

Website for National Leafy Greens Marketing Agreement

Country/Territory Detail:

United States

Jul 21, 2009 - Sep 17, 2009

Comparing to: Site



Visits

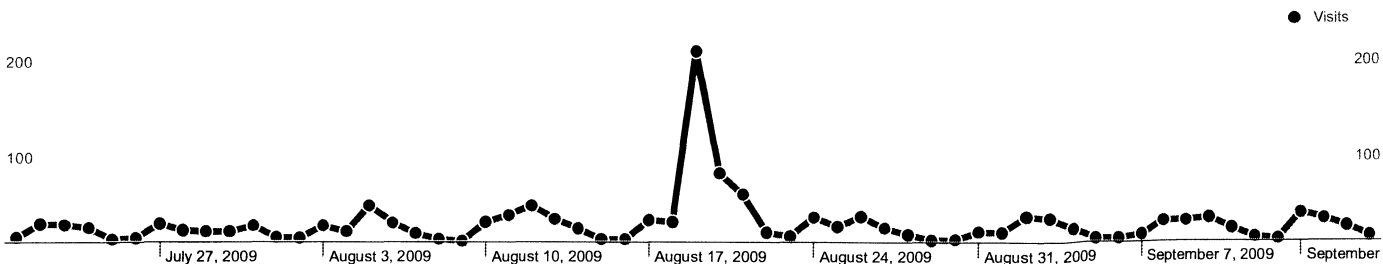


This country/territory sent 1,001 visits via 43 regions

Site Usage

	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits	1,001	2.54	00:02:11	72.43%	56.24%
% of Site Total:	94.17%	Site Avg: 2.54 (0.01%)	Site Avg: 00:02:08 (2.16%)	Site Avg: 73.28% (-1.17%)	Site Avg: 56.07% (0.31%)
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
California	472	2.58	00:02:14	64.19%	57.63%
District of Columbia	75	2.55	00:02:01	73.33%	46.67%
Arizona	49	2.65	00:01:50	79.59%	59.18%
Virginia	45	2.91	00:02:00	62.22%	51.11%
Texas	35	2.60	00:03:29	85.71%	60.00%
New York	27	2.78	00:01:55	81.48%	48.15%
North Carolina	25	2.60	00:03:02	76.00%	56.00%
Ohio	23	2.22	00:01:53	78.26%	69.57%
Illinois	22	2.23	00:02:10	86.36%	59.09%

Florida	21	2.33	00:00:45	80.95%	57.14%
Pennsylvania	21	2.14	00:05:13	85.71%	71.43%
Massachusetts	21	1.57	00:00:11	61.90%	66.67%
Georgia	20	2.30	00:02:03	85.00%	65.00%
Michigan	17	2.82	00:02:15	94.12%	52.94%
Maryland	14	1.86	00:00:52	71.43%	57.14%
Washington	14	2.57	00:01:29	92.86%	64.29%
New Jersey	10	2.20	00:01:04	90.00%	40.00%
Kentucky	9	1.67	00:00:31	77.78%	77.78%
Oregon	9	2.89	00:03:12	100.00%	33.33%
Kansas	9	2.56	00:01:54	66.67%	22.22%
Delaware	7	1.57	00:00:13	57.14%	85.71%
Colorado	6	1.83	00:00:27	100.00%	50.00%
Wisconsin	6	1.83	00:01:04	100.00%	33.33%
Minnesota	5	1.80	00:02:00	100.00%	40.00%
Missouri	4	1.25	00:00:37	100.00%	75.00%
Idaho	4	2.25	00:02:13	75.00%	50.00%
New Hampshire	3	7.00	00:03:56	66.67%	66.67%
Arkansas	3	1.67	00:01:12	100.00%	66.67%
Connecticut	3	3.67	00:03:16	100.00%	33.33%
Utah	3	4.00	00:00:37	66.67%	66.67%
Rhode Island	2	2.50	00:03:00	100.00%	0.00%
Iowa	2	2.00	00:05:56	100.00%	0.00%
Indiana	2	2.50	00:00:38	100.00%	50.00%
Vermont	2	6.50	00:06:43	100.00%	0.00%
Oklahoma	2	1.00	00:00:00	100.00%	100.00%
Tennessee	2	3.00	00:01:30	100.00%	50.00%
Louisiana	1	1.00	00:00:00	100.00%	100.00%
Montana	1	9.00	00:00:52	100.00%	0.00%
New Mexico	1	8.00	00:04:02	100.00%	0.00%
Wyoming	1	2.00	00:29:00	100.00%	0.00%
Nebraska	1	2.00	00:00:21	100.00%	0.00%
Hawaii	1	1.00	00:00:00	100.00%	100.00%
Alabama	1	4.00	00:23:50	100.00%	0.00%



Site Usage

1,063 Visits

56.07% Bounce Rate

2,696 Pageviews

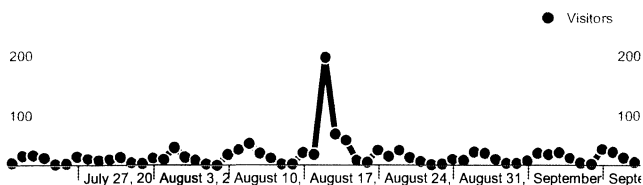
00:02:08 Avg. Time on Site

2.54 Pages/Visit

73.28% % New Visits

Visitors Overview

Map Overlay world

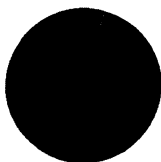


**Visitors
 781**



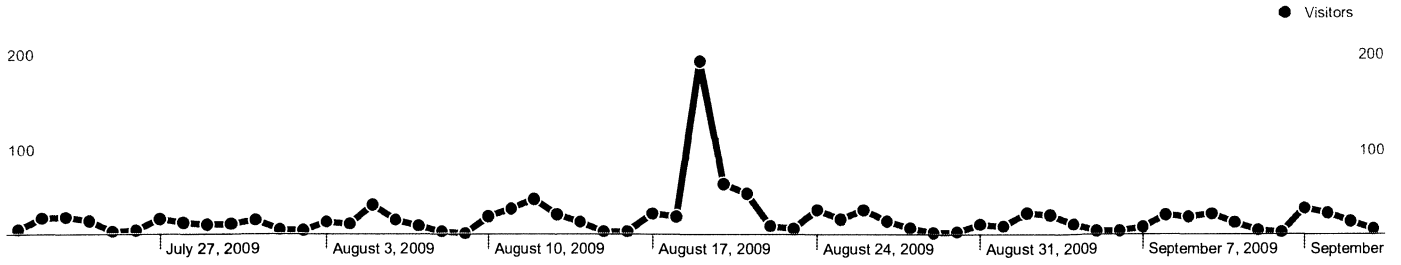
Traffic Sources Overview

Content Overview



- **Direct Traffic**
588.00 (55.32%)
- **Referring Sites**
256.00 (24.08%)
- **Search Engines**
219.00 (20.60%)

Pages	Pageviews	% Pageviews
/	891	33.05%
/index.php	301	11.16%
/webinar.php	212	7.86%
/faqs.php	202	7.49%
/next-steps.php	155	5.75%



781 people visited this site

1,063 Visits

781 Absolute Unique Visitors

2,696 Pageviews

2.54 Average Pageviews

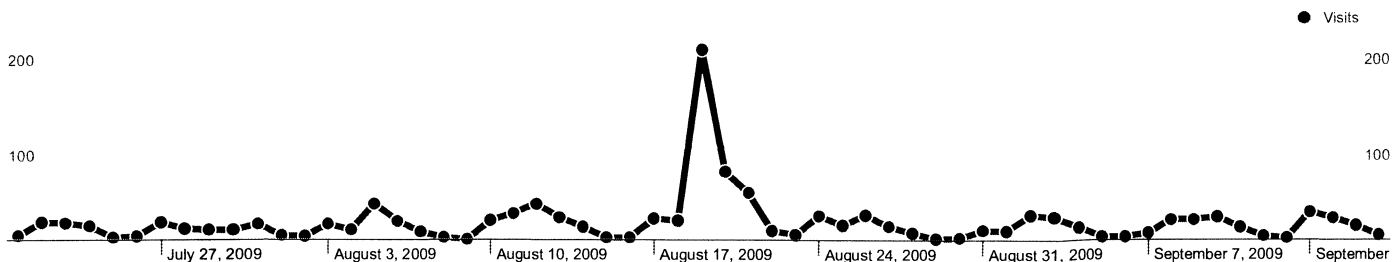
00:02:08 Time on Site

56.07% Bounce Rate

73.28% New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	827	77.80%	Unknown	409	38.48%
Firefox	182	17.12%	Cable	253	23.80%
Safari	31	2.92%	DSL	231	21.73%
Chrome	18	1.69%	T1	154	14.49%
Mozilla Compatible Agent	1	0.09%	Dialup	9	0.85%

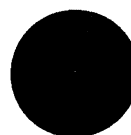


All traffic sources sent a total of 1,063 visits

55.32% Direct Traffic

24.08% Referring Sites

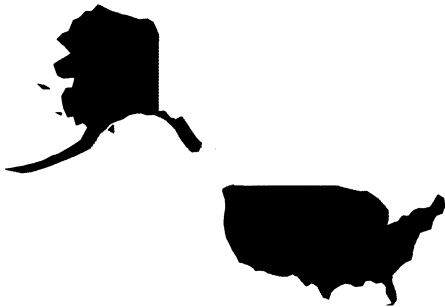
20.60% Search Engines



- **Direct Traffic**
588.00 (55.32%)
- **Referring Sites**
256.00 (24.08%)
- **Search Engines**
219.00 (20.60%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	588	55.32%	nlgma	55	25.11%
google (organic)	176	16.56%	national leafy greens marketing	28	12.79%
wga.com (referral)	116	10.91%	leafy greens marketing	22	10.05%
thepacker.com (referral)	45	4.23%	national leafy green marketing	14	6.39%
bing (organic)	26	2.45%	national leafy greens	8	3.65%



1,063 visits came from 19 countries/territories

Site Usage

	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
	1,063 % of Site Total: 100.00%	2.54 Site Avg: 2.54 (0.00%)	00:02:08 Site Avg: 00:02:08 (0.00%)	73.19% Site Avg: 73.28% (-0.13%)	56.07% Site Avg: 56.07% (0.00%)
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	1,001	2.54	00:02:11	72.43%	56.24%
Canada	20	3.30	00:01:00	85.00%	45.00%
China	6	2.67	00:00:11	100.00%	50.00%
Japan	5	1.80	00:01:21	40.00%	80.00%
Mexico	5	4.20	00:03:13	80.00%	40.00%
Philippines	4	2.00	00:06:09	50.00%	50.00%
India	4	1.75	00:00:19	100.00%	50.00%
France	3	1.33	00:00:12	100.00%	66.67%
Australia	3	2.00	00:02:22	100.00%	33.33%

Kenya

2

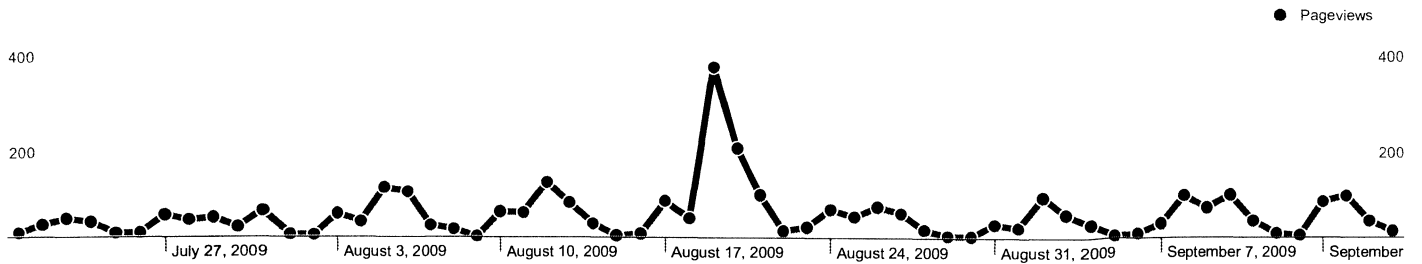
1.00

00:00:00

100.00%

100.00%

1 - 10 of 19



Pages on this site were viewed a total of 2,696 times

2,696 Pageviews

2,154 Unique Views

56.07% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/	891	33.05%
/index.php	301	11.16%
/webinar.php	212	7.86%
/faqs.php	202	7.49%
/next-steps.php	155	5.75%

NLGMA Website - Home

The screenshot shows the NLGMA website home page. At the top, a navigation bar contains links for Home, Background, FAQs, and Next Steps. The main content area features the NLGMA logo and the text: "Nothing is more important to the produce industry than delivering the safest, healthiest, and most nutritious fresh produce possible to consumers." Below this is a large "Learn More" button. The page is divided into three columns of content: Resources, Press Releases, and Supporters. The Resources column lists documents like "Justification for Proposed Marketing Agreement" and "Proponent Letter Version 1". The Press Releases column lists "Fresh Produce Industry Associations Petition USDA for a National Leafy Greens Marketing Agreement". The Supporters column lists organizations like "Alabama Farm Bureau" and "California Farm Bureau". A footer at the bottom contains copyright information and links for Home, Contact Us, and Privacy Policy.

Home - National Leafy Greens Marketing Agreement - Microsoft Internet Explorer provided by Western Growers

File Edit View Favorites Tools Help

Home - National Leafy Greens Marketing Agreement

NLGMA
National Leafy Greens
Marketing Agreement

Home Background FAQs Next Steps

Nothing is more important to the produce industry than delivering the safest, healthiest, and most nutritious fresh produce possible to consumers.

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Learn More

Resources

- Justification for Proposed Marketing Agreement
- Proponent Letter Version 1
- Proponent Letter Version 2
- NLGMA Draft Version 1
- NLGMA Draft Version 2
- Summary of Key Provisions

Submit Comments

Press Releases

Fresh Produce Industry Associations Petition USDA for a National Leafy Greens Marketing Agreement

Read More...

Supporters

Alabama Farm Bureau
California Farm Bureau
California Leafy Greens Marketing Agreement
Georgia Farm Bureau

Support NLGMA | View All

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Home Contact Us Privacy Policy

Home - National Leafy Greens Marketing Agreement

Internet 100%

start Home - National Leafy Greens Marketing Agreement Microsoft PowerRank

NLGMA Website - Resources

Please see attachments:

- 1.) Justification for Proposed Marketing Agreement
- 2.) Proposed Letter Version 1
- 3.) Proposed Letter Version 2
- 4.) NLGMA Draft Version 1
- 5.) NLGMA Draft Version 2
- 6.) Summary of Key Provisions

NLGMA Website – Proponent Group

The screenshot shows a Microsoft Internet Explorer browser window displaying the NLGMA website. The browser's address bar shows the URL <http://www.nlgma.com/supporters.php>. The website's title is "Supporters - National Leafy Greens Marketing Agreement - Microsoft Internet Explorer, provided by Western Growers".

The website content includes a navigation menu with the following items: [Home](#), [Background](#), [FAQs](#), and [Next Steps](#). The main heading is "NLGMA National Leafy Greens Marketing Agreement".

The "Supporters" section lists the following organizations:

- Arizona Farm Bureau
- California Farm Bureau
- California Leafy Greens Marketing Agreement
- Georgia Farm Bureau
- Georgia Fruit and Vegetable Growers Association
- Grower-Shipper Association of Central California
- Imperial Valley Vegetable Growers Association
- Leafy Greens Council
- Produce Marketing Association
- Texas Vegetable Association
- United Fresh Produce Association
- Western Growers

At the bottom of the page, there is a copyright notice: "Copyright © 2009 National Leafy Greens Marketing Agreement" and links for [Home](#), [Contact Us](#), and [Privacy Policy](#).

The browser's status bar at the bottom shows "Done", "Microsoft Internet Explorer", and the system clock "9:23 AM".

NLGMA Website – Proponent Group

The screenshot shows a web browser window displaying the NLGMA website. The browser's address bar shows the URL: <http://www.nlgma.com/support-nlgma.php>. The website header includes the NLGMA logo and the text "National Leafy Greens Marketing Agreement". A navigation menu contains links for "Home", "Background", "FAQs", and "Next Steps". The main content area is titled "Support the National Leafy Greens Marketing Agreement" and features a registration form with the following fields: "First Name", "Last Name", "Organization", "Address", "City", "State", "Zip", and "Email". A "Submit" button is located below the form. At the bottom of the page, there is a copyright notice: "Copyright © 2009 National Leafy Greens Marketing Agreement" and links for "Home", "Contact Us", and "Privacy Policy". The browser's status bar at the bottom shows "Done" and the system clock displays "9:24 AM".

NLGMA Website – Submit Comments

The screenshot shows a web browser window with the following elements:

- Browser Title Bar:** "comments - National Leafy Greens Marketing Agreement - Microsoft Internet Explorer provided by Western Growers"
- Address Bar:** "https://www.nlgma.com/comments.php"
- Navigation Menu:** Home | Background | FAQs | Next Steps
- Logo:** NLGMA National Leafy Greens Marketing Agreement
- Form Title:** Submit Comments
- Form Fields:**
 - Name:
 - Company:
 - Email: *Required
 - Comment:
- Submit Button:** A black button with the text "Submit" in white.
- Footer:** Copyright © 2009 National Leafy Greens Marketing Agreement. Links for Home, Contact Us, and Privacy Policy.
- Browser Status Bar:** Shows "Done", "Microsoft PowerTook...", "comments - National ...", "Internet", "100%", and "6:20 AM".

NLGMA Website – Industry Press Release

The screenshot shows a Microsoft Internet Explorer browser window. The address bar contains the URL: <http://www.nlgma.com/fresh-produce-industry-associations-petition.php>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The page title is "Fresh Produce Industry Associations Petition USDA - National Leafy Greens Marketing Agreement - Microsoft Internet Explorer".

The website content features a navigation menu with links for Home, Background, FAQs, and Next Steps. The main heading reads "NLGMA National Leafy Greens Marketing Agreement". Below this is a "Press Release" section dated June 8, 2009, with contact information for Wendy Fink-Weber, Director of Communications, Western Growers (949) 885-2256 or wfweber@wga.com.

The press release title is "FRESH PRODUCE INDUSTRY ASSOCIATIONS PETITION USDA FOR A NATIONAL LEAFY GREENS MARKETING AGREEMENT". The text describes a petition to the USDA for a national marketing agreement for leafy greens, aimed at improving best practices and reducing microbial contamination. It mentions support from various industry associations and the goal of a science-based food quality enhancement program.

At the bottom of the browser window, the taskbar shows the Start button, a search bar, and the system tray with the date and time (9:21 AM).

NLGMA National Leafy Greens Marketing Agreement

[Home](#) [Background](#) [FAQs](#) [Next Steps](#)

Press Release

Date: June 8, 2009

Contact: Wendy Fink-Weber
Director of Communications, Western Growers
(949) 885-2256 or wfweber@wga.com

FRESH PRODUCE INDUSTRY ASSOCIATIONS PETITION USDA FOR A NATIONAL LEAFY GREENS MARKETING AGREEMENT

Today a proponent group of agricultural associations representing the leafy greens industry across the U.S. sent a letter to the U.S. Department of Agriculture (USDA) formally requesting the agency begin the process necessary to establish a national marketing agreement for leafy greens (NLGMA). A NLGMA would implement best practices and a corresponding verification program that could reduce the potential for microbial contamination in these crops.

"This marketing agreement is an excellent example of our fresh produce associations working together for the good of the industry," said Charles Hall, executive director of the Georgia Fruit and Vegetable Growers Association. "The proposed agreement guarantees all parties - growers, packers, handlers, manufacturers and end-users - are at the table as we move forward to ensure the food safety of leafy greens for the consumer."

The proponent group, comprised of the United Fresh Produce Association, Produce Marketing Association, Georgia Fresh Vegetable Association, Georgia Farm Bureau, Texas Vegetable Association, Arizona Farm Bureau, Leafy Greens Council, California Farm Bureau, California Leafy Greens Marketing Agreement, Grower-Shipper Association of Central California and Western Growers, has been in discussions with leafy greens growers, handlers, other trade associations and stakeholders throughout the country developing a draft leafy greens marketing agreement. The purpose of the NLGMA is to improve consumer confidence in leafy greens; enhance the quality of fresh leafy green vegetable products through the application of good agricultural practices; implement a uniform, auditable, science-based food quality enhancement program; provide for USDA validation and verification of program compliance and foster greater collaboration with local, state and federal regulators.

"A national marketing agreement would bring some much needed clarity and consistency to the myriad, often conflicting and occasionally confounding food safety requirements now being imposed on leafy greens producers," said Robert J. Whanaker, Ph.D., Chief Science Officer, Produce Marketing Association. "As a former producer myself, I know how much this focus would be appreciated by the producer community."

The Fresh Produce Industry Associations Petition USDA for a National Leafy Greens Marketing Agreement is available at: <http://www.nlgma.com/fresh-produce-industry-associations-petition.php>

NLGMA Website - Background

The screenshot shows a Microsoft Internet Explorer browser window displaying the NLGMA website. The address bar shows the URL: <http://www.nlgma.com/background.php>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The website content is as follows:

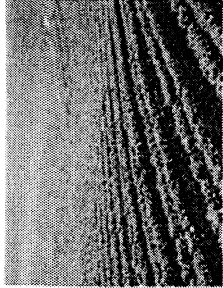
NLGMA
National Leafy Greens
Marketing Agreement

Home Background FAQs Next Steps

Concept | Current Status | Role of FDA and USDA

Background

A national leafy greens marketing agreement has been proposed to empower industry representatives to engage formally and proactively with USDA and the USFDA in the creation of a collaborative program that will improve the quality of leafy green products by developing good agricultural, handling and manufacturing practices and a corresponding verification program that will reduce the potential for microbial contamination in the supply chain. Development of these best practices within the agreement framework would ensure the adoption of science-based, scalable, and regionally flexible metrics in conformance with the FDA's guidance and regulation. Coupled with a corresponding audit-based verification program, these best practices would minimize microbial contamination of fresh leafy green vegetables in the growing and handling processes, enhance the overall quality of fresh product in the marketplace, and boost public confidence in these commodities. Ultimately, an agreement would support the marketability of fresh leafy green vegetables and overall stability of the industry.



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[Home](#) | [Contact Us](#) | [Privacy Policy](#)

The browser's status bar at the bottom shows "Done", "Background - National...", "Microsoft PowerPoi...", "Internet", and "9:09 AM".

NLGMA Website - Background

concept - National Leafy Greens Marketing Agreement - Microsoft Internet Explorer provided by Western Growers

http://www.nlgma.com/concept.php

File Edit View Favorites Tools Help

concept - National Leafy Greens Marketing Agreement

Links

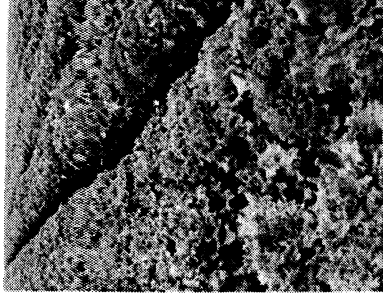
Tools

NLGMA National Leafy Greens Marketing Agreement

[Home](#) [Background](#) [FAQs](#) [Next Steps](#)

Concept

A national marketing agreement administered by USDA would allow handlers of both domestically grown and imported leafy greens to voluntarily participate in a program across geographic boundaries to jointly implement best practices and a corresponding verification program that could reduce the potential for microbial contamination in these crops. **Such an agreement would be entirely voluntary for handlers, although once a company chooses to participate, compliance with best practices would be required in order to continue as a member of the agreement.** While voluntary, we believe the agreement can have the greatest positive impact if the large majority of the industry chooses to participate.



The concept of a marketing agreement among leafy greens handlers is well established by successful programs in California and Arizona. The leafy greens industries in these states have almost universally signed up to participate in these state-based programs that require specific best practices and provide for independent audit verification by government employees. The success of these programs in meeting industry needs has led to our proposal that USDA consider a national program, recognizing of course that regional variations and specific practices may need to be different from those required by the California or Arizona programs. In fact, a potential national agreement would be developed under the auspices of USDA in an open and transparent manner bringing together all stakeholders across the country, including importers of leafy greens who could be potential participants in the agreement.

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Start

concept - National Leafy Greens Marketing Agreement

Microsoft PowerPoint

Internet

100%

5:04 AM

NLGMA Website - Background

Current Status - National Leafy Greens Marketing Agreement - Microsoft Internet Explorer provided by Western Growers

http://www.nlgma.com/current-status.php

File Edit View Favorites Tools Help

Current Status - National Leafy Greens Marketing Agr...

Links

Page

Tools

NLGMA National Leafy Greens Marketing Agreement

[Home](#) [Background](#) [FAQs](#) [Next Steps](#)

Current Status

In October 2007, USDA's Agricultural Marketing Service published an advanced notice of proposed rulemaking (ANPR) soliciting public comment on the need and level of support for a nationwide good agricultural and handling practices program utilizing a marketing order (mandatory) or a marketing agreement (voluntary). The ANPR resulted in the submission and consideration of more than 3,500 public comments. AMS determined that there may be sufficient support for such a measure if certain issues, such as the cost and impact on small entities, the need for science-based guidelines and other factors, were addressed in the development and implementation of any program.

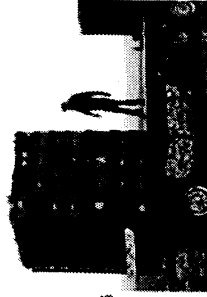
In response to this high level of interest expressed by large segments of the leafy greens industry, the organizations shown below have held extensive discussions over the past year with leafy greens growers, handlers, other trade associations, and many individual stakeholders to develop concepts that could serve as the basis for a successful marketing agreement. As an outcome of that effort, we submitted a proposal to USDA on June 8, 2009 to launch an open and transparent process that engages the industry at large in the development and implementation of a national agreement through publication of a federal register notice, solicitation of comments and public hearings.

Our proposal to USDA outlines the extensive justification for a leafy greens marketing agreement, as well as recommended parameters for consideration. However, it must be made clear that this is DRAFT only, and any actual agreement would be now developed by all stakeholders working together under the auspices of USDA. We have published our draft proposal here to build industry awareness and solicit feedback, comment and concerns. More importantly, USDA will be the responsible party in publishing a formal notice and soliciting industry feedback on a specific marketing agreement.

This agreement will ultimately allow participating handlers of leafy greens to act collectively to enhance the quality, safety and marketability of their products.

This process will require a comprehensive evaluation of leafy green production, handling and processing to make sure we are taking all appropriate steps to assure safety. It is also a process requiring extensive collaboration across the industry, with government representatives and with academic experts.

As proponents of the agreement, we urge you to get involved, ask questions, and make your views known. While all stakeholders will have direct input into USDA in this process, we also welcome all who wish to participate in an open discussion of the agreement to contact us any time with questions, comments, suggestions, or opinions. We believe your involvement is critical to the success of this effort.



Done

1 Start

Current Status - Nati...

Microsoft PowerBo...

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Internet

1,100%

9:05 AM

NLGMA Website - Background

Role of FDA and USDA - National Leafy Greens Marketing Agreement - Microsoft Internet Explorer provided by Western Growers

http://www.nlgma.com/role-of-fda-and-usda.php

File Edit View Favorites Tools Help

Role of FDA and USDA - National Leafy Greens Marketing Agreement

100%

NLGMA National Leafy Greens Marketing Agreement

[Home](#) [Background](#) [FAQs](#) [Next Steps](#)

Role of FDA and USDA

As proponents of a leafy greens marketing agreement, we clearly recognize the primacy of FDA as the public health agency with responsibility and regulatory authority for ensuring the safety of fresh produce. We have discussed the concept of an agreement with FDA and assured them that any best practices implemented under such an agreement would be based on FDA's "Guide to Minimize Microbial Food Safety Hazards for Fresh Fruits and Vegetables" or any regulation it issues for produce and leafy greens specifically, and that we would require direct consultation with FDA in the development of metrics to assure that result.

Public Act No. 10, 73d Congress (May 12, 1933), as amended and as re-enacted and amended by the Agricultural Marketing Agreement Act of 1937, as amended (48 Stat. 31, as amended; 7 U.S.C. 601 et seq.) provides the authority for the USDA to implement and oversee a national leafy greens marketing agreement. USDA is charged with providing the oversight of industry in the operation and implementation of the agreement as well as providing inspection services fundamental to verification of GAPs, GHPs and GMPs adopted by the program.



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Done

Start

Role of FDA and USD...

Microsoft PowerPoint

Internet

100%

9:06 AM

NLGMA Website - FAQs

The screenshot shows a Microsoft Internet Explorer browser window displaying the NLGMA website. The browser's address bar shows the URL <http://www.nlgma.com/exp.php>. The website's navigation menu includes links for Home, Background, FAQs, and Next Steps. The main content area is titled "Frequently Asked Questions" and contains a list of questions and answers regarding the National Leafy Greens Marketing Agreement. The browser's status bar at the bottom shows the URL <http://www.nlgma.com/exp.php#210> and the time 9:07 AM.

FAQs - National Leafy Greens Marketing Agreement - Microsoft Internet Explorer provided by Western Growers

File Edit View Favorites Tools Help

http://www.nlgma.com/exp.php

Home Background FAQs Next Steps

NLGMA National Leafy Greens Marketing Agreement

Frequently Asked Questions

- What is the purpose?
- Isn't FDA going to regulate the produce industry?
- Who is eligible?
- What leafy green vegetables are included and why?
- How will the "metrics" affect my operation?
- What about product from other countries?
- How are various leafy green production regions represented?
- Doesn't FDA already regulate manufacturing operations by requiring GMPs?
- The 'metrics' required for the California and Arizona's leafy green programs are not feasible in my area?
- Why does the Secretary have so much authority?
- What about small farmers?
- How long will it take to implement?
- If I am in California or Arizona, will I have to pay two assessments now for state and national marketing agreements?
- Why aren't small operations exempt?
- What happens if I choose not to participate?

What is the purpose?

A national leafy greens marketing agreement empowers leafy greens handlers across the United States to work together to enhance the marketability of fresh leafy green vegetables by:

- Providing a mechanism to enable leafy green handlers to organize;
- Enhancing the quality of fresh leafy green vegetable products available in the marketplace through the application of good agricultural production, handling and manufacturing practices;
- Implementing a uniform, auditable, science-based food quality enhancement program;
- Providing for USDA validation and verification of program compliance;
- Fostering greater collaboration with local, state and federal regulators; and
- Improving consumer confidence in leafy greens.

[Back to Top](#)

Isn't FDA going to regulate the produce industry?

NLGMA Website – Next Steps

The screenshot shows a Microsoft Internet Explorer browser window displaying the NLGMA website. The browser's address bar shows the URL <http://www.nlgma.com/next-steps.php>. The page title is "Next Steps - National Leafy Greens Marketing Agreement - Microsoft Internet Explorer provided by Western Growers".

The website content includes a navigation menu with the following items: [Home](#), [Background](#), [FAQs](#), and [Next Steps](#). The main heading is "NLGMA National Leafy Greens Marketing Agreement".

The "Next Steps" section contains the following text:

Next Steps

USDA will now begin the process of evaluation of industry support for an agreement, and outline a method by which a formal agreement could come into place and thus be offered to handlers for participation.

At this point, our organizations and others are working to build support for the establishment of a national agreement. Following the establishment of an agreement, various boards and committees representing all participating companies across the industry would be appointed to provide leadership direction to the program. All operations of the agreement would be carried out in an open and transparent manner, under the oversight of USDA.

At the bottom of the page, there is a copyright notice: "Copyright © 2008 National Leafy Greens Marketing Agreement" and a footer with links for [Home](#), [Contact Us](#), and [Privacy Policy](#).

NLGMA Website – Next Steps

[NLGMA Process - National Leafy Greens Marketing Agreement - Microsoft Internet Explorer provided by Western Growers](#)
[http://www.nlgma.com/nlgma-process.php](#)
[File](#) [Edit](#) [View](#) [Favorites](#) [Tools](#) [Help](#)

[NLGMA Process - National Leafy Greens Marketing Agreement](#)

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NLGMA National Leafy Greens Marketing Agreement

Marketing Agreement Process

The marketing agreement is a process of structured steps that allows the industry to develop their own program and metrics.

DISCOVERY PERIOD

- Interaction between AMS (including MOAB, FPB, PPB, ECON) and industry to develop draft language applicable to current industry practices and needs.
- In addition to the development of a draft proposal, the proponent group is encouraged to work with on issues such as the Reg. Flex Analysis and cost benefit analyses, as well as conduct outreach efforts.
- Broad-based industry support is critical to implementation of a new program. Outreach efforts are intended to 1) educate the national leafy green industry and others about the workings and goals of the proposed program, and 2) build support for the proposal within the industry and among producers and handlers, including mid-to-small scale entities who are likely to do business with handlers who might become signatories.

Beginning of Timeline

Receipt of Request for Hearing (from Industry)	
USDA acknowledgment letter sent and hearing dates established	
Notice of Hearing Prepared, reviewed, cleared and published	2-3 months
Mailings and public notice	1 month
Public Hearings	1 month
Delivery of Transcript	3-4 weeks
Briefs and Corrections	1 month
Recommended Decision Prepared, reviewed, cleared and published	4-5 months
Public Comment Period	1 month
Secretary's Decision Prepared, reviewed, cleared and published	3 months
	1 month

Done

Start

Done

100%

Microsoft PowerPoint

NLGMA Process - National Leafy Greens Marketing Agreement