

Farm Directory, Marketing Opportunity, and Funds for Organic Transitions

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The California Farm Directory

- The Community Alliance with Family Farmers is launching an online tool called the California Farm Directory
- It will showcase local farmers and ranchers and allow consumers and distributors to connect directly with them.
- Eligible farms and ranches are:
 - o Based in California
 - o Independent, family or cooperatively-owned
 - o Commercial farm businesses (i.e. farm products are grown and sold by the farm. Nonprofit farms are permitted if they grow and sell and/or distribute agricultural products)
- The directory goes live in late August, but you can list your farm for free by following these instructions:
 - o Visit www.caff.org/directoryform and click “Register” to create an account (or “Login” if you already have an account)
 - o Create a profile for your farm.
 - o Wait for your profile to be approved. A confirmation email will be sent.
 - o To revise or update your listing at any time, simply log back in, navigate to your farm’s profile and click the “Edit” button at the bottom of the page.



Growing the Table

- A new pilot program from a new nonprofit begins in **Fresno** and **Visalia** for small farmers affected by COVID-19
- Initiative will:
 - o Provide smaller economically vulnerable, transitioning organic/certified organic, regenerative, women-owned, or BIPOC (Black, Indigenous, person of color) owned farms and ranches with a market alternative for their excess production during the ongoing COVID-19 pandemic
 - o Provide this food to struggling families in Fresno and Visalia at no cost.
- The program will buy produce at wholesale prices and provide a picking fee
- If your farm has excess food that you would be interested in selling to this organization, fill out this form: <https://www.growingthetable.org/for-farmers>
- Reach out to Nick Ellis at nick.ellis@fahrllc.com with any questions

USDA Organic Transition Funds

- USDA's Farm Service Agency (FSA) announced that organic producers and handlers can apply for federal funds to assist with the cost of receiving and maintaining organic certification through the [Organic Certification Cost Share Program](#) (OCCSP). Applications for eligible certification expenses paid between Oct. 1, 2019, and Sept. 30, 2020, are due Oct. 31, 2020.
- To learn more about organic certification cost share, please visit the [OCCSP webpage](#), view the [notice of funds availability on the Federal Register](#), or contact the [FSA county office](#) at your local USDA Service Center.
- To learn more about USDA support for organic agriculture, visit usda.gov/organic.

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