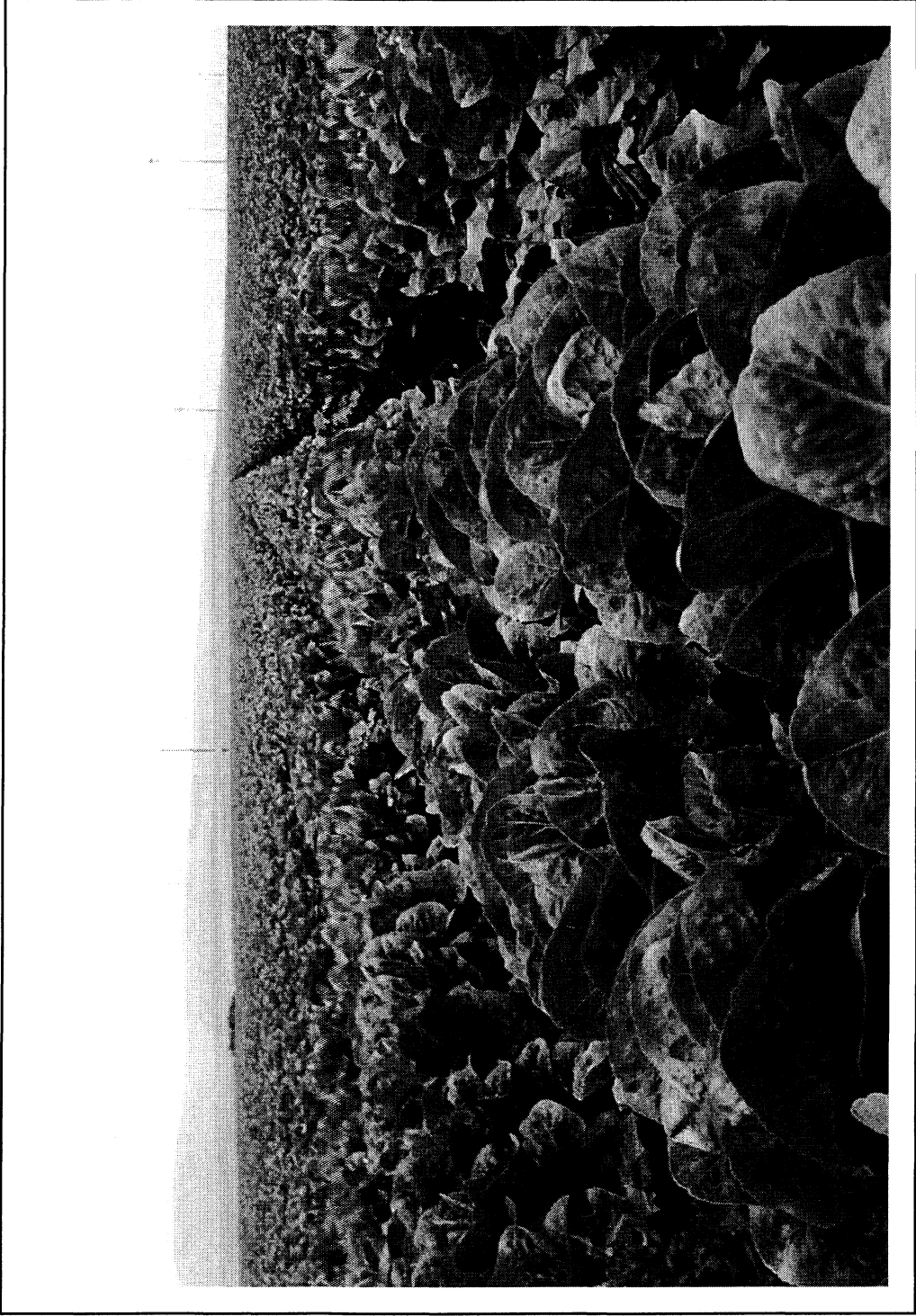


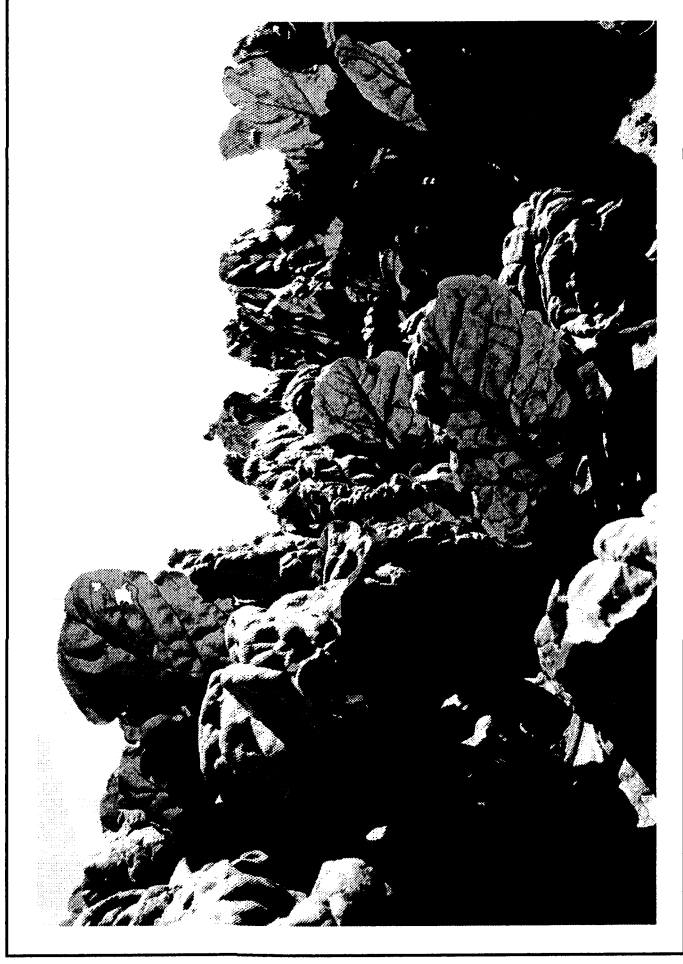
**Webinar on August 19th**

# **NILGMA** | National Leafy Greens Marketing Agreement



# Why a national LGMA?

- Protecting public health
- Product quality
- Product safety
- Product marketability
- Improved public confidence in leafy greens
- Establishes a nationwide program of good agricultural and handling practices
- Requires extensive collaboration among industry, government and academia



# Marketing Agreement - Voluntary



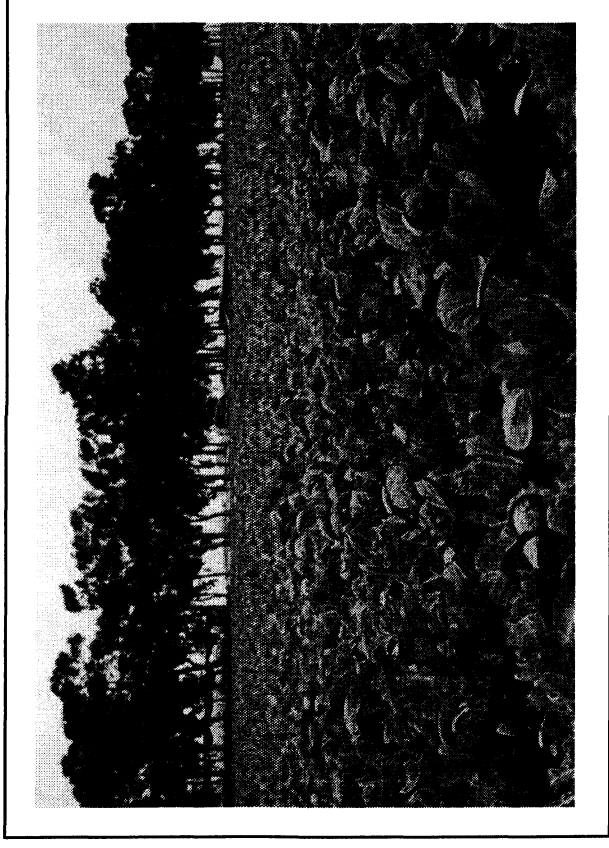
- Provides a way for handlers to organize
- Implements uniform, auditable, science-based food quality enhancement program
- Provides for USDA validation & verification of program compliance
- Fosters greater collaboration with local, state & federal regulators
- Allows for regionally flexible metrics

# Value Proposition for Growers

- Compliments federal objectives and will help establish a standard
- Buyers can embrace the metrics accepted by the USDA and use in place of buyer specifications
- Increased customer confidence in leafy greens equals increased consumption ...

# Value Proposition for Buyers

- Establishes a uniform set of stringent food safety standards that will reduce confusion
- Confidence that producers are following state of the art food safety practices



# **Proponent Group (as of 7/25/09)**

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

# Components of DRAFT Agreement

## Key Definitions

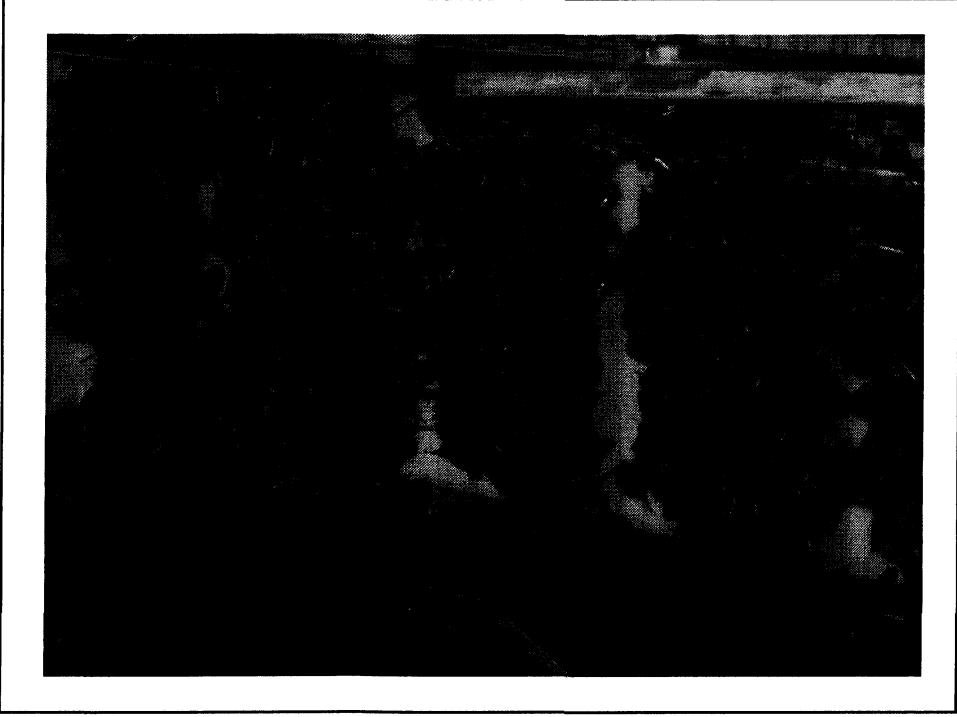
- Handle
- Handler
- Leafy green vegetables
- Producer
- Production Area
- Signatory



# Production Area Zones

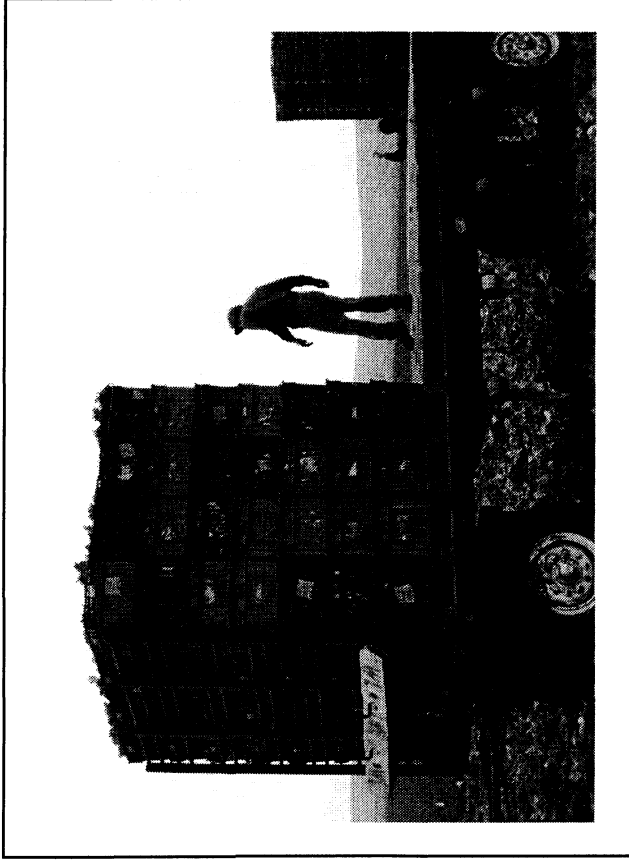
- **Zone 1:** Calif., Wash., Oregon, Hawaii and Alaska
- **Zone 2:** Ariz., Montana, N. D., Wyo., S. D., Idaho, Nevada, Utah
- **Zone 3:** New Mexico, Colorado, Nebraska, Minnesota, Iowa, Kansas, Oklahoma, Texas, Missouri, Arkansas and Louisiana
- **Zone 4:** Wisconsin; Michigan, Ohio, Illinois, Indiana, Kentucky, Tennessee, Mississippi, Alabama and Georgia
- **Zone 5:** Maine, N. H., Vermont, N.Y., Conn., Mass., Penn., N. J., W. Va., Virginia, Maryland, Delaware, R. I., N. C., S. C., Florida, Was., D.C.

# Leafy Greens Administrative Committee



- 23 members; one alternate each; 2-year term
- Qualifications & Eligibility
- Nominations (USDA Sec. approval)
- Technical Review Board
- Market Review Board
- Powers
- Duties

# Expenses & Assessments



- For annual maintenance and functioning of the Committee including the payment of audit & inspection fees
- A per carton assessment rate is established which shall not exceed \$.05 per carton

# Signatories: Duties & Responsibilities

- Verification Audits
- Audit metrics
- Traceability
- Official certification mark



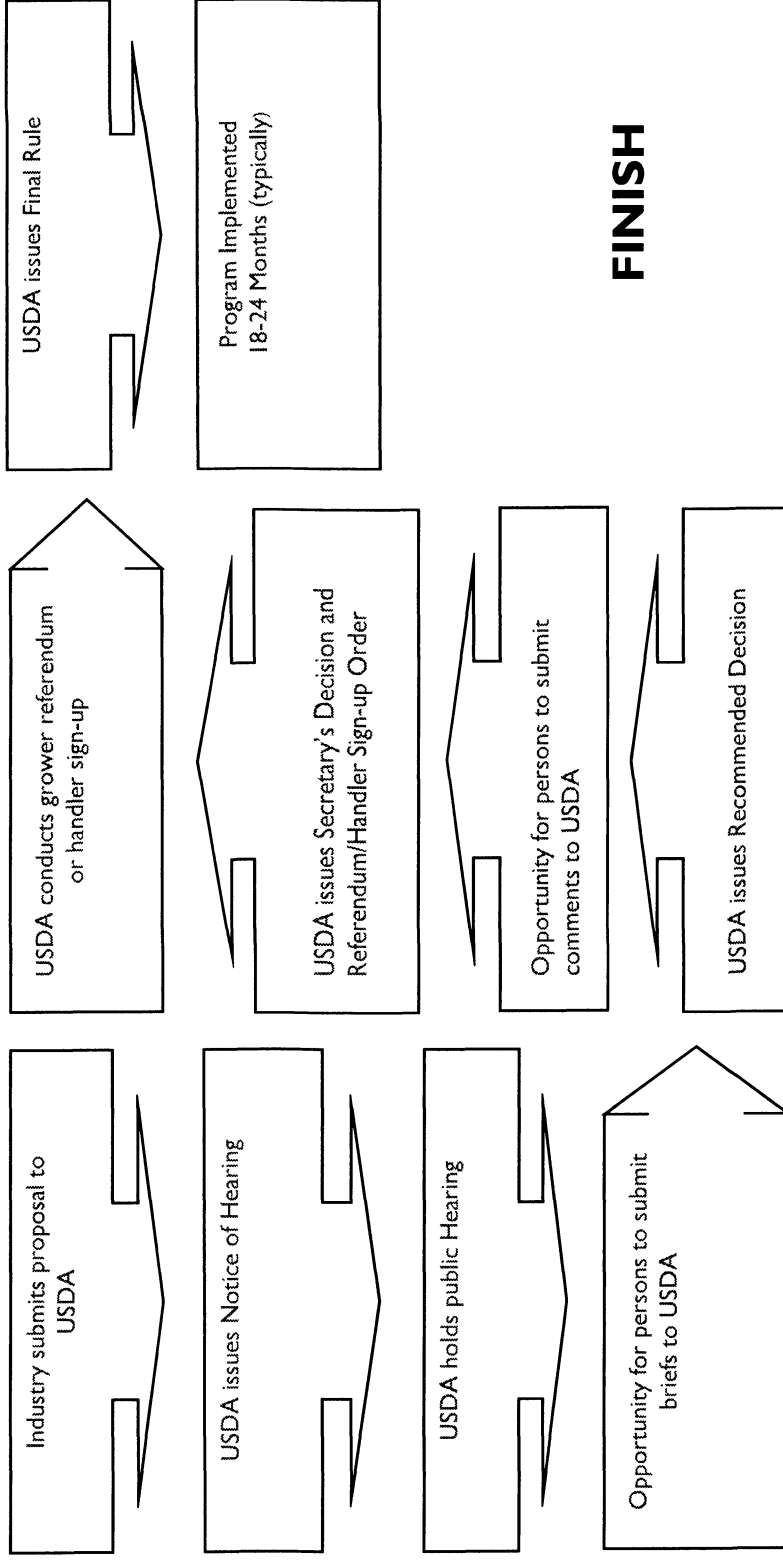
# Reports & Records



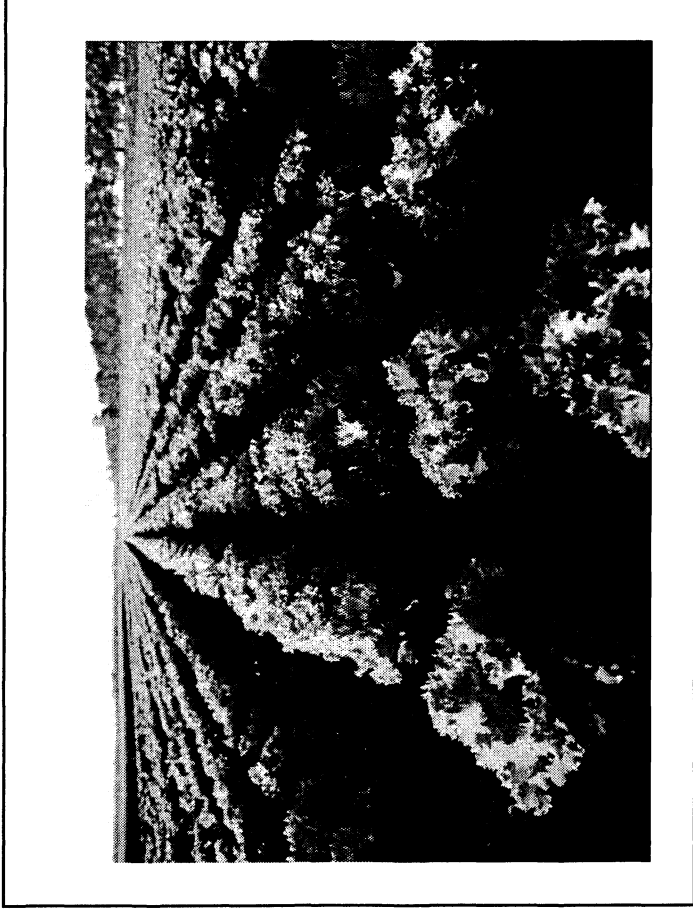
- Reports & recordkeeping
- Confidential information
- Verification of reports
- Compliance

# How is an NLGMA Established?

## START

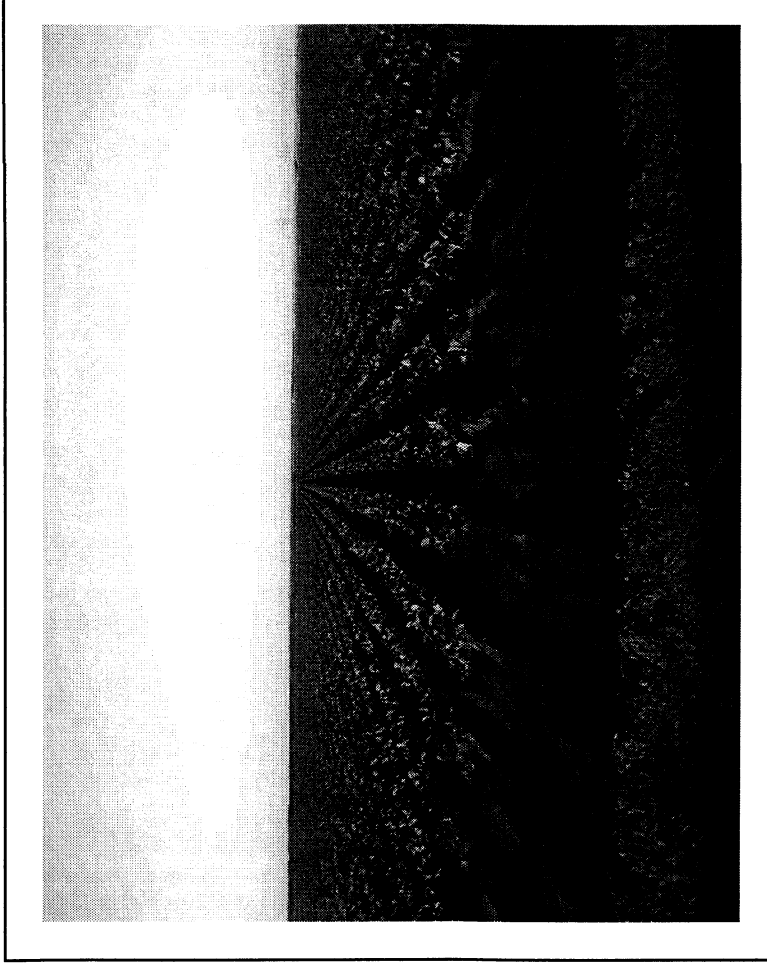


# Relationship between NLGMA & Federal Food Safety Objectives



- The Food Safety Enhancement Act of 2009 (Rep. Waxman)
- The FDA Food Modernization Act (Senator Durbin)
- White House Food Safety Working Group : guidelines for melons, tomatoes & leafy greens

# Questions & ANSWERS





# **NLGMA** | National Leafy Greens Marketing Agreement

Thank you for participating in the NLGMA Webinar.

For more information, To submit additional questions or comments, or for more information, please visit

**[www.nlgma.com](http://www.nlgma.com)**

Attendance	FirstName	LastName	Attended	Company	Address 1	City	State/Province
1	Paul	Simonds	Yes				
2	Robert	Guenther	Yes				
3	Melissa	Schmaedick	Yes				
4	Event	Producer	Yes				
5	Charles	Hall	Yes				
6	Sharlene	Deskins	Yes	USDA			
7	Antonio	Restrepo	Yes	L&M Companies Inc.	2925 Huntleigh Drive	Raleigh	NC
8	Claudia	Reid	Yes	CCOF	1755 5th Avenue	Sacramento	CA
9	Mira	Slott	Yes	Perishable Pundit	25 River Road	Wilton	CT
10	Ron	Ratto	Yes	Ratto Bros., Inc.			
11	ray	clark	Yes	leafy greens council	33 pheasant Lane	St. Paul	mn
12	Rick	Jordan	Yes	Compass/Foodbuy LLC	2400 Yorkmont Road	Charlotte	NC
13	Mark	Goss	Yes	Cal-Cel Marketin, Inc.	771 Mountain View Avenue	Oxnard	CA
14	Chato	Valdes	Yes	River Ranch Fresh Foods	1256 Abbott Street	Salinas	California
15	Chato	Valdes	Yes	River Ranch Fresh Foods	1256 Abbott Street	Salinas	California
16	Chato	Valdes	Yes	River Ranch Fresh Foods	1256 Abbott Street	Salinas	California
17	Chato	Valdes	Yes	River Ranch Fresh Foods	1256 Abbott Street	Salinas	California
18	Chato	Valdes	Yes	River Ranch Fresh Foods	1256 Abbott Street	Salinas	California
19	Chato	Valdes	Yes	River Ranch Fresh Foods	1256 Abbott Street	Salinas	California
20	Jim	Lasky	Yes	Safeway Inc.	20227 N.27th Ave	Phoenix	AZ.
21	Nicole	Jones	Yes	Taco Johns Int	808 West 29th St	Cheyenne	WY
22	Paul	Fleming	Yes	Martori Farms	7332 E. Butherus Drive	Scottsdale	Arizona
23	Jan	DeLyser	Yes	California Avocado Commission	38 Discovery Stre. 150	Irvine	CA
24	Anne	Tarski	Yes	Cargil Farms Produce	PO Box 1146	Uvalde	TX
25	Harry	Webex	Yes	Webex			
26	Marilda	Peele	Yes	National Mango Board	3535 Lawton Road, Suite 111	Orlando	FL
27	Marilda	Peele	Yes	National Mango Board	3535 Lawton Road, Suite 111	Orlando	FL
28	Marilda	Peele	Yes	National Mango Board	3535 Lawton Road, Suite 111	Orlando	FL
29	Marilda	Peele	Yes	National Mango Board	3535 Lawton Road, Suite 111	Orlando	FL
30	Marilda	Peele	Yes	National Mango Board	3535 Lawton Road, Suite 111	Orlando	FL
31	Steve	Carver	Yes	Ohio Produce Growers & Marketers Association	2130 Stella Ct	Columbus	OH
32	Geremy	Olsen	Yes	Deardorff Family Farms	P.O. Box 1188	Oxnard	CA
33	Jack	Kittredge	Yes	NOFA/Mass			

34	Butch	Corda	Yes	Ippolito International	1124 Abbott St.	Salinas	Ca
35	Kevin	Keller	Yes	Sodexo			
36	Steve	Gilman	Yes	Northeast Organic Farming Association			NY
37	Jill	Krueger	Yes	Farmers' Legal Action Group	360 N. Robert St., Suite 500	St. Paul	MN
38	megan	arnold	Yes	ch robinson			
39	Marne	Coit	Yes	self			
40	Glenn	Smith	Yes	TraceGains			
41	Charles	Kirchner	Yes	Ohio Department of Agriculture	8995 E. Main Street	Reynoldsburg	OHIO
42	Julie	Morris	Yes	Earthbound Farm	1721 San Juan Highway	San Juan Bautista	CA
43	Roxy	Ostrem	Yes	Boskovich Farms	P.O. Box 1352	Oxnard	California
44	Roxy	Ostrem	Yes	Boskovich Farms	P.O. Box 1352	Oxnard	California
45	Angie	Surtani	Yes	Produce Packaging Inc.	7501 Carnegie Avenue	Cleveland	OH
46	Sandy	Clifton	Yes	SureHarvest			
47	Julio	Loaiza	Yes	Mann Packing		Salinas	California
48	C.R.	Waters	Yes	Duda Farm Fresh Foods	2480 S. 5th Avenue	Yuma	AZ
49	Shermain	Hardesty	Yes	UC Davis	Ag & Resource Economics	Davis	CA
50	Admin	webex	Yes	webex			
51	Cynthia	Cavazos	Yes	USDA/AMS			
52	David	Amorose	Yes	Organically Grown Company			
53	Wesley	Kline	Yes	Rutgers Cooperative Extension	291 Morton Ave.	Millville	NJ
54	joan	murphy	Yes	The Produce News			
55	valerie	hannig	Yes	Oppenheimer	262 chapman rd bellevue bldg	newark	de
56	Kelli	Ludlum	Yes	American Farm Bureau			
57	Melissa	Smith	Yes	Burnis Williams			
58	Maria	Zamarron	Yes	Western Growers			
59	Jack	Crooks	Yes	AMC	206 Rawson Lane	Valley	PA
60	Tim	Schwab	Yes	Food and Water Watch			
61	Robert	Lambert	Yes	Vantage Point Media	140 B St. 6A	Davis	CA
62	Robert	Lambert	Yes	Vantage Point Media	140 B St. 6A	Davis	CA
63	Antoinette	Carter	Yes	USDA-AMS	1400 Independence Ave.	Washington	DC
64	David	Runsten	Yes	CAFF	PO Box 363	Davis	CA
65	Ben	Casella	Yes	NJ Farm Bureau			
66	Larry	Hardwick	Yes	New Jersey Department of Agriculture	40 East Broad Street, Suite 201	Bridgeton	NJ
67	Mitch	Ardantz	Yes	Bonipak Produce Co.	PO Box 5079	Santa Maria	Ca

68 Wendy	Fink-Weber	Yes	Western Growers	Irvine	CA
69 ed	yowell	Yes	greenmarket	ny	ny
70 Dave	Murphy	Yes	Boskovich Farms	Oxnard	CA
71 Michael	Roberson	Yes	Publix Super Markets, Inc.		
72 Jim	Brennan	Yes	ATP Consultants	Pleasanton	CA
73 Michael	Brautovich	Yes	Earthbound Farm Organic		
74 Dan	Vache'	Yes	United Fesh Produce Assn	Redmond	WA
75 Bryan	Tate	Yes	Associated Wholesale Grocers	Kansas City	Kansas
76 Bryan	Tate	Yes	Associated Wholesale Grocers	Kansas City	Kansas
77 Josh	Mitchell	Yes	Misionero Vegetables	Gonzales	CA
78 Josh	Mitchell	Yes	Misionero Vegetables	Gonzales	CA
79 Kim	St George	Yes	River Ranch Fresh Foods		
80 ALBERT	CORDERO	Yes	AGRO-JAL FARMING ENTERPRISES	SANTA MARIA	CA
81 Ken	Barbic	Yes	Western Growers		
82 Mike	Spinazzola	Yes	DRS, Inc.	San Diego	CA
83 Verlea	Kellogg	Yes	Fresh Express-Chiquita	Salinas	CA
84 Steven	Tripp	Yes	Pacific International Marketing	Salinas	CA
85 Kris	Gavin	Yes	American Farms, LLC	Salinas	CA
86 Juanita	Salas	Yes	Pardi Produce, Inc.	Edinburg	Texas
87 Juanita	Salas	Yes	Pardi Produce, Inc.	Edinburg	Texas
88 Tim	Klug	Yes	Sunsation Farms Inc.	Monterey	ca
89 Tim	Klug	Yes	Sunsation Farms Inc.	Monterey	ca
90 Sonia	Salas	Yes	Western Growers		
91 Venkata	Puduri	Yes	Rutgers University	New Brunswick	New jersey
92 Jay	Guerber	Yes	USDA		
93 Andrew J	Costanza	Yes	Bard Valley medjool Date Growers Assn.	Yuma	Arizona
94 Jose	Garcia-Canedo	Yes	Boggiatto Produce Inc.	Salinas	California
95 Larry	Bauman	Yes	Onions Direct L.L.C.	Connell	Washington
96 Stephanie	Sobotka	Yes	Peter Rabbit Farms	Coachella	CA
97 Ron	Clark	Yes	CA Association of Food Banks	Oakland	CA
98 Michael	Botelho	Yes	Massachusetts Department of Agriculture		
99 Kate	Fitzgerald	Yes			
100 Scott	Calandra	Yes	Meijer	Lansing	Mi
101 Elizabeth	Bihn	Yes	Cornell University		

102 Susan	Weidemann	Yes	Self employed	141 Vista Dr.	Sonoma	CA
103 Fernando	Terrazas	Yes				
104 Megan	Sheehan	Yes		325 Bic Dr.	Milford	CT
105 Afreen	Malik	Yes	Ocean Mist Farms	10855 Oceanmist Parkway	Castroville	CA
106 Todd	Baggett	Yes	RedLine Solutions	1700 Wyatt Drive Suite 15	Santa Clara	CA
107 Tom	Karst	Yes	The Packer	10901 West 84th Terrace	Lenexa	KS
108 Cory	Peeks	Yes	Vessey & Company, Inc.	1529 Towland Road	Holtville	CA
109 Cheri	Courtney	Yes	USDA			
110 Tom	Oliveri	Yes	Western Growers	P.O. Box 2130	Newport Beach	CA
111 Nye Joell	Hardy	Yes	Dole Fresh Vegetables	32655 Camphora-Gloria Rd	Salinas	CA
112 Karl	Kolb Ph.D.	Yes	The High Sierra Group	PO 848	Chippewa Falls	WI
113 Richard	Bauer	Yes	Avery dennison	170 Monarch Lane	Miamisburg	Ohio
114 Ruth	Jensen	Yes	Western Growers			
115 Jim	Boster	Yes	Babe Farms	P.O. Box 6539	Santa Maria	CA
116 max	nisson	Yes				
117 max	nisson	Yes				
118 Kay	Filice	Yes	Filice Farms	4400 Fairview Rd	Hollister	Ca
119 Mike	Gideon	Yes	NewStar Fresh Foods llc.	126 Sun St	Salinas	CA
120 Susan	Coleman	Yes	USDA-NWMFO	1220 SW 3rd AVE, STE 385	Portland	OR
121 Brian	Stepien	Yes	Growers Express			
122 carol	presley	Yes	CAFF	2500 huntington dr	aptos	ca
123 Suzanne	Dash	Yes	USDA/AMS			
124 Elena	Martinez	Yes	Donald Valpredo Farming, INC	2101 Mettler Frontage Rd E	Bakersfield	CA
125 Joseph	Englert	Yes	Export Assist, Inc.	44 Montgomery St., Suite 4050	San Francisco	CA
126 Gary	Olson	Yes	USDA			
127 Robert	Jenkins	Yes	Knobeloch Jenkins Associates LLC	7020 Tustin Road	Salinas	CA
128 Robert	Jenkins	Yes	Knobeloch Jenkins Associates LLC	7020 Tustin Road	Salinas	CA
129 Jennifer	Lahnoudi	Yes	Walt Disney World	PO Box 10,000	Lake Buena Vista	FL
130 Tony	Giannetta	Yes	USDA PPB	2202 Monterey St. suite 102C	Fresno	CA
131 Edith	Garrett	Yes	Danaco Solutions, LLC	P.O. BOX 1470	Arden	NC
132 Jeff	Emi	Yes	Muranaka Farm	11018 E. Los Angeles Ave	Moorpark	CA
133 Jeff	Emi	Yes	Muranaka Farm	11018 E. Los Angeles Ave	Moorpark	CA
134 Jeff	Emi	Yes	Muranaka Farm	11018 E. Los Angeles Ave	Moorpark	CA
135 Jeff	Emi	Yes	Muranaka Farm	11018 E. Los Angeles Ave	Moorpark	CA

136 Bill	Pool	Yes	Wegmans Food Markets	1500 Brooks Avenue	Rochester	New York
137 Anthony	Hernandez	Yes	big e produce	901 floradale ave	lompoc	ca
138 Michelle	Smith	Yes	FDA/CFSAN	5100 Paintbranch Pkwy	College Park	MD
139 Scott	Horsfall	Yes	CLGMA	1521 I Street	Sacramento	CA
140 Emily	Brown-Rosen	Yes	Pennsylvania Certified Organic	PO Box 4448	McAllen	Texas
141 Jed	Murray	Yes	Val Verde Vegetable Co. Inc.	21 Grange St.,	Guelph	Ontario
142 andrea	drucker	Yes	PuriCore Sterilox Food Safety	2305 Cypress Lane	Belle Glade	FL
143 John	Vandergrift	Yes	Posie Packer Corp.	1220 SW 3rd Ave. #385	Portland	OR
144 Stephen	Basore	Yes	TKM/Bengard Farms, LLC.	2301 Purchase Street	New Bedford	Ma
145 Jadean	Morrelli	Yes	USDA-AMS-FV	1402 w main st	Louisville	KY
146 Jack	McGinn	Yes	Sid Wainer & Son	348 Jonh St.	Salinas	CA
147 Carlos	Stolzenbach	Yes	caudill sprouting LLC	11455 El Camino Real, Suite 220	San Diego	CA
148 Angie	Rodriguez	Yes	Chieftain Harvesting Inc	911 Blanco	Salinas	CA
149 Jessica	Brooks	Yes	DRS, Inc.	PO Box 27766	Raleigh	NC
150 Alec	Leach	Yes	Taylor Farms	Agricultural Marketing Service	Washington	DC
151 Willette	Crawford	Yes	US FDA CFSAN	601 n stolle ave	sidney	ohio
152 Debbie	Hamrick	Yes	NC Farm Bureau	1721 San Juan Hwy	San Juan Bautista	CA
153 Adam	Diamond	Yes	USDA	3233 S "I" Street	Tulare	ca
154 sergio	millan	Yes	freshwayfoods	3233 S "I" Street	Tulare	ca
155 Mark	Pratte	Yes	Max Nisson & Associates	3233 S "I" Street	Tulare	ca
156 Will	Daniels	Yes	Earthbound Farm	585 E State Road 434	Longwood	FL
157 Desiree	Hendon	Yes	Tulare Ag Products	Horticulture and Crop Science	Washington	DC
158 Desiree	Hendon	Yes	Tulare Ag Products	Agricultural Marketing Service	Washington	DC
159 Desiree	Hendon	Yes	Tulare Ag Products	195 Aviation Way	Watsonville	CA
160 Craig	Fulton	Yes	KPG Solutions, Inc.	950 E Blanco Rd.	Salinas	CA
161 Jason	Parker	Yes	Ohio State University	512 Brickhaven Dr	Raleigh	NC
162 Michael	Durando	Yes	USDA	505 E. Calle Amura	Sahuarita	AZ
163 Patrick	Pimentel	Yes	NSF Davis Fresh	17620 Fitch	Irvine	CA
164 sharan	ianini	Yes	Chiquita/Fresh Express	1630 E Shaw Suite 192	Fresno	CA
165 Michelle	Rose	Yes	NC Cooperative Extension Service, NCSU			
166 Ricardo	Islas	Yes	NSF International			
167 Ken	Gilliland	Yes	Western Growers			
168 Laurel	May	Yes	USDA-AMS-FV-MOAB			
169 DIANE	FERGUSON	Yes	Western Growers			



204 Greg	Emi	Yes	Muranaka Farm, Inc.	PO Box 189	Moorpark	Ca
205 Greg	Emi	Yes	Muranaka Farm, Inc.	PO Box 189	Moorpark	Ca
206 Sarah	Kowal	Yes	Food Front Cooperative Grocery	2375 NW Thurman St	Portland	OR
207 CORNY	GALLAGHER	Yes	BANK OF AMERICA	2221 DOUGLAS BLVD	ROSEVILLE	CA
208 Eric	Wexler	Yes				
209 Eric	Wexler	Yes				
210 Linda	Calvin	Yes	USDA-Economic Research Service			
211 Kenneth	Stearns	Yes	D'Arrigo Bros of CA	21777 Harris Road	Salinas	CA
212 Barry	Broadbent	Yes	USDA			
213 Brona	Cosgrave	Yes	SWRCB		New York	
214 Johnny	Gonzales	Yes	wild rocket foods			
215 Sri	Pfuntner	Yes	Fresh Kist Produce			
216 Ariane	Allan	Yes	California Farm Bureau Federation			
217 Ian	Nachreiner	Yes	Pro Act			CA
218 Tim	Lynch	Yes	G.O. Fresh	2521 East Hennepin Avenue	Minneapolis	Minnesota
219 Mark	Remold	Yes	Coastline Produce			CA
220 Ralph	Treadway	Yes	USDA			
221 Anne	Dec	Yes	USDA			
222 Mickey	Martinez	Yes	USDA			
223 Mickey	Martinez	Yes	USDA			
224 Beverly	Kempf	Yes	Club Chef LLC	3776 Lake Park Drive	Covington	KY
225 Josh	Rolph	Yes	California Farm Bureau			
226 Mark	Brown	Yes	Lowry Computer Products	9420 Maltby	Brighton	MI
227 Laura Giudici	Mills	Yes	Metz Fresh, LLC	39405 Metz Road	King City	CA
228 amanda	Brooks	Yes	hfi	6445 e co 3rd st	yuma	az
229 Marilyn	Dolan	Yes	The Communications Dept	P.O. Boxz 2747	Watsonville	CA
230 Bob	Martin	Yes	Rio Farms	P.O. Box 605	King City	CA
231 Christian	Nissen	Yes	USDA/AMS	799 Overlook Dr.	Winter Haven	FL
232 Phil	Adrian	Yes	Coastline	1166 Growers Street	Salinas	CA
233 Brian	Hill	Yes	USDA			
234 James	Patrick	Yes	Patrick Farms			
235 James	Bryan	Yes	Western Growers	165 college ave	Omega	GA



## **Q&A Session for NLGMA Proponent Group Presentation**

Session number: 669718878

Date: Wednesday, August 19, 2009

Starting time: 12:26 PM

\* Questions addressed in whole or part during the presentation.

Q: What are your plans for dealing with a situation like what CA experiences, with retailers creating "super-metrics?" How will you work with retailers to educate them to the fact that "super metrics" are unnecessary and in fact damaging to small and medium

A: The market will always have the opportunity to go beyond any statutory or industry implemented program. Buyers will/ and should have the ability to create their own discrete specifications to meet the unique needs and expectations of their customers. The proponents however do not believe that the marketplace should allow for differentiation based on product safety. It is in the industry's best interest to create a single acceptable set of standards that are robust, protective and science based. The nLGMA Committee and the Technical Review Board will be well served to engage a large cross section of buyers in the development of national metrics to ensure broad subscriptions and "buy in" at the retail and food service level. Once a baseline is established and accepted by industry opinion leaders in all segments of the supply chain it will be incumbent on the NLGMA to educate and extend the program benefits up and down the supply chain. A single standard builds efficiencies and reduces costs throughout the chain so there is a strong return on investment inherent in collaborating to achieve a national standard.

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Q: What guarantee can you provide that NLGMA will be the ONE standard that everyone agrees to, especially since it's voluntary?

A: There is no guarantee that the NLGMA will be the ONE standard everyone agrees to. There is however strong interest on the part of the industry in developing a single standard that allows for regional differences in production and or handling practices. There are separate discussions underway today to establish common audits that all parties can accept. The industry has a strong business incentive to accomplish this and acknowledges that in doing so much cost can be driven out of today's chaotic system of multiple standards and audits. The NLGMA provides a solid platform to move this effort forward.

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Q: How does the draft NLGMA compare with the proposed FDA guidance on leafy greens?

A: The Draft NLGMA does not provide for any recommendations, best practices or metrics. It only establishes the structure for industry to voluntarily coalesce and then collaborate to develop those programs. The NLGMA could in fact adopt the FDA guidance for leafy greens in whole or part and develop a set of audit metrics to verify compliance with those recently published guidelines.

One weakness of the FDA published guidelines for leafy greens is that, similar to other “guidance” documents it does not provide any quantitative or measurable criteria upon which to base an audit. For example it may “recommend” testing a water source ... but does not describe what to test for, what type of test to utilize, where to test, what the frequency of tests should be or any parameters upon which to evaluate the results of tests. Industry has found that the strongest food safety programs are specific, measurable and verifiable in the field.

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\*Q: You say that the CA LGMA has reduced the use of buyer metrics, so-called super metrics, but this is not my impression. Why should we believe that the NLGMA will supersede super metrics?

A: The California Leafy Greens Marketing Agreement has had some success in reducing the number of discrete audits required by buyers. Several food service and retail buyers have “recognized” the CA and AZ LGMA’s as sufficient to meet their company needs. Recognizing that ~ 90% of all food safety programs are the same, the industry at large is committed to and is working to establish a single audit that could recognize regional differences and is focused on working through the ~ 10% that differs from program to program. This is an important effort and the NLGMA provides a unique opportunity to engage the entire industry in an open and transparent discussion to standardize those parts that differ. While individual buyers will always be able to establish their own specifications it is the hope and expectation of proponents that the need for “super metrics” could be minimized if not eliminated. With enough industry engagement in a NLGMA we will have the weight of industry necessary to drive change into the market.

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\*Q: What will happen to the CA and AZ leafy greens marketing agreements if the NLGMA is passed? Will the assessments be collected once at the State level, then again at the NLGMA level?

A: It remains to be seen what will happen to the state marketing agreements in CA and AZ. The handler committees associated with those agreements will have control over how they intersect (or do not) with a National Program. With strong industry Marketing Committees in place at both the national and state level, proponents anticipate that all efforts will be made to avoid any duplication in costs. The Draft national agreement allows for collaboration with state programs so it is also conceivable that state programs may serve as “agents” of the national program in short capitalizing on infrastructure, systems and personnel already in place as opposed to reinventing the wheel.

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\*Q: Would this agreement supersede and render the CA LGMA obsolete?

A: See the response above. The goal is to reduce the need for duplicate or redundant systems. The industry Marketing Committees will be in control of how these programs intersect. A single national program will promote industry commerce and reduce the need for discrete state programs. That said,

the bulk of the leafy greens production occurs in California and Arizona and there is opportunity to capitalize on personnel, infrastructure and systems already proven in these areas.

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\*Q: Good to hear NRCS will be at the table. There has been concern in California that the LGMA has been at odds with conservation goals, including an overly broad definition of "wildlife" and habitat preservation. How are potential conflicts addressed?

A: The NLGMA establishes a Technical Review Board to develop and recommend audit metrics to the Marketing Committee. The Technical Review Board is comprised of industry, academics with food safety and agricultural expertise, FDA, EPA and NRCS experts. It is also empowered to bring other experts to the table using subcommittees. It is the expectation of the proponents that this expertise coupled with an open and transparent developmental process will yield a balanced set of audit metrics that are both pragmatic and science based.

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\*Q: If nLGMA goes through will it replace state LGMAs and are there differences in the two programs?

A: See responses to similar questions above regarding the potential for the NLGMA to replace or supersede state LGMAs. There are some fundamental differences in the national program proposed and the state programs currently in place in California and Arizona. Two key differences include:

- 1) Growers are given representation on the national marketing committee despite the fact that they are not eligible to become signatories to the agreement. This change was proposed to reflect the fact that even though growers are not directly regulated by the proposed national marketing agreement which is for "handlers" of leafy greens – they are impacted and need to have a voice in the process and decisions associated with a national program.
  - 2) The state agreements currently cover production and harvest and stop after good agricultural practices (GAP). The national program can extend into post harvest handling of leafy greens including the development of audit metrics that intersect with good handling and good manufacturing practices (GHP and GMP). Proponents recognize that these are clear areas of FDA jurisdiction but are confident that with FDA at the table during development of audit metrics in these areas the nLGMA can assist in their oversight of these parts of the supply chain.
- 

\*Q: I am confused with the definition of "producer". Does this mean that all growers of leafy greens will be required to be signatories? What if their "handlers" are already signatories?

A: Producer is synonymous with grower and means any person engaged in a proprietary capacity in the production of leafy green vegetables for sale or delivery to a signatory of the agreement. Producers are NOT eligible to become signatories to the agreement but because the agreement will impact growers

who supply signatory handlers, they are given seats on the Marketing Committee to provide input and direction into the program.

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\*Q: CA LGMA metrics will be revised in order to implement them on the NLGMA or new metrics will be developed?

A: The Marketing Committee will recommend metrics to USDA after consultation with the Technical Review Board which is charged with developing audit metrics for the NLGMA. The TRB has license to begin with any set of industry metrics or other guidance in whole or part and may modify them to meet the needs of signatories or adopt them as is. In addition they could create metrics from scratch if need be. Proponents anticipate that the Technical Review Board will evaluate the needs of the diverse stakeholders important to the NLGMA including retail and food service buyers, processors and growers as well as the strengths and weaknesses of existing guidance and metrics and recommend metrics that enhance the protection of public health and balance the needs of the regulatory, conservation, environmental and agricultural communities.

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Q: Where can I get a list of what is necessary to do for cabbage items for LGMA, etc.? For example, water tests prior to planting or picking, or any other sort of tests? What must I have on hand in case we get audited for the leafy greens?

A: There are no established national metrics for any leafy green at this point. FDA guidance was recently published for leafy greens and several industry guidelines are available as well. Most of these guidance documents are accessible on USDA, FDA and proponent web sites. In addition, there are specific metrics established for California and Arizona Marketing Agreements which are available on their respective websites.

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\*Q: Will growers be required to have both the CDFA and or Arizona Leafy Green Agreements in place while the NLGMA is being formed. And will they will be required to have each after?

A: Growers are only required to abide by California and or Arizona metrics if they are selling product to a handler that is a signatory to one or both of those agreements. As long as those programs are in place and their handlers remain signatories they will need to abide by the metrics associated with those programs. When the national program is established and implemented it is anticipated that a single program will be in place negating the need for multiple agreements and or duplicative metrics.

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\*Q: Will ALL leafy greens handlers/producers (small, medium, large, conventional and organic) be eligible for the NLGMA; or, does USDA propose exempting organic growers and/or small, family farmers who sell direct to their customers?

A: All leafy green vegetable handlers, regardless of size or type (conventional or organic) of production are eligible to become signatories should they choose to do so. Proponents do not anticipate the need for any exemptions primarily because the entire program is voluntary. That said, in an effort to provide flexibility to the Marketing Committee language that would allow exemptions to be created with the approval of the Secretary has been included in the draft.

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Q: When again are we looking at this possibly to happen?

A: USDA anticipates that the entire process of approving a National Leafy Greens Marketing Agreement and then implementing a program could take up to 24 months. The proponent group in a letter to USDA requesting the establishment of a NLGMA asked that the Marketing Committee be established as early as the end of the first quarter of 2010.

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\*Q: Great information on the NLGMA concept. Is this Webinar being recorded so others can learn at their leisure or will it be offered again in the coming weeks?

A: The NLGMA briefing held August 19, 2009 was recorded and is archived at the proponent's website for those individuals who wish to listen to the briefing. It can be accessed at [www.nlgma.org](http://www.nlgma.org).

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\*Q: What has the proponent group done to address possible negative impacts of the NLGMA to the environment, including water quality, wildlife and habitat?

A: The NLGMA has no proposed, established or accepted metrics. It is the discrete requirements within food safety programs or their interpretation which may have potential impact to other programs and their goals including environmental, water quality, conservation, habitat and wildlife programs important to both growers and others. Proponents believe that co-management of these programs is achievable and in the best interests of the public and the industry. For these reasons, the Technical Review Board is set up to bring expertise in each of these areas forward and the open and transparent process in which USDA programs operate will make deliberations accessible. This will inform the process and ensure that balance is built into any metrics such that food safety goals are advanced with minimal impact on other important programs.

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Q: Can you address the issues of ethnic greens?

A: The list of leafy greens was primarily developed to reflect those greens that are sold as fresh products either in raw form or as part of a salad blend. Greens that are normally cooked prior to consumption such as collards and mustard were not listed. The Committee has the flexibility to refine the list of greens established by removing or adding other leafy greens to the list of covered commodities.

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Q: How much is this going to cost the "end user" per box / case? .05 ? or ???

A: End user costs cannot be predicted. Historically the production industry has absorbed the costs of these types of programs and the buyer has not had to pay more for safe products.

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\*Q: Will the NLGMA traceability requirements be aligned with the Produce Traceability Initiative?

A: The NLGMA require signatory handlers to be able to trace product from their suppliers to their customers and have systems and procedures in place that allow for this information to be verified by inspectors. The NLGMA neither requires nor prohibits alignment with the Produce Traceability Initiative. It will be incumbent on the Technical Review Board and the Marketing Committee to provide further detail and metrics for traceability.

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Q: Please tell me this would not involve using any chemicals or irradiation. Also please address the fact that much contamination occurs from manure run off, correct?

A: The proposed national marketing agreement will establish a structure and mechanism for industry to develop a food safety program that enhances the safe production and handling of leafy green vegetables. Within this structure and mechanism government, academia, industry and others will collaborate to identify and implement best practices that are specific, measurable and verifiable in the field. They will be based on sound science and will be subjected to review and oversight by the FDA, USDA, EPA, academic experts and the public in an open and transparent fashion. While these best practices are likely to focus on preventing contamination from occurring in the field (such as might be introduced through the introduction of improperly treated/managed manure) and other points along the supply chain it would be imprudent to rule out the implementation of technologies that might provide effective pathogen reduction and corresponding protection of public health.

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Q: What is the status of using science to determine the microbiological quality of irrigation water, as CA standards are based on EPA recreational water standards from the 1970's. Some states do not allow the presence of generic E.coli in water or food.

A: There is considerable research underway to develop and or validate microbial standards that can be utilized to assure the safety of irrigation water utilized in the production of leafy greens. The Technical Review Board will need to examine and evaluate industry metrics, individual state standards and international standards for irrigation waters as well as review new research and to ensure that standards or metrics established in conjunction with the national agreement are protective of public health and achievable in the field.

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Q: I like the scale sensitive metrics possibility. Will the website explain who is on the tech committee? Where would interested parties get connected to this technical standards development?

A: The Draft agreement spells out the Technical Review Board makeup. In addition to the named representatives constituting the TRB the ability to establish sub-committees and add experts is fundamental to ensuring that broad input is received. In addition, it is anticipated that all work will be open and transparent to the public. For organizations that are interested in engaging with the TRB, proponents strongly suggest that individuals declare their interest in participating with USDA as well as with the proponent group during the hearing process.

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Q: Who stands to profit from this?

A: The public and industry stand to gain the most through enhanced protection of leafy greens and increased confidence in the leafy green vegetable producers.

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\*Q: What percentage of farms would actually be audited on an annual basis under the agreement?

A: The Marketing Committee in collaboration with the USDA will set programmatic performance goals for inspections but the Draft language requires handlers to have at least 1 regularly scheduled and 1 random audit per season at a minimum. Producers who supply leafy greens to signatory handlers will be subject to random audits on a schedule to be determined by the Marketing Committee in collaboration with the USDA.

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\*Q: Who is going to do audits? How will they be trained and monitored. Does USDA have the auditing capability in terms of people?

A: Proponents have been in contact with USDA and been assured that USDA has the capacity and personnel to carry out the requisite auditing program. They will utilize USDA and/or USDA trained and licensed inspectors to perform these audits. The Marketing Committee will monitor and evaluate audit performance.

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Q: In the future, will the program be benchmarked with GFSI? for global suppliers?

A: Benchmarking to other international standards to facilitate international acceptance and promote uniformity between standards will need to be evaluated by the Technical Review Board and the Marketing Committee. There is a strong argument to exhaust every effort to benchmark discrete international programs with an NLGMA standard so as to reduce redundancy and drive costs out of the system.

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Q: How many audits will be required each year?

A: The Marketing Committee in collaboration with the USDA will set programmatic performance goals for inspections but the Draft language requires handlers to have at least 1 regularly scheduled and 1 random audit per season at a minimum. Producers who supply leafy greens to signatory handlers will be subject to random audits on a schedule to be determined by the Marketing Committee in collaboration with the USDA.

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Q: Will auditing replace on-farm facility inspections?

A: One of the principal goals of a NLGMA is to reduce the need for other audits and inspections.

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Q: Does metric development include consideration of water quality impacts caused by super metric practices? To co-manage food safety and water quality practices will the technical committee include water quality environmental agencies?

A: Proponents anticipate and expect that the co-management of water quality (as well as other environmental, conservation and wildlife) goals and food safety programs will be of paramount importance to the Technical Review Board. To facilitate this the TRB has created seats for representatives from USEPA and NRCS. In addition other experts can be added to the TRB subcommittees. All input will be encouraged in the developmental and ongoing process of creating and refining metrics. Buyer specifications while outside the purview of a NLGMA are anticipated to be



minimized through the use of this process and the adoption of metrics that have been fully vetted by academic, regulatory, industry and the public.

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\*Q: If the USDA process takes up to 24 months until the voluntary NLGMA is approved; is it likely that FDA will make farm to fork audits mandatory before that time?

A: Currently there is federal legislation under discussion that would require FDA to enact food safety programs for commodities based on risk. These discussions will take some time to mature and may or may not result in this mandate. As currently approved in a house version, FDA has the authority to recognize programs that meet their goals and proponents are positioning the NLGMA to meet FDA expectations and keep industry fully engaged in the development and implementation of federal food safety standards for leafy greens.

Proponents do not anticipate it will take 24 months to approve a NLGMA. USDA is suggesting that it may take 24 months to implement a NLGMA which encompasses approval, creation of the structure, development of metrics and implementation of a corresponding audit program. If there is a clear signal from USDA early, through the approval of a NLGMA, proponents anticipate that US FDA will be a collaborator in the development of audit metrics for the program. This would allow the FDA to recognize this industry program as meeting their requirements and expectations.

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Q: I think a national marketing agreement has merit; what do you think is the likelihood of it getting enough support to pass, and then the same likelihood of end users accepting it in place of multiple different audits?

A: Proponents are hopeful that industry across the country will see the merit and support the creation of a NLGMA. It is a voluntary construct that empowers industry to work with government and academics to create a program that works for all. If the success of the California and Arizona agreements is any evidence of what we can anticipate on a national level, proponents would expect over 90 percent of the volume of leafy greens to enter right away. It will take education and extension to engage smaller handlers as signatories but proponents are committed to continually working to engage the purchasing community to accept a single NLGMA standard and by reducing the number of discrete audits as well as working to develop tools to hold down costs we anticipate that the ROI for the industry will be significant enough to merit support.

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\*Q: Will today's presentation be made available to participants? Thank you.

A: The presentation is available at [www.nlgma.org](http://www.nlgma.org).

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Q: What's the advantage of a marketing agreement once mandatory produce safety standards are adopted by FDA in coming years? won't all leafy green businesses comply with the same standards?

A: Several advantages come to mind including: 1) an industry program is much more flexible, adaptable and can be changed more easily than a government rule; 2) an industry program is typically more rigorous than a government program; 3) a program devoted to leafy green vegetables will command full attention and not compete amongst other priorities and 4) mandatory standards adopted by FDA will likely not be specific enough to provide clear direction to the industry.

Proponents are striving for all leafy greens businesses to the degree possible to operate from a single set of standards for leafy greens and wish to set up the paradigm wherein FDA and industry collaborate to put the best program forward including one that is nimble and effective and moves at the speed of industry. Further, if there is a clear signal from USDA, through the approval of a NLGMA, proponents anticipate that FDA will be a collaborator in the development of audit metrics for the program. This would allow the FDA to recognize this industry program as meeting their requirements and expectations.

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\*Q: Will the presentations also be on the web site?

A: Yes. The presentation is available at [www.nlgma.org](http://www.nlgma.org)