



# USDA's Proposed Leafy Greens Marketing Agreements

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[www.foodandwaterwatch.org](http://www.foodandwaterwatch.org)



# Timeline

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- 🌱 Sept. 2006: E. coli outbreak tied to spinach from Salinas Valley
- 🌱 Feb. 2007: Calif. Leafy Greens Marketing Agreement established
- 🌱 Oct. 2007: Arizona Leafy Greens Marketing Agreement established
- 🌱 Oct. 2007: USDA comment period on national marketing program for leafy greens
- 🌱 June 2009: USDA receives proposal for National Leafy Greens Marketing Agreement
- 🌱 Sept. 2009: NLGMA hearings begin in Monterey, CA

# What is a Marketing Agreement?

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- 🌿 Agricultural Marketing Agreement Act (1937)
  - 🌿 Establish and maintain orderly marketing conditions for agricultural commodities in interstate commerce
  - 🌿 Use orders and agreements to create minimum standards of quality and maturity (grading, inspection) to effectuate orderly marketing
  - 🌿 Establish milk marketing orders
- 🌿 Agreement (voluntary)
- 🌿 Order (mandatory, subject to referendum)

# Proposed National Leafy Greens Marketing Agreement

- Arugula, Cabbage (red, green, savoy), Chard, Cilantro, Endive, Escarole, Kale, Lettuce (iceberg, leaf, butter, head, romaine), Parsley, Radicchio, Spinach, Spring Mix
- Signatories only buy from growers who follow metrics and pass audit
- Signatories to LGMA are “handlers”
- Handle: to receive, acquire, sell, process, ship, distribute, or import leafy greens. Does NOT include brokering, retail or foodservice sales.
- “Metrics” to include GAP, GHP, GMPs. Not developed yet.
- Assessment up to \$0.05/24 ct. carton to pay administration, audits, marketing.

# Administration

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- 🌿 Administrative Committee
- 🌿 Technical Review Board
- 🌿 Market Review Board
- 🌿 USDA Agricultural Marketing Service

# Who Wants the LGMA?

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

# Who Doesn't Want It?

(partial list)

- ❖ National Organic Coalition
- ❖ Food & Water Watch
- ❖ Consumers Union
- ❖ Center for Food Safety
- ❖ Wild Farm Alliance
- ❖ Ohio Farm Bureau
- ❖ Ohio Produce Growers and Marketers Association
- ❖ Florida Organic Growers
- ❖ Oregon Tilth
- ❖ PASA
- ❖ Ohio Ecological Food and Farm Association
- ❖ Many small, organic, direct market producers

# Objections

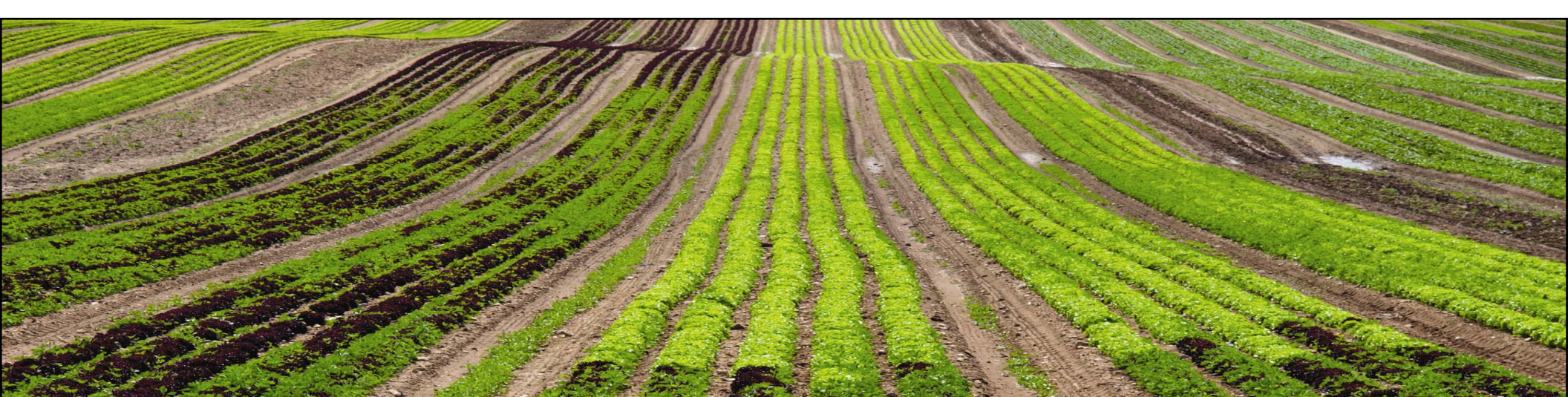
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- Voluntary?
- Food Safety Not a Marketing Issue
  - AMS Not a Food Safety Agency
- Driving Further Industry Consolidation
- Structure of Agreement
- Impacts of CA Agreement
  - Environment
  - Cost
  - Private Metrics Not Reduced

# Status

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- 🌿 Hearings Completed: Monterey, CA; Jacksonville, FL; Columbus, OH; Denver, CO; Yuma, AZ
- 🌿 Upcoming Hearings: Syracuse, NY (10/20) and Charlotte, NC (10/22)
- 🌿 USDA Decision?



**USDA: [www.ams.usda.gov/moab](http://www.ams.usda.gov/moab)  
("Proposed Leafy Greens Marketing Agreement")**

**CA LGMA: [www.caleafygreens.ca.gov](http://www.caleafygreens.ca.gov)**

**National Organic Coalition:  
[www.nationalorganiccoalition.org/testimony.html](http://www.nationalorganiccoalition.org/testimony.html)**

[www.foodandwaterwatch.org](http://www.foodandwaterwatch.org)

