

**Webinar on August 19th**

# NLGMA | 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



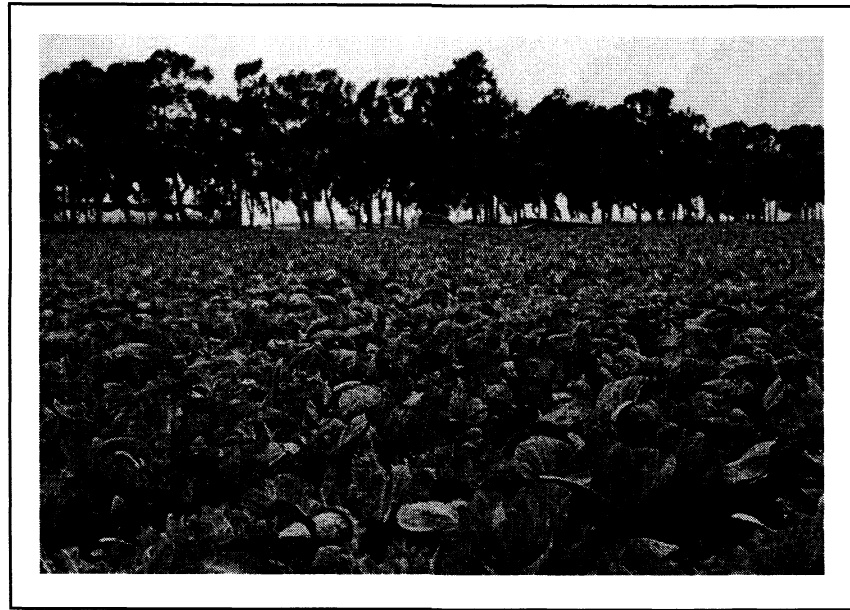
- Provides a way for handlers to organize
- Implements uniform, auditable, science-based food quality enhancement program
- Provides for USDA validation & verification of program compliance
- Fosters greater collaboration with local, state & federal regulators
- Allows for regionally flexible metrics

# 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

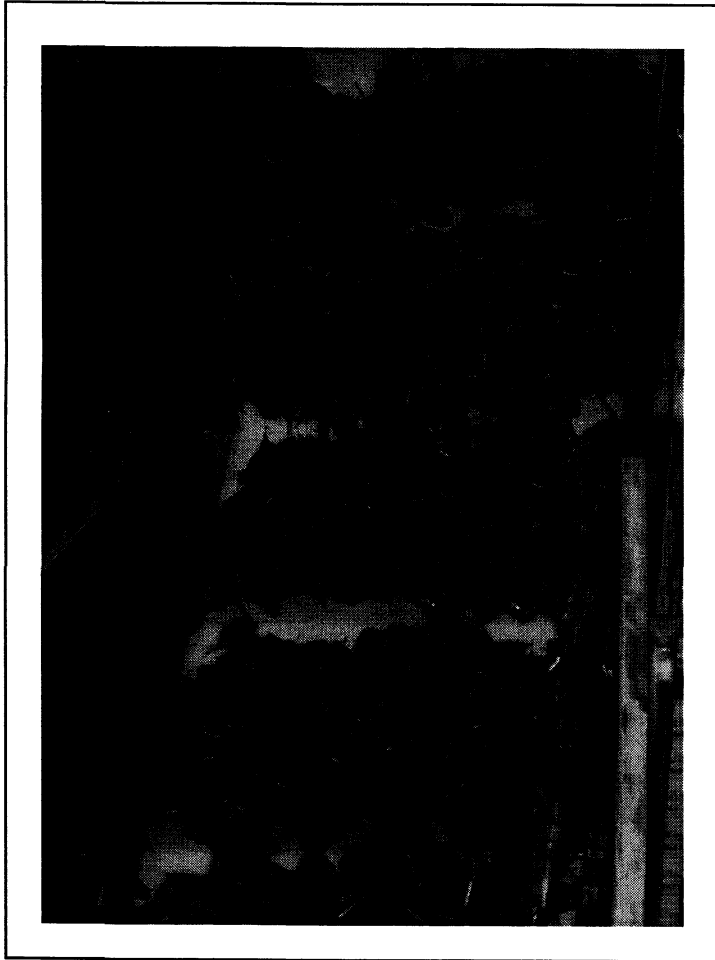
- Handle
- Handler
- Leafy green vegetables
- Producer
- Production Area
- Signatory



# 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



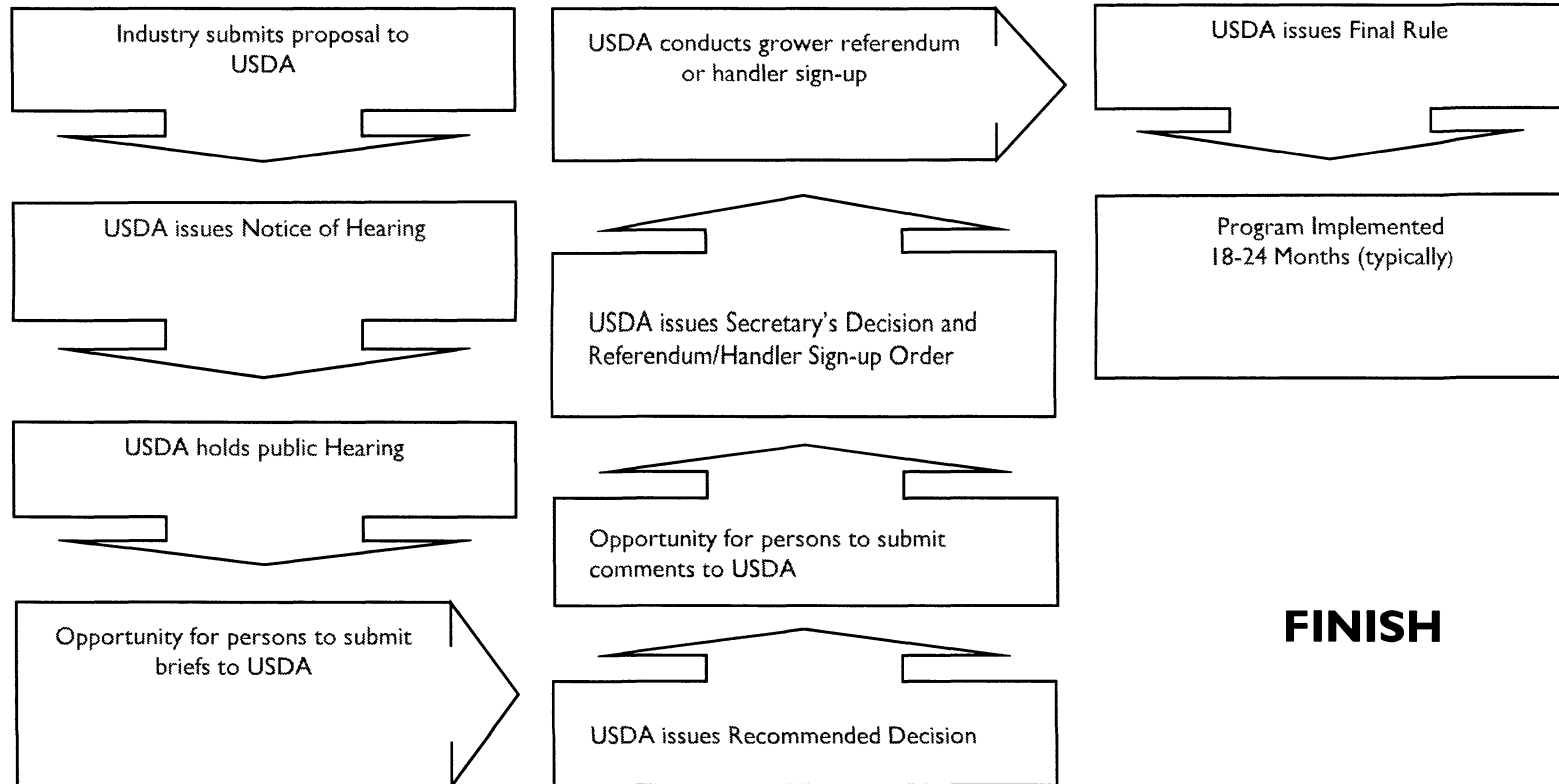
# Reports & Records



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

# How is an NLGMA Established?

## START



## FINISH

# 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 Ste. 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         | Jeremy    | 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                             | 139 e 18 th st                  | ny            | ny         |
| 70  | Dave      | Murphy        | Yes | Boskovich Farms                         | P.O. Box 1352                   | Oxnard        | CA         |
| 71  | Michael   | Roberson      | Yes | Publix Super Markets, Inc.              |                                 |               |            |
| 72  | Jim       | Brennan       | Yes | ATP Consultants                         | 3368 Prairie Dr                 | Pleasanton    | CA         |
| 73  | Michael   | Brautovich    | Yes | Earthbound Farm Organic                 |                                 |               |            |
| 74  | Dan       | Vache'        | Yes | United Fesh Produce Assn                | 8201 164th Ave NE               | Redmond       | WA         |
| 75  | Bryan     | Tate          | Yes | Associated Wholesale Grocers            | 5000 Kansas Ave                 | Kansas City   | Kansas     |
| 76  | Bryan     | Tate          | Yes | Associated Wholesale Grocers            | 5000 Kansas Ave                 | Kansas City   | Kansas     |
| 77  | Josh      | Mitchell      | Yes | Misionero Vegetables                    | 33155 Gloria Rd                 | Gonzales      | CA         |
| 78  | Josh      | Mitchell      | Yes | Misionero Vegetables                    | 33155 Gloria Rd                 | Gonzales      | CA         |
| 79  | Kim       | St George     | Yes | River Ranch Fresh Foods                 |                                 |               |            |
| 80  | ALBERT    | CORDERO       | Yes | AGRO-JAL FARMING ENTERPISES             | PO BOX 1862                     | SANTA MARIA   | CA         |
| 81  | Ken       | Barbic        | Yes | Western Growers                         |                                 |               |            |
| 82  | Mike      | Spinazzola    | Yes | DRS, Inc.                               | 11455 El Camino Real, Suite 220 | San Diego     | CA         |
| 83  | Verlea    | Kellogg       | Yes | Fresh Express-Chiquita                  | 950 E Blanco Road               | Salinas       | CA         |
| 84  | Steven    | Tripp         | Yes | Pacific International Marketing         | 740 Airport Blvd.               | Salinas       | CA         |
| 85  | Kris      | Gavin         | Yes | American Farms, LLC                     | P.O. Box 599                    | Salinas       | CA         |
| 86  | Juanita   | Salas         | Yes | Pardi Produce, Inc.                     | P O Box 115                     | Edinburg      | Texas      |
| 87  | Juanita   | Salas         | Yes | Pardi Produce, Inc.                     | P O Box 115                     | Edinburg      | Texas      |
| 88  | Tim       | Klug          | Yes | Sunsation Farms Inc.                    | 574 Cortes St. Suite A          | Monterey      | ca         |
| 89  | Tim       | Klug          | Yes | Sunsation Farms Inc.                    | 574 Cortes St. Suite A          | Monterey      | ca         |
| 90  | Sonia     | Salas         | Yes | Western Growers                         |                                 |               |            |
| 91  | Venkata   | Puduri        | Yes | Rutgers University                      | 55 Duddley Road                 | New Brunswick | New jersey |
| 92  | Jay       | Guerber       | Yes | USDA                                    |                                 |               |            |
| 93  | Andrew J  | Costanza      | Yes | Bard Valley medjool Date Growers Assn.  | 2575 E. 23rd Lane               | Yuma          | Arizona    |
| 94  | Jose      | Garcia-Canedo | Yes | Boggiatto Produce Inc.                  | P.O. Box 2266                   | Salinas       | California |
| 95  | Larry     | Bauman        | Yes | Onions Direct L.L.C.                    | 7220 Coyan Road                 | Connell       | Washington |
| 96  | Stephanie | Sobotka       | Yes | Peter Rabbit Farms                      | 85-810 Peter Rabbit Lane        | Coachella     | CA         |
| 97  | Ron       | Clark         | Yes | CA Association of Food Banks            | 1611 Telegraph Avenue           | Oakland       | CA         |
| 98  | Michael   | Botelho       | Yes | Massachusetts Department of Agriculture |                                 |               |            |
| 99  | Kate      | Fitzgerald    | Yes |   |                                 |               |            |
| 100 | Scott     | Calandra      | Yes | Meijer                                  | 3303 S. Cryets Rd               | 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. B0x 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         |                                 |                   |            |
| 141 | Jed      | Murray      | Yes | Val Verde Vegetable Co. Inc.           | PO Box 4448                     | McAllen           | Texas      |
| 142 | andrea   | drucker     | Yes | PuriCore Sterilox Food Safety          |                                 |                   |            |
| 143 | John     | Vandergrift | Yes | Posie Packer Corp.                     | 21 Grange St.,                  | Guelph            | Ontario    |
| 144 | Stephen  | Basore      | Yes | TKM/Bengard Farms, LLC.                | 2305 Cypress Lane               | Belle Glade       | FL         |
| 145 | Jadean   | Morrelli    | Yes | USDA-AMS-FV                            | 1220 SW 3rd Ave. #385           | Portland          | OR         |
| 146 | Jack     | McGinn      | Yes | Sid Wainer & Son                       | 2301 Purchase Street            | New Bedford       | Ma         |
| 147 | Carlos   | Stolzenbach | Yes | caudill sprouting LLC                  | 1402 w main st                  | Louisville        | KY         |
| 148 | Angie    | Rodriguez   | Yes | Chieftain Harvesting Inc               | 348 Jonh St.                    | Salinas           | CA         |
| 149 | Jessica  | Brooks      | Yes | DRS, Inc.                              | 11455 El Camino Real, Suite 220 | San Diego         | CA         |
| 150 | Alec     | Leach       | Yes | Taylor Farms                           | 911 Blanco                      | Salinas           | CA         |
| 151 | Willette | Crawford    | Yes | US FDA CFSAN                           |                                 |                   |            |
| 152 | Debbie   | Hamrick     | Yes | NC Farm Bureau                         | PO Box 27766                    | Raleigh           | NC         |
| 153 | Adam     | Diamond     | Yes | USDA                                   | Agricultural Marketing Service  | Washington        | DC         |
| 154 | sergio   | millan      | Yes | freshwayfoods                          | 601 n stolle ave                | sidney            | ohio       |
| 155 | Mark     | Pratte      | Yes | Max Nisson & Associates                |                                 |                   | California |
| 156 | Will     | Daniels     | Yes | Earthbound Farm                        | 1721 San Juan Hwy               | San Juan Bautista | CA         |
| 157 | Desiree  | Hendon      | Yes | Tulare Ag Products                     | 3233 S "I" Street               | Tulare            | ca         |
| 158 | Desiree  | Hendon      | Yes | Tulare Ag Products                     | 3233 S "I" Street               | Tulare            | ca         |
| 159 | Desiree  | Hendon      | Yes | Tulare Ag Products                     | 3233 S "I" Street               | Tulare            | ca         |
| 160 | Craig    | Fulton      | Yes | KPG Solutions, Inc.                    | 585 E State Road 434            | Longwood          | FL         |
| 161 | Jason    | Parker      | Yes | Ohio State University                  | Horticulture and Crop Science   |                   |            |
| 162 | Michael  | Durando     | Yes | USDA                                   | Agricultural Marketing Service  | Washington        | DC         |
| 163 | Patrick  | Pimentel    | Yes | NSF Davis Fresh                        | 195 Aviation Way                | Watsonville       | CA         |
| 164 | sharan   | Ianini      | Yes | Chiquita/Fresh Express                 | 950 E Blanco Rd.                | Salinas           | CA         |
| 165 | Michelle | Rose        | Yes | NC Cooperative Extension Service, NCSU | 512 Brickhaven Dr               | Raleigh           | NC         |
| 166 | Ricardo  | Islas       | Yes | NSF International                      | 505 E. Calle Amura              | Sahuarita         | AZ         |
| 167 | Ken      | Gilliland   | Yes | Western Growers                        | 17620 Fitch                     | Irvine            | CA         |
| 168 | Laurel   | May         | Yes | USDA-AMS-FV-MOAB                       |                                 |                   |            |
| 169 | DIANE    | FERGUSON    | Yes | Western Growers                        | 1630 E Shaw Suite 192           | Fresno            | CA         |

|     |           |                 |     |   |                          |             |       |
|-----|-----------|-----------------|-----|---|--------------------------|-------------|-------|
| 170 | Christine | Hale            | Yes | Florida Organic Growers                       |                          |             |       |
| 171 | ALEX      | CODLING         | Yes | FOUR LITTLE DEVILS FARMS INC                  | 12498 S. AVE D           | YUMA        | AZ    |
| 172 | Zea       | Sonnabend       | Yes | CCOF  | 47 Linden Rd.            | Watsonville | CA    |
| 173 | Kathleen  | Staley          | Yes | USDA, AMS, FVP                                | 1400 Independence Ave SW | Washington  | DC    |
| 174 | Johnna    | Hepner          | Yes | Markon Cooperative                            | 830 Park Row             | Hollister   | CA    |
| 175 | Bob       | Mills           | Yes | Tanimura & Antle                              | 1 Harris Road            | Salinas     | CA    |
| 176 | Ben       | Diesl           | Yes |   |                          |             |       |
| 177 | Colby     | Willoughby      | Yes |   |                          |             |       |
| 178 | Karol     | Parker Matheson | Yes | Bingaman Ranches                              | P.O. Box 1116            | Salinas     | CA    |
| 179 | Valerie   | Frances         | Yes | National Organic Program, USDA                |                          |             |       |
| 180 | Jennifer  | Suttner         | Yes | Rocky Mountain Seed Co                        |                          |             | CO    |
| 181 | Tom       | Hutcheson       | Yes | Organic Trade Association                     | 60 Wells St.             | Greenfield  | MA    |
| 182 | Richard   | Hill            | Yes |   | 1424 Ivy Lane            | Edinburg    | TX    |
| 183 | Lee       | Mannering       | Yes | Produce Marketing Association                 | PO Box 6036              | Newark      | DE    |
| 184 | Amie      | Hamlin          | Yes | New York Coalition for Healthy School Food    | POB 737                  | Mamaroneck  | NY    |
| 185 | Amie      | Hamlin          | Yes | New York Coalition for Healthy School Food    | POB 737                  | Mamaroneck  | NY    |
| 186 | Marc      | Simony          | Yes | Tracegains, Inc.                              | 1860 Lefthand Circle     | Longmont    | CO    |
| 187 | Marc      | Simony          | Yes | Tracegains, Inc.                              | 1860 Lefthand Circle     | Longmont    | CO    |
| 188 | Sam       | Schlagetter     | Yes | Fresh Unlimited, Inc. dba Freshway Foods      | 601 N. Stolle Ave        | Sidney      | OH    |
| 189 | Kent      | Killebrew       | Yes | Ahold   | 1385 Hancock St          | Quincy      | MA    |
| 190 | April     | Ward            | Yes | LGMA  |                          |             |       |
| 191 | Renee     | Johnson         | Yes | Congressional research Service                | 101 independence         | WDC         | DC    |
| 192 | Melissa   | Mundo           | Yes | A. Duda & Sons, Inc.                          | PO BOX 620257            | Oviedo      | FL    |
| 193 | Kent      | Kitade          | Yes | California Department of Food and Agriculture | 1220 N Street            | Sacramento  | CA    |
| 194 | Beth      | Bland           | Yes | Georgia Fruit and Veg Growers Assn            | PO Box 2945              | LaGrange    | GA    |
| 195 | Ray       | Prewett         | Yes | Texas Vegetable Association                   | 901 Business Park        | Mission     | Texas |
| 196 | Roland    | McReynolds      | Yes | none  |                          |             |       |
| 197 | WebEx     | Recorder        | Yes | Cisco-WebEx                                   |                          |             |       |
| 198 | WebEx     | Recorder        | Yes | Cisco-WebEx                                   |                          |             |       |
| 199 | Greg      | Emi             | Yes | Muranaka Farm, Inc.                           | PO Box 189               | Moorpark    | Ca    |
| 200 | Greg      | Emi             | Yes | Muranaka Farm, Inc.                           | PO Box 189               | Moorpark    | Ca    |
| 201 | Greg      | Emi             | Yes | Muranaka Farm, Inc.                           | PO Box 189               | Moorpark    | Ca    |
| 202 | Greg      | Emi             | Yes | Muranaka Farm, Inc.                           | PO Box 189               | Moorpark    | Ca    |
| 203 | Greg      | Emi             | Yes | Muranaka Farm, Inc.                           | PO Box 189               | Moorpark    | Ca    |

|     |               |            |     |                                   |                           |              |           |
|-----|---------------|------------|-----|-----------------------------------|---------------------------|--------------|-----------|
| 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 |                                   |                           | New York     |           |
| 214 | Johnny        | Gonzales   | Yes | SWRCB                             |                           |              |           |
| 215 | Sri           | Pfuntner   | Yes | wild rocket foods                 |                           |              |           |
| 216 | Ariane        | Allan      | Yes | Fresh Kist Produce                |                           |              |           |
| 217 | Ian           | Nachreiner | Yes | California Farm Bureau Federation |                           |              |           |
| 218 | Tim           | Lynch      | Yes | Pro Act                           |                           |              | CA        |
| 219 | Mark          | Remold     | Yes | G.O. Fresh                        | 2521 East Hennepin Avenue | Minneapolis  | Minnesota |
| 220 | Ralph         | Treadway   | Yes | Coastline Produce                 |                           |              | CA        |
| 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                     | 165 college ave           | Omega        | GA        |
| 235 | James         | Bryan      | Yes | Western Growers                   |                           |              |           |



## **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.
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\*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)