the vendors under a permanent awning or protective covering, or do individual vendors have temporary structures (tent) setup at the market?</td>
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<tr>
<td>Are different products separated into designated areas? eg. produce area, livestock area, food area</td>
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<td>Is anyone smoking around the food products?</td>
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<td>Is there a concession stand at the market? If there is a grade pond, what is it?</td>
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<tr>
<td>Are there restrooms in the market?</td>
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<td></td>
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<tr>
<td>Are the restrooms clean?</td>
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<td></td>
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<tr>
<td>Are the restrooms in good working condition?</td>
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<td>Are there displays in the restrooms of proper sanitizing techniques?</td>
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<tr>
<td>Are there hand washing facilities inside/ outside the restrooms?</td>
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<tr>
<td>Is soap provided?</td>
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<tr>
<td>Is there a posted cleaning schedule, if so when was it last updated?</td>
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<tr>
<td>Is there bird nesting under the awning?</td>
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<td></td>
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<tr>
<td>Are there signs of rodents? eg. birds/roaches</td>
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<tr>
<td>Are live animals (eg. dogs) allowed in the market area? Do vendors or patrons have animals with them?</td>
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Foods Available
1. Ask 1 vendor, What are the 3 main foods that the vendor sells? Check 1 through 3, with 1 being the main food.
2. Percentage, For the Top 3 Foods, what percentage of the vendor's total product do each compose?
3. Check, For all other products the vendor sells, place a check mark beside the proper issue.

<table>
<thead>
<tr>
<th>Naked Goods</th>
<th>Condiments/Sauce</th>
<th>Fruits</th>
<th>Vegetables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nuts</td>
<td>Grapes</td>
<td>Olives</td>
<td>Peaches</td>
</tr>
<tr>
<td>Fish/Salmon</td>
<td>Okra</td>
<td>Peppers</td>
<td>Potatoes</td>
</tr>
<tr>
<td>Poultry</td>
<td>Herbs/Spices</td>
<td>Juice</td>
<td>Greens</td>
</tr>
<tr>
<td>Meats</td>
<td>Sprouts</td>
<td>Apples</td>
<td>Strawberries</td>
</tr>
<tr>
<td>Beans</td>
<td>Turmeric</td>
<td>Peanuts</td>
<td></td>
</tr>
<tr>
<td>Blueberries</td>
<td>Turmeric</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nuts</td>
<td>Watermelon</td>
<td></td>
<td></td>
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<tr>
<td>Cabbage</td>
<td>Refrigerated Foods</td>
<td></td>
<td></td>
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<tr>
<td>Cans</td>
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</table>

Questions to Ask Vendors
A. Are there any organic or synthetic chemicals/pesticides/herbicides used on the products?
B. Are all foods grown/processed by the vendors? In NC? What is the percentage?
C. If you see signs with claims such as “clean” or “washed” what does this mean?
D. How are the foods transported to the market? eg. refrigerated/controlled storage
E. What kind of soil were the products grown in? eg. organic/compost/plant material
F. What risks do the vendors worry about? Do they mention GAPs? If not, prompt them

Answer:
Farmers Market Curriculum Being Developed

Piloted food safety curriculum with market managers
  Science-based
  Receive useful feedback
  Develop relationships with new markets

Revised curriculum based on feedback
  Increased support
  Farmers market advisory group
  Managers and vendors
More Information

Questions?

ncfreshproducersafety.org

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