

Return of Organization Exempt From Income Tax

2004

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

Open to Public Inspection

Department of the Treasury Internal Revenue Service

The organization may have to use a copy of this return to satisfy state reporting requirements.

Header section A-M containing organization details: Alliance for Food and Farming, Inc., 2300 River Plaza Drive, Sacramento, CA 95833-3293. Includes fields for EIN (77-0438244), phone number, and accounting method.

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See page 18 of the instructions.)

Main table with 21 rows. Revenue section (lines 1-12) shows total revenue of 268,315. Expenses section (lines 13-17) shows total expenses of 310,611. Net assets at end of year (line 21) are 63,412.

SCANNED JUN 06 2005

RECEIVED APR 9 2005

Part II Statement of Functional Expenses

All organizations must complete column (A). Columns (B), (C), and (D) are required for section 501(c)(3) and (4) organizations and section 4947(a)(1) nonexempt charitable trusts but optional for others. (See page 22 of the instructions.)

Do not include amounts reported on line 6b, 8b, 9b, 10b, or 16 of Part I.		(A) Total	(B) Program services	(C) Management and general	(D) Fundraising
22	Grants and allocations (attach schedule)				
	(cash \$ _____ noncash \$ _____)	22			
23	Specific assistance to individuals (attach schedule)	23			
24	Benefits paid to or for members (attach schedule).	24			
25	Compensation of officers, directors, etc.	25			
26	Other salaries and wages	26			
27	Pension plan contributions	27			
28	Other employee benefits	28			
29	Payroll taxes	29			
30	Professional fundraising fees	30			
31	Accounting fees	31			
32	Legal fees	32			
33	Supplies	33			
34	Telephone	34			
35	Postage and shipping	35			
36	Occupancy	36			
37	Equipment rental and maintenance	37			
38	Printing and publications	38			
39	Travel	39			
40	Conferences, conventions, and meetings	40			
41	Interest	41			
42	Depreciation, depletion, etc. (attach schedule)	42			
43	Other expenses not covered above (itemize): a Prof svc fees	288,791			
	b Prof svcs - expense reimb	43b 21,608			
	c Insurance	43c 192			
	d Filing fee	43d 10			
	e Bank service charges	43e 10			
44	Total functional expenses (add lines 22 through 43). Organizations completing columns (B)-(D), carry these totals to lines 13-15 .	44 310,611	0	0	0

Joint Costs. Check if you are following SOP 98-2.

Are any joint costs from a combined educational campaign and fundraising solicitation reported in (B) Program services? Yes No
 If "Yes," enter (i) the aggregate amount of these joint costs \$ _____; (ii) the amount allocated to Program services \$ _____; (iii) the amount allocated to Management and general \$ _____; and (iv) the amount allocated to Fundraising \$ _____

Part III Statement of Program Service Accomplishments (See page 25 of the instructions.)

What is the organization's primary exempt purpose? **To promote food safety**

All organizations must describe their exempt purpose achievements in a clear and concise manner. State the number of clients served, publications issued, etc. Discuss achievements that are not measurable. (Section 501(c)(3) and (4) organizations and 4947(a)(1) nonexempt charitable trusts must also enter the amount of grants and allocations to others.)

Program Service Expenses
 (Required for 501(c)(3) and (4) orgs. and 4947(a)(1) trusts, but optional for others.)

a	Promotes food safety and the benefits of agricultural chemicals in ensuring safe, affordable food supply for consumers. Informs the public through the use of toll free telephone numbers, newsletters, e-mail, fair displays, and trade show demonstrations. (Grants and allocations \$ _____)	
b	_____ _____ _____ (Grants and allocations \$ _____)	
c	_____ _____ _____ (Grants and allocations \$ _____)	
d	_____ _____ _____ (Grants and allocations \$ _____)	
e	Other program services (attach schedule) (Grants and allocations \$ _____)	
f	Total of Program Service Expenses (should equal line 44, column (B), Program services)	0

Return of Organization Exempt From Income Tax

2005

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

The organization may have to use a copy of this return to satisfy state reporting requirements

A For the 2005 calendar year, or tax year beginning 2005, and ending 20

B Check if applicable:
 Address change
 Name change
 Initial return
 Final return
 Amended return
 Application pending

C Name of organization: **Alliance for Food and Farming, Inc.**
 Number and street (or P O box if mail is not delivered to street address) Room/suite: **2300 River Plaza Drive**
 City or town, state or country, and ZIP + 4: **Sacramento CA 95833-3293**

D Employer identification number: **77-0438244**

E Telephone number: **(916) 561-5550**

F Accounting method: Cash Accrual
 Other (specify) _____

H and I are not applicable to section 527 organizations
H(a) Is this a group return for affiliates? Yes No
H(b) If "Yes," enter number of affiliates: **N/A**
H(c) Are all affiliates included? Yes No
 (If "No," attach a list. See instructions.)
H(d) Is this a separate return filed by an organization covered by a group ruling? Yes No
I Group Exemption Number: **N/A**

J Organization type (check only one) 501(c) (5) (insert no.) 4947(a)(1) or 527

K Check here if the organization's gross receipts are normally not more than \$25,000. The organization need not file a return with the IRS, but if the organization chooses to file a return, be sure to file a complete return. Some states require a complete return.

L Gross receipts. Add lines 6b, 8b, 9b, and 10b to line 12: **189,505**

M Check if the organization is not required to attach Sch. B (Form 990, 990-EZ, or 990-PF)

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See the instructions.)

Revenue		Expenses		Net Assets	
1	Contributions, gifts, grants, and similar amounts received:				
a	Direct public support	1a	154,846		
b	Indirect public support	1b			
c	Government contributions (grants)	1c	34,644		
d	Total (add lines 1a through 1c) (cash \$ <u>189,490</u> noncash \$ <u>0</u>)	1d	189,490		
2	Program service revenue including government fees and contracts (from Part VII, line 93)	2	0		
3	Membership dues and assessments	3			
4	Interest on savings and temporary cash investments	4	15		
5	Dividends and interest from securities	5			
6a	Gross rents	6a			
b	Less: rental expenses	6b			
c	Net rental income or (loss) (subtract line 6b from line 6a)	6c	0		
7	Other investment income (describe below)	7			
8a	Gross amount from sales of assets other than inventory	8a			
b	Less: cost or other basis and sales expenses	8b			
c	Gain or (loss) (attach schedule)	8c			
d	Net gain or (loss) (combine line 8c, columns (A) and (B))	8d	0		
9	Special events and activities (attach schedule). If any amount is from gaming, check here <input type="checkbox"/>				
a	Gross revenue (not including \$ _____ of contributions reported on line 1a)	9a			
b	Less: direct expenses other than fundraising expenses	9b			
c	Net income or (loss) from special events (subtract line 9b from line 9a)	9c	0		
10a	Gross sales of inventory, less returns and allowances	10a			
b	Less: cost of goods sold	10b			
c	Gross profit or (loss) from sales of inventory (attach schedule) (subtract line 10b from line 10a)	10c	0		
11	Other revenue (from Part VII, line 103)	11	0		
12	Total revenue (add lines 1d, 2, 3, 4, 5, 6c, 7, 8d, 9c, 10c, and 11)	12	189,505		
13	Program services (from line 44, column (B))	13	0		
14	Management and general (from line 44, column (C))	14	0		
15	Fundraising (from line 44, column (D))	15	0		
16	Payments to affiliates (attach schedule)	16			
17	Total expenses (add lines 16 and 44, column (A))	17	212,608		
18	Excess or (deficit) for the year (subtract line 17 from line 12)	18	(23,103)		
19	Net assets or fund balances at beginning of year (from line 73, column (A))	19	63,412		
20	Other changes in net assets or fund balances (attach explanation)	20			
21	Net assets or fund balances at end of year (combine lines 18, 19, and 20)	21	40,309		

SCANNED JUL 26 2005

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 SACRAMENTO
 CALIFORNIA
 ALLIANCE FOR FOOD AND FARMING, INC.

9-9

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Part II Statement of Functional Expenses All organizations must complete column (A). Columns (B), (C), and (D) are required for section 501(c)(3) and (4) organizations and section 4947(a)(1) nonexempt charitable trusts but optional for others. (See the instructions.)

Do not include amounts reported on line 6b, 8b, 9b, 10b, or 16 of Part I.		(A) Total	(B) Program services	(C) Management and general	(D) Fundraising
22	Grants and allocations (attach schedule) (cash \$ _____ noncash \$ _____) If this amount includes foreign grants, check here <input type="checkbox"/>	22			
23	Specific assistance to individuals (attach schedule)	23			
24	Benefits paid to or for members (attach schedule)	24			
25	Compensation of officers, directors, etc	25			
26	Other salaries and wages	26			
27	Pension plan contributions	27			
28	Other employee benefits	28			
29	Payroll taxes	29			
30	Professional fundraising fees	30			
31	Accounting fees	31			
32	Legal fees	32			
33	Supplies	33			
34	Telephone	34			
35	Postage and shipping	35			
36	Occupancy	36			
37	Equipment rental and maintenance	37			
38	Printing and publications	38			
39	Travel	39			
40	Conferences, conventions, and meetings	40			
41	Interest	41			
42	Depreciation, depletion, etc. (attach schedule)	42			
43	Other expenses not covered above (itemize):				
a	Professional Services - fees	43a	142,426		
b	Professional Services - expense reimb	43b	69,929		
c	Insurance	43c	203		
d	Filing fees	43d	30		
e	Bank service charges	43e	20		
f		43f			
g		43g			
44	Total functional expenses. Add lines 22 through 43. (Organizations completing columns (B)-(D), carry these totals to lines 13-15)	44	212,608	0	0

Joint Costs. Check if you are following SOP 98-2.

Are any joint costs from a combined educational campaign and fundraising solicitation reported in (B) Program services? Yes No

If "Yes," enter (i) the aggregate amount of these joint costs \$ _____; (ii) the amount allocated to Program services \$ _____;

(iii) the amount allocated to Management and general \$ _____, and (iv) the amount allocated to Fundraising \$ _____

Part III Statement of Program Service Accomplishments (See the instructions.)

Form 990 is available for public inspection and, for some people, serves as the primary or sole source of information about a particular organization. How the public perceives an organization in such cases may be determined by the information presented on its return. Therefore, please make sure the return is complete and accurate and fully describes, in Part III, the organization's programs and accomplishments.

What is the organization's primary exempt purpose? ► <u>to promote food safety</u> All organizations must describe their exempt purpose achievements in a clear and concise manner. State the number of clients served, publications issued, etc. Discuss achievements that are not measurable. (Section 501(c)(3) and (4) organizations and 4947(a)(1) nonexempt charitable trusts must also enter the amount of grants and allocations to others.)	Program Service Expenses <small>(Required for 501(c)(3) and (4) orgs. and 4947(a)(1) trusts, but optional for others.)</small>
a <u>promotes food safety and the benefits of agricultural chemicals in ensuring safe, affordable food supply for consumers; informs the public through the use of toll-free telephone numbers, newsletters, e-mail, fair displays, and trade show demonstrations</u> (Grants and allocations \$) If this amount includes foreign grants, check here ► <input type="checkbox"/>	
b (Grants and allocations \$) If this amount includes foreign grants, check here ► <input type="checkbox"/>	
c (Grants and allocations \$) If this amount includes foreign grants, check here ► <input type="checkbox"/>	
d (Grants and allocations \$) If this amount includes foreign grants, check here ► <input type="checkbox"/>	
e Other program services (attach schedule) (Grants and allocations \$) If this amount includes foreign grants, check here ► <input type="checkbox"/>	
f Total of Program Service Expenses (should equal line 44, column (B), Program services) ►	0

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code
(except black lung benefit trust or private foundation)

2006

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

The organization may have to use a copy of this return to satisfy state reporting requirements

A For the 2006 calendar year, or tax year beginning , 2006, and ending

B Check if applicable:
 Address change
 Name change
 Initial return
 Final return
 Amended return
 Application pending

C Please use IRS label or print or type. See specific instructions.
ALLIANCE FOR FOOD AND FARMING, INC.
 P. O. BOX 2747
 WATSONVILLE, CA 95077

D Employer identification number
 77-0438244

E Telephone number
 831-786-1665

F Accounting method: Cash Accrual
 Other (specify) _____

G Web site: N/A

J Organization type (check only one) 501(c) 5 (insert no) 4947(a)(1) or 527

K Check here if the organization is not a 509(a)(3) supporting organization and its gross receipts are normally not more than \$25,000. A return is not required, but if the organization chooses to file a return, be sure to file a complete return

L Gross receipts. Add lines 6b, 8b, 9b, and 10b to line 12 **186,033.**

H and **I** are not applicable to section 527 organizations
H (a) Is this a group return for affiliates? Yes No
H (b) If 'Yes,' enter number of affiliates _____
H (c) Are all affiliates included? Yes No
 (If 'No,' attach a list. See instructions.)
H (d) Is this a separate return filed by an organization covered by a group ruling? Yes No

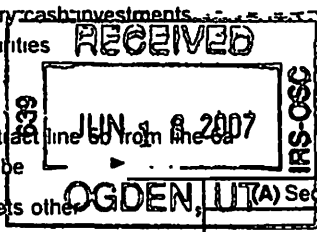
I Group Exemption Number _____

M Check if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF)

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See the instructions.)

1 Contributions, gifts, grants, and similar amounts received			
a Contributions to donor advised funds	1a		
b Direct public support (not included on line 1a)	1b	155,553.	
c Indirect public support (not included on line 1a)	1c		
d Government contributions (grants) (not included on line 1a)	1d	30,480.	
e Total (add lines 1a through 1d) (cash \$ <u>186,033.</u> noncash \$ _____)	1e		186,033.
2 Program service revenue including government fees and contracts (from Part VII, line 93)	2		
3 Membership dues and assessments	3		
4 Interest on savings and temporary cash investments	4		
5 Dividends and interest from securities	5		
6a Gross rents	6a		
b Less rental expenses	6b		
c Net rental income or (loss). Subtract line 6b from line 6a	6c		
7 Other investment income (describe _____)	7		
8a Gross amount from sales of assets other than inventory	8a		
b Less cost or other basis and sales expenses	8b		
c Gain or (loss) (attach schedule)	8c		
d Net gain or (loss). Combine line 8c, columns (A) and (B)	8d		
9 Special events and activities (attach schedule) If any amount is from gaming, check here <input type="checkbox"/>			
a Gross revenue (not including \$ _____ of contributions reported on line 1b)	9a		
b Less direct expenses other than fundraising expenses	9b		
c Net income or (loss) from special events. Subtract line 9b from line 9a	9c		
10a Gross sales of inventory, less returns and allowances	10a		
b Less cost of goods sold	10b		
c Gross profit or (loss) from sales of inventory (attach schedule). Subtract line 10b from line 10a	10c		
11 Other revenue (from Part VII, line 103)	11		
12 Total revenue. Add lines 1e, 2, 3, 4, 5, 6c, 7, 8d, 9c, 10c, and 11	12		186,033.
13 Program services (from line 44, column (B))	13		
14 Management and general (from line 44, column (C))	14		
15 Fundraising (from line 44, column (D))	15		
16 Payments to affiliates (attach schedule)	16		
17 Total expenses. Add lines 16 and 44, column (A)	17		225,560.
18 Excess or (deficit) for the year. Subtract line 17 from line 12	18		-39,527.
19 Net assets or fund balances at beginning of year (from line 73, column (A))	19		40,309.
20 Other changes in net assets or fund balances (attach explanation)	20		
21 Net assets or fund balances at end of year. Combine lines 18, 19, and 20	21		782.

SCANNED JUL 24 2007



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Part II Statement of Functional Expenses All organizations must complete column (A). Columns (B), (C), and (D) are required for section 501(c)(3) and (4) organizations and section 4947(a)(1) nonexempt charitable trusts but optional for others

Do not include amounts reported on line 6b, 8b, 9b, 10b, or 16 of Part I	(A) Total	(B) Program services	(C) Management and general	(D) Fundraising
22a Grants paid from donor advised funds (attach sch) (cash \$ _____) non-cash \$ _____ If this amount includes foreign grants, check here <input type="checkbox"/>	22a			
22b Other grants and allocations (att sch) (cash \$ _____) non-cash \$ _____ If this amount includes foreign grants, check here <input type="checkbox"/>	22b			
23 Specific assistance to individuals (attach schedule)	23			
24 Benefits paid to or for members (attach schedule)	24			
25a Compensation of current officers, directors, key employees, etc listed in Part V-A (attach sch)	25a 0.			
b Compensation of former officers, directors, key employees, etc listed in Part V-B (attach sch)	25b 0.			
c Compensation and other distributions, not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) (attach schedule)	25c 0.			
26 Salaries and wages of employees not included on lines 25a, b, and c	26			
27 Pension plan contributions not included on lines 25a, b, and c	27			
28 Employee benefits not included on lines 25a - 27	28			
29 Payroll taxes	29			
30 Professional fundraising fees	30			
31 Accounting fees	31			
32 Legal fees	32			
33 Supplies	33			
34 Telephone	34 7,324.			
35 Postage and shipping	35 475.			
36 Occupancy	36			
37 Equipment rental and maintenance	37			
38 Printing and publications	38			
39 Travel	39 7,568.			
40 Conferences, conventions, and meetings	40 3,182.			
41 Interest	41			
42 Depreciation, depletion, etc (attach schedule)	42			
43 Other expenses not covered above (itemize):				
a SEE STATEMENT 1	43a 207,011.			
b _____	43b			
c _____	43c			
d _____	43d			
e _____	43e			
f _____	43f			
g _____	43g			
44 Total functional expenses. Add lines 22a through 43g (Organizations completing columns (B) - (D), carry these totals to lines 13 - 15)	44 225,560.			

Joint Costs. Check if you are following SOP 98-2

Are any joint costs from a combined educational campaign and fundraising solicitation reported in (B) Program services? N/A Yes No
 If 'Yes,' enter (i) the aggregate amount of these joint costs \$ _____, (ii) the amount allocated to Program services \$ _____, (iii) the amount allocated to Management and general \$ _____, and (iv) the amount allocated to Fundraising \$ _____

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Part III Statement of Program Service Accomplishments

Form 990 is available for public inspection and, for some people, serves as the primary or sole source of information about a particular organization. How the public perceives an organization in such cases may be determined by the information presented on its return. Therefore, please make sure the return is complete and accurate and fully describes, in Part III, the organization's programs and accomplishments.

What is the organization's primary exempt purpose? TO PROMOTE FOOD SAFETY All organizations must describe their exempt purpose achievements in a clear and concise manner. State the number of clients served, publications issued, etc. Discuss achievements that are not measurable (Section 501(c)(3) and (4) organizations and 4947(a)(1) nonexempt charitable trusts must also enter the amount of grants and allocations to others.)	Program Service Expenses (Required for 501(c)(3) and (4) organizations and 4947(a)(1) trusts, but optional for others.)
a PROMOTE FOOD SAFETY AND THE BENEFITS OF AGRICULTURAL CHEMICALS IN ENSURING SAFE, AFFORDABLE FOOD SUPPLY FOR CONSUMERS; INFORM THE PUBLIC THROUGH THE USE OF TOLL-FREE TELEPHONE NUMBERS, NEWSLETTERS, E-MAIL, FAIR DISPLAYS, AND TRADE SHOW DEMONSTRATIONS (Grants and allocations \$ _____) If this amount includes foreign grants, check here <input type="checkbox"/>	
b (Grants and allocations \$ _____) If this amount includes foreign grants, check here <input type="checkbox"/>	
c (Grants and allocations \$ _____) If this amount includes foreign grants, check here <input type="checkbox"/>	
d (Grants and allocations \$ _____) If this amount includes foreign grants, check here <input type="checkbox"/>	
e Other program services (Grants and allocations \$ _____) If this amount includes foreign grants, check here <input type="checkbox"/>	
f Total of Program Service Expenses (should equal line 44, column (B), Program services)	

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Return of Organization Exempt From Income Tax

2007

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

Open to Public Inspection

Department of the Treasury Internal Revenue Service(77)

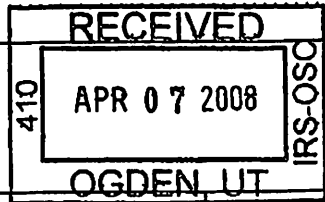
The organization may have to use a copy of this return to satisfy state reporting requirements

Form 990 header section including: A For the 2007 calendar year, or tax year beginning 2007, and ending; B Check if applicable; C ALLIANCE FOR FOOD AND FARMING, INC.; D Employer Identification Number 77-0438244; E Telephone number 831-786-1665; F Accounting method: X Cash; G Web site: N/A; J Organization type: X 501(c) 5; K Check here; L Gross receipts: 193,800.

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See the instructions.)

Table with 21 rows and 3 columns: Description, Amount, and Total. Includes rows for Contributions (1e: 193,800), Program service revenue (2), Membership dues (3), Interest (4), Dividends (5), Gross rents (6a-6c), Other investment income (7), Gross amount from sales of assets (8a-8d), Special events (9a-9c), Gross sales of inventory (10a-10c), Other revenue (11), Total revenue (12: 193,800), Total expenses (17: 127,997), Excess or deficit (18: 65,803), Net assets at beginning (19: 782), and Net assets at end of year (21: 66,585).

SCANNED APR 28 2008



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Part II Statement of Functional Expenses All organizations must complete column (A). Columns (B), (C), and (D) are required for section 501(c)(3) and (4) organizations and section 4947(a)(1) nonexempt charitable trusts but optional for others. (See instructions)

Do not include amounts reported on line 6b, 8b, 9b, 10b, or 16 of Part I		(A) Total	(B) Program services	(C) Management and general	(D) Fundraising
22a	Grants paid from donor advised funds (attach sch) (cash \$ _____ non-cash \$ _____) If this amount includes foreign grants, check here <input type="checkbox"/>	22a			
22b	Other grants and allocations (att sch) (cash \$ _____ non-cash \$ _____) If this amount includes foreign grants, check here <input type="checkbox"/>	22b			
23	Specific assistance to individuals (attach schedule)	23			
24	Benefits paid to or for members (attach schedule)	24			
25a	Compensation of current officers, directors, key employees, etc listed in Part V-A	25a	0.		
25b	Compensation of former officers, directors, key employees, etc listed in Part V-B	25b	0.		
25c	Compensation and other distributions, not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)	25c	0.		
26	Salaries and wages of employees not included on lines 25a, b, and c	26			
27	Pension plan contributions not included on lines 25a, b, and c	27			
28	Employee benefits not included on lines 25a - 27	28			
29	Payroll taxes	29			
30	Professional fundraising fees	30			
31	Accounting fees	31	450.		
32	Legal fees	32			
33	Supplies	33	245.		
34	Telephone	34	1,579.		
35	Postage and shipping	35	523.		
36	Occupancy	36			
37	Equipment rental and maintenance	37			
38	Printing and publications	38	163.		
39	Travel	39	4,185.		
40	Conferences, conventions, and meetings	40			
41	Interest	41			
42	Depreciation, depletion, etc (attach schedule)	42			
43	Other expenses not covered above (itemize)				
a	SEE STATEMENT 1	43a	120,852.		
b	-----	43b			
c	-----	43c			
d	-----	43d			
e	-----	43e			
f	-----	43f			
g	-----	43g			
44	Total functional expenses. Add lines 22a through 43g (Organizations completing columns (B) - (D), carry these totals to lines 13 - 15)	44	127,997.		

Joint Costs. Check if you are following SOP 98-2
 Are any joint costs from a combined educational campaign and fundraising solicitation reported in (B) Program services? N/A Yes No
 If 'Yes,' enter (i) the aggregate amount of these joint costs \$ _____, (ii) the amount allocated to Program services \$ _____; (iii) the amount allocated to Management and general \$ _____, and (iv) the amount allocated to Fundraising \$ _____

Part III Statement of Program Service Accomplishments (See the instructions.)

Form 990 is available for public inspection and, for some people, serves as the primary or sole source of information about a particular organization. How the public perceives an organization in such cases may be determined by the information presented on its return. Therefore, please make sure the return is complete and accurate and fully describes, in Part III, the organization's programs and accomplishments.

What is the organization's primary exempt purpose? ▶ TO PROMOTE FOOD SAFETY	Program Service Expenses
All organizations must describe their exempt purpose achievements in a clear and concise manner. State the number of clients served, publications issued, etc. Discuss achievements that are not measurable (Section 501(c)(3) and (4) organizations and 4947(a)(1) nonexempt charitable trusts must also enter the amount of grants and allocations to others.)	(Required for 501(c)(3) and (4) organizations and 4947(a)(1) trusts, but optional for others.)
a PROMOTE FOOD SAFETY AND THE BENEFITS OF AGRICULTURAL CHEMICALS IN ENSURING SAFE, AFFORDABLE FOOD SUPPLY FOR CONSUMERS; INFORM THE PUBLIC THROUGH THE USE OF TOLL-FREE TELEPHONE NUMBERS, NEWSLETTERS, E-MAIL, FAIR DISPLAYS, AND TRADE SHOW DEMONSTRATIONS (Grants and allocations \$ _____) If this amount includes foreign grants, check here <input type="checkbox"/>	
b (Grants and allocations \$ _____) If this amount includes foreign grants, check here <input type="checkbox"/>	
c (Grants and allocations \$ _____) If this amount includes foreign grants, check here <input type="checkbox"/>	
d (Grants and allocations \$ _____) If this amount includes foreign grants, check here <input type="checkbox"/>	
e Other program services (Grants and allocations \$ _____) If this amount includes foreign grants, check here <input type="checkbox"/>	
f Total of Program Service Expenses (should equal line 44, column (B), Program services) ▶	

BAA

11

Form **990-EZ**

Short Form Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code
(except black lung benefit trust or private foundation)

OMB No 1545-1150

2008

Department of the Treasury
Internal Revenue Service

Open to Public
Inspection

Sponsoring organizations of donor advised funds and controlling organizations as defined in section 512(b)(13) must file Form 990. All other organizations with gross receipts less than \$1,000,000 and total assets less than \$2,500,000 at the end of the year may use this form.
The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 2008 calendar year, or tax year beginning , 2008, and ending

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Termination <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	Please use IRS label or print or type. See Specific Instructions.	C ALLIANCE FOR FOOD AND FARMING, INC. P. O. BOX 2747 WATSONVILLE, CA 95077	D Employer identification number 77-0438244
			E Telephone number 831-786-1665
			F Group Exemption Number
			G Accounting method <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual Other (specify)
			H Check <input type="checkbox"/> if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF)

Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A (Form 990 or 990-EZ).

I Website: N/A

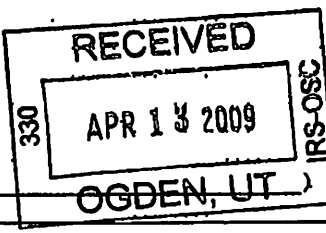
J Organization type (check only one) - 501(c) (5) (insert no) 4947(a)(1) or 527

K Check if the organization is not a section 509(a)(3) supporting organization and its gross receipts are normally not more than \$25,000. A return is not required, but if the organization chooses to file a return, be sure to file a complete return.

L Add lines 5b, 6b, and 7b, to line 9 to determine gross receipts, if \$1,000,000 or more, file Form 990 instead of Form 990-EZ. \$ 175,683.

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See the instructions for Part I.)

1	Contributions, gifts, grants, and similar amounts received	1	175,683.
2	Program service revenue including government fees and contracts	2	
3	Membership dues and assessments	3	
4	Investment income	4	
5a	Gross amount from sale of assets other than inventory	5a	
5b	Less cost or other basis and sales expenses	5b	
5c	Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a) (att sch)	5c	
6	Special events and activities (complete applicable parts of Schedule G) If any amount is from gaming, check here <input type="checkbox"/>		
6a	Gross revenue (not including \$ of contributions reported on line 1)	6a	
6b	Less direct expenses other than fundraising expenses	6b	
6c	Net income or (loss) from special events and activities (Subtract line 6b from line 6a)	6c	
7a	Gross sales of inventory, less returns and allowances	7a	
7b	Less cost of goods sold	7b	
7c	Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)	7c	
8	Other revenue (describe)	8	
9	Total revenue (add lines 1, 2, 3, 4, 5c, 6c, 7c, and 8)	9	175,683.
10	Grants and similar amounts paid (attach schedule)	10	
11	Benefits paid to or for members	11	
12	Salaries, other compensation, and employee benefits	12	
13	Professional fees and other payments to independent contractors	13	108,380.
14	Occupancy, rent, utilities, and maintenance	14	
15	Printing, publications, postage, and shipping	15	398.
16	Other expenses (describe SEE STATEMENT 1)	16	61,414.
17	Total expenses (add lines 10 through 16)	17	170,192.
18	Excess or (deficit) for the year (Subtract line 17 from line 9)	18	5,491.
19	Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)	19	66,585.
20	Other changes in net assets or fund balances (attach explanation)	20	
21	Net assets or fund balances at end of year Combine lines 18 through 20	21	72,076.



Part II Balance Sheets. If Total assets on line 25, column (B) are \$2,500,000 or more, file Form 990 instead of Form 990-EZ

(See the instructions for Part II)

	(A) Beginning of year	(B) End of year
22	66,585.	72,076.
23		
24		
25	66,585.	72,076.
26	0.	0.
27	66,585.	72,076.

BAA For Privacy Act and Paperwork Reduction Act Notice, see the instructions for Form 990.

Form 990-EZ (2008)

SCANNED APR 28 2009

12

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17

Part III Statement of Program Service Accomplishments (See the instructions.)		Expenses
What is the organization's primary exempt purpose? TO PROMOTE FOOD SAFETY		(Required for 501(c)(3) and (4) organizations and 4947(a)(1) trusts, optional for others)
Describe what was achieved in carrying out the organization's exempt purposes. In a clear and concise manner, describe the services provided, the number of persons benefited, or other relevant information for each program title		
28	SEE STATEMENT 2	
	(Grants \$) If this amount includes foreign grants, check here <input type="checkbox"/>	28 a
29		
	(Grants \$) If this amount includes foreign grants, check here <input type="checkbox"/>	29 a
30		
	(Grants \$) If this amount includes foreign grants, check here <input type="checkbox"/>	30 a
31	Other program services (attach schedule)	
	(Grants \$) If this amount includes foreign grants, check here <input type="checkbox"/>	31 a
32	Total program service expenses (add lines 28a through 31a)	32

Part IV List of Officers, Directors, Trustees, and Key Employees. (List each one even if not compensated. See the instrs.)

(a) Name and address	(b) Title and average hours per week devoted to position	(c) Compensation (if not paid, enter -0-.)	(d) Contributions to employee benefit plans and deferred compensation	(e) Expense account and other allowances
SEE STATEMENT 3		0.	0.	0.

**Short Form
Return of Organization Exempt From Income Tax**

2009

Department of the Treasury
Internal Revenue Service

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code
(except black lung benefit trust or private foundation)

▶ Sponsoring organizations of donor advised funds and controlling organizations as defined in section 512(b)(13) must file Form 990. All other organizations with gross receipts less than \$500,000 and total assets less than \$1,250,000 at the end of the year may use this form.

▶ The organization may have to use a copy of this return to satisfy state reporting requirements.

Open to Public Inspection

A For the 2009 calendar year, or tax year beginning _____, **2009, and ending** _____

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Termination <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Please use IRS label or print or type. See Specific Instructions. ALLIANCE FOR FOOD AND FARMING, INC. P. O. BOX 2747 WATSONVILLE, CA 95077	D Employer identification number 77-0438244
		E Telephone number 831-86-1665
		F Group Exemption number

• Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A (Form 990 or 990-EZ).

G Accounting method: Cash Accrual
Other (specify):

I Website: ▶ N/A

H Check if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF)

J Tax-exempt status (check only one) — 501(c) (5) ◀ (insert no.) 4947(a)(1) or 527

K Check if the organization is not a section 509(a)(3) supporting organization and its gross receipts are normally not more than \$25,000. A Form 990-EZ or Form 990 return is not required, but if the organization chooses to file a return, be sure to file a complete return.

L Add lines 5b, 6b, and 7b, to line 9 to determine gross receipts, if \$500,000 or more, file Form 990 instead of Form 990-EZ. ▶ \$ 162,219.

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See the instructions for Part I.)

REVENUES	1 Contributions, gifts, grants, and similar amounts received	1	159,455.
	2 Program service revenue including government fees and contracts	2	
	3 Membership dues and assessments	3	
	4 Investment income	4	
	5a Gross amount from sale of assets other than inventory	5a	
	b Less cost or other basis and sales expenses	5b	
	c Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)	5c	
	6 Special events and activities (complete applicable parts of Schedule B. If any amount is from gaming, check here <input type="checkbox"/>)		
	a Gross revenue (not including \$ contributions reported on line 1)	6a	
b Less direct expenses other than fundraising expenses	6b		
c Net income or (loss) from special events and activities (Subtract line 6b from line 6a)	6c		
7a Gross sales of inventory, less returns and allowances	7a		
b Less cost of goods sold	7b		
c Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)	7c		
8 Other revenue (describe ▶ SEE STATEMENT 1)	8	2,764.	
9 Total revenue. Add lines 1, 2, 3, 4, 5c, 6c, 7c, and 8	9	162,219.	
EXPENSES	10 Grants and similar amounts paid (attach schedule)	10	20,000.
	11 Benefits paid to or for members	11	
	12 Salaries, other compensation, and employee benefits	12	
	13 Professional fees and other payments to independent contractors	13	108,410.
	14 Occupancy, rent, utilities, and maintenance	14	
	15 Printing, publications, postage, and shipping	15	543.
	16 Other expenses (describe ▶ SEE STATEMENT 3)	16	39,307.
	17 Total expenses. Add lines 10 through 16	17	168,260.
18 Excess or (deficit) for the year (Subtract line 17 from line 9)	18	-6,041.	
NET ASSETS OR FUND BALANCES	19 Net assets or fund balances at beginning of year (from line 27, column (A) (must agree with end-of-year figure reported on prior year's return))	19	72,076.
	20 Other changes in net assets or fund balances (attach explanation)	20	
	21 Net assets or fund balances at end of year. Combine lines 18 through 20	21	66,035.

Part II Balance Sheets. If Total assets on line 25, column (B) are \$1,250,000 or more, file Form 990 instead of Form 990-EZ.

(See the instructions for Part II.)

	(A) Beginning of year	(B) End of year
22 Cash, savings, and investments	72,076.	66,035.
23 Land and buildings		
24 Other assets (describe ▶)		
25 Total assets	72,076.	66,035.
26 Total liabilities (describe ▶)	0.	0.
27 Net assets or fund balances (line 27 of column (B) must agree with line 21)	72,076.	66,035.

BAA For Privacy Act and Paperwork Reduction Act Notice, see separate instructions.

Form 990-EZ (2009)

SCANNED JUL 22 2010

EVALUATION: Compressor Add-on

Return of Organization Exempt From Income Tax

2010

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

The organization may have to use a copy of this return to satisfy state reporting requirements.

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

A For the 2010 calendar year, or tax year beginning , 2010, and ending

B Check if applicable:
 Address change
 Name change
 Initial return
 Terminated
 Amended return
 Application pending

D Employer Identification Number
77-0438244

E Telephone number
831-786-1665

G Gross receipts \$ 247,750.

F Name and address of principal officer:
SAME AS C ABOVE

H(a) Is this a group return for affiliates? Yes No
H(b) Are all affiliates included? Yes No
 If 'No,' attach a list. (see instructions)

I Tax-exempt status 501(c)(3) 501(c) (5) (insert no.) 4947(a)(1) or 527

J Website: N/A

K Form of organization: Corporation Trust Association Other

L Year of Formation: **M State of legal domicile:**

Part I Summary

1 Briefly describe the organization's mission or most significant activities: THE ALLIANCE PROVIDES A VOICE FOR FARMERS TO COMMUNICATE THEIR COMMITMENT TO FOOD SAFETY AND CARE FOR THE LAND.

2 Check this box if the organization discontinued its operations or disposed of more than 25% of its net assets.

3 Number of voting members of the governing body (Part VI, line 1a)	3	11
4 Number of independent voting members of the governing body (Part VI, line 1b)	4	11
5 Total number of individuals employed in calendar year 2010 (Part V, line 2a)	5	0
6 Total number of volunteers (estimate if necessary)	6	0
7a Total unrelated business revenue from Part VIII, column (C), line 12	7a	0.
7b Net unrelated business taxable income from Form 990-T, line 34	7b	0.

	Prior Year	Current Year
8 Contributions and grants (Part VIII, line 1h)	159,455.	247,750.
9 Program service revenue (Part VIII, line 2g)		
10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)		
11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	2,764.	
12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	162,219.	247,750.
13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)		2,000.
14 Benefits paid to or for members (Part IX, column (A), line 4)		
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)		
16a Professional fundraising fees (Part IX, column (A), line 11e)		
b Total fundraising expenses (Part IX, column (D), line 25)		
17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24f)	148,260.	209,404.
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	148,260.	211,404.
19 Revenue less expenses. Subtract line 18 from line 12	13,959.	36,346.

	Beginning of Current Year	End of Year
20 Total assets (Part X, line 16)	66,035.	102,381.
21 Total liabilities (Part X, line 26)	0.	0.
22 Net assets or fund balances. Subtract line 21 from line 20	66,035.	102,381.

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here

Signature of officer: KAREN E. SEMINGSON Date: _____

Type or print name and title: _____

Paid Preparer Use Only

Print/Type preparer's name: KAREN E. SEMINGSON, CPA
 Preparer's signature: Karen Semingson Date: 4-5-11
 Check if self-employed PTIN: N/A
 Firm's name: HUTCHINSON AND BLOODGOOD LLP
 Firm's address: 579 AUTO CENTER DRIVE, WATSONVILLE, CA 95076
 Firm's EIN: N/A
 Phone no.: (831) 724-2441

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No

BAA For Paperwork Reduction Act Notice, see the separate instructions. TEEA0113L 12/21/10 Form 990 (2010)

Return of Organization Exempt From Income Tax

OMB No. 1545-0047

2010

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

Open to Public Inspection

Department of the Treasury Internal Revenue Service

The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 2010 calendar year, or tax year beginning 2010, and ending

B Check if applicable: Address change, Name change, Initial return, Terminated, Amended return, Application pending. ALLIANCE FOR FOOD AND FARMING, INC. P. O. BOX 2747 WATSONVILLE, CA 95077. D Employer identification number 77-0438244. E Telephone number 831-786-1665. G Gross receipts 247,750.

I Tax-exempt status 501(c)(3) 501(c) (5) (insert no.) 4947(a)(1) or 527. H(a) Is this a group return for affiliates? Yes No. H(b) Are all affiliates included? Yes No. H(c) Group exemption number

J Website: N/A. K Form of organization: Corporation Trust Association Other. L Year of formation. M State of legal domicile.

Part I Summary

1 Briefly describe the organization's mission or most significant activities: THE ALLIANCE PROVIDES A VOICE FOR FARMERS TO COMMUNICATE THEIR COMMITMENT TO FOOD SAFETY AND CARE FOR THE LAND. 2 Check this box if the organization discontinued its operations or disposed of more than 25% of its net assets. 3 Number of voting members of the governing body (Part VI, line 1a) 3 11. 4 Number of independent voting members of the governing body (Part VI, line 1b) 4 11. 5 Total number of individuals employed in calendar year 2010 (Part V, line 2a) 5 0. 6 Total number of volunteers (estimate if necessary) 6 0. 7a Total unrelated business revenue from Part VIII, column (C), line 12 7a 0. 7b Net unrelated business taxable income from Form 990-T, line 34 7b 0.

Table with columns: Revenue, Expenses, Net Assets or Fund Balances. Rows 8-19. Revenue: 8 Contributions and grants (159,455), 9 Program service revenue, 10 Investment income (2,764), 11 Other revenue (162,219), 12 Total revenue (247,750). Expenses: 13 Grants and similar amounts paid, 14 Benefits paid to or for members, 15 Salaries, other compensation, employee benefits, 16a Professional fundraising fees, 16b Total fundraising expenses, 17 Other expenses (148,260), 18 Total expenses (211,404), 19 Revenue less expenses (36,346).

Table with columns: Net Assets or Fund Balances. Rows 20-22. 20 Total assets (66,035), 21 Total liabilities (0), 22 Net assets or fund balances (66,035).

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here: Signature of officer Matthew M. DiTearney, Date April 7, 2011. Print/Type preparer's name KAREN E. SEMINGSON, CPA, Preparer's signature KAREN E. SEMINGSON, CPA, Date 4-5-11. Firm's name HUTCHINSON AND BLOODGOOD LLP, Firm's address 579 AUTO CENTER DRIVE WATSONVILLE, CA 95076. Firm's EIN N/A, Phone no. (831) 724-2441.

May the IRS discuss this return with the preparer shown above? (see instructions) [X] Yes [] No

NO. 931 P. 3

17

APR. 7. 2011. 11:51 AM

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response to any question in this Part III. []

1 Briefly describe the organization's mission: THE ALLIANCE PROVIDES A VOICE FOR FARMERS TO COMMUNICATE THEIR COMMITMENT TO FOOD SAFETY AND CARE FOR THE LAND.

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? [] Yes [X] No

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? [] Yes [X] No

4 Describe the exempt purpose achievements for each of the organization's three largest program services by expenses. Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code: []) (Expenses \$ 87,335. including grants of \$ 2,000.) (Revenue \$ 247,750.) PROMOTE FOOD SAFETY AND THE BENEFITS OF CONSUMING FRESH FRUITS AND VEGETABLES; PROVIDE A VOICE FOR FARMERS TO COMMUNICATE THEIR COMMITMENT TO PRODUCE SAFE FOOD AND CARE FOR THE LAND; INFORM THE PUBLIC AND MEDIA THRU THE USE OF NEWSLETTERS, EMAIL, WEBINARS AND OTHER MEANS OF COMMUNICATION.

4b (Code: []) (Expenses \$ [] including grants of \$ []) (Revenue \$ [])

4c (Code: []) (Expenses \$ [] including grants of \$ []) (Revenue \$ [])

4d Other program services. (Describe in Schedule O.) (Expenses \$ [] including grants of \$ []) (Revenue \$ [])

4e Total program service expenses ▶ 87,335.

Name of organization

Employer identification number

ALLIANCE FOR FOOD AND FARMING, INC.

77-0438244

Part I Contributors (see instructions.)

(a) Number	(b) Name, address, and ZIP + 4	(c) Aggregate contributions	(d) Type of contribution
1	CALIFORNIA GRAPE & TREE FRUIT 1540 E SHAW AVE., SUITE 120 FRESNO, CA 93710	\$ 6,350.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
2	CALIFORNIA PEAR ADVISORY BOARD 1521 I STREET SACRAMENTO, CA 95814	\$ 5,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
3	CALIFORNIA STRAWBERRY COMM. PO BOX 269 WATSONVILLE, CA 95077	\$ 26,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
4	CALIFORNIA TREE FRUIT AGREEMEN PO BOX 968 NEEDLEY, CA 93654	\$ 20,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
5	CALIFORNIA CARROT ADVISORY BD 531-D NORTH ALTA AVE DINUBA, CA 93618	\$ 11,250.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
6	PRODUCE MARKETING ASSOCIATION PO BOX 6036 NEWARK, DE 19714	\$ 25,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)

Name of organization

Employer identification number

ALLIANCE FOR FOOD AND FARMING, INC.

77-0438244

Part I Contributors (see instructions.)

(a) Number	(b) Name, address, and ZIP + 4	(c) Aggregate contributions	(d) Type of contribution
7	RIVER RANCH FRESH FOODS, LLC PO BOX 5909 SALINAS, CA 93901	\$ 5,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
8	WESTERN GROWERS 17620 FITCH STREET IRVINE, CA 92614	\$ 7,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
9	CALIFORNIA ASSN PEST CONTROL 11473 N MARKET BLVD, STE 7 SACRAMENTO, CA 95834	\$ 7,500.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
10	TAYLOR FARMS 911-B BLANCO CIRCLE SALINAS, CA 93902	\$ 10,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
11	CALIFORNIA TOMATO FARMERS 3455 N. MILBROOK AVE, STE 107 FRESNO, CA 93726	\$ 11,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
12	CALIFORNIA AVOCADO COMMISSION 38 DISCOVERY SUITE 150 IRVINE, CA 92618	\$ 5,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)

BAA

TEEA0702L 10/26/10

Schedule B (Form 990, 990-EZ, or 990-PF) (2010)

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Name of organization

Employer identification number

ALLIANCE FOR FOOD AND FARMING, INC.

77-0438244

Part I Contributors (see instructions.)

(a) Number	(b) Name, address, and ZIP + 4	(c) Aggregate contributions	(d) Type of contribution
13	FLORIDA FRUIT & VEGETABLE ASSOCIATI PO BOX 948153 DAIRYLAND, FL 32794	\$ 5,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
14	NORTHWEST HORTICULTURAL COUNCIL 105 SOUTH 18TH ST. STE 105 SEAKING, WA 98901	\$ 7,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
15	UNITED FRESH PRODUCE ASSOCIATION 901 PENNSYLVANIA NW STE 1100 WASHINGTON, DC 20006	\$ 5,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
16	US APPLE ASSOCIATION 2233 OLD COURTHOUSE RD STE 200 HENRY, VA 22182	\$ 5,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
17	US HIGHBUSH BLUEBERRY COUNCIL 10 FIFTH POINT CIRCLE, STE 110 COLSFIELD, CA 95630	\$ 25,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)

Proposal Details

This page displays the details of the proposal/application as submitted by the applicant. The information displayed below is the read only view of the proposal/application and no details can be modified.

**PIN# 21214 - Correcting Misconceptions about Pesticide Residues
GRANT AGREEMENT#**

Application Details

General Details

RFP Title: 2010 Specialty Crop Block Grant Program
Submitting Alliance for Food and Farming
Organization:
Project Title: PIN# 21214 - Correcting Misconceptions about Pesticide Residues
Project Description: The project seeks to correct the misconception that some fresh produce items contain excessive amounts of pesticide residues. Claims by activist groups about unsafe levels of pesticides have been widely reported in the media for the many years, but have largely gone uncontested. Continued media coverage of this misleading information is damaging to producers of California specialty crops and may also have a negative impact on public health. Utilizing sound science backed by a team of nutrition and toxicological experts, the Alliance for Food and Farming will seek to provide the media, the public and various target audiences with information about the safety of fresh fruits and vegetables. The goal is to generate more balanced media reporting and change public perception about the safety of produce when it comes to pesticide residues.

Applicant Details

Applicant Alliance for Food and Farming
Organization:
Applicant Address: P.O. Box 2747
Watsonville, CA - 95077

Project Budget

Funds Requested: \$ 180,000
Cost Matching \$ 100,000
Funds:
Total Budget Funds: \$ 280,000

Project Location

**Latitude &
Longitude:**
Watershed:
County: Statewide
Responsible State Wide
RWQCB:

Funding Program

2010 Specialty Crop Block Grant Program

Applied

Yes

Legislative District	Primary	Additional
Senate District	00	
Assembly District	00	
US Congressional District	00	

Contact Agency	Contact Name
----------------	--------------

Cooperating Entity	Role on Project	Contact Name
--------------------	-----------------	--------------

Q# Application Question

1. SPECIALTY CROP ENHANCEMENT:
 SCBGP funds can only benefit specialty crops as defined by USDA. Therefore, projects that may also benefit ineligible products or commodities must describe, in detail, what steps and measures will be taken to ensure that funding will be used to SOLELY enhance the competitiveness of eligible California specialty crops.

Please refer to Section VIII - A of the Grant Proposal Instructions for Examples of Specialty Crop Enhancement Statements.

Answer: The proposed campaign is designed to counter claims such as those of the Environmental Working Group's 'dirty dozen' report, which lists twelve items identified as having high levels of pesticide residues. This list includes apples, bell peppers, celery, nectarines, strawberries, cherries, kale, lettuce, grapes, carrots and pears. All are specialty crops produced in California. In addition to these twelve commodities, media coverage resulting from the EWG report has a negative impact on many other fruits and vegetables produced in the state. The EWG targets only specialty crops, primarily fresh fruits and vegetables. Messages used in the campaign to counter these negative claims will address the safety of fresh fruits and vegetables exclusively and will not pertain to non-specialty crop items.

2. CONTINUOUS PROJECTS:
 If you indicated in your Concept Proposal this project was previously funded with SCBGP funds, please provide a detailed explanation of how the project compliments the previous work.

Answer:

3. FUNDING SOURCES:
 Activities funded under the SCBGP cannot duplicate activities funded by another grant program.
 Has this Grant Proposal project been submitted to or funded by another federal and/or state grant program?
 Will this Grant Proposal project be submitted to another federal and/or state grant program?

If the response is yes to either question, list the federal and/or state grant program(s), the federal and/or state agency administering the program(s) and the amount(s) of grant funds requested/awarded.

Clearly explain whether the project duplicates efforts of the SCBGP and the other federal/state grant programs. If it does not, how does it supplement funding efforts?

Applicants receiving funding from multiple sources may be required to provide additional documentation for their projects.

If at any time an applicant is awarded funds from another state or federal program it is the responsibility of the applicant to notify CDFA immediately.

Please refer to Section VIII - B of the Grant Proposal Instructions for an example of a project funded by multiple sources.

Answer: NO

Answer:

4. PROJECT PURPOSE:

Clearly identify the specific issue or problem that the project will address, and explain why the issue is relevant.

Respond to the following questions:

- a. What is the specific issue, problem, interest or need to be addressed by this Grant Proposal project?
- b. Why is this Grant Proposal project important and timely?
- c. What are the objectives of this Grant Proposal project?

Please refer to Section VIII - C of the Grant Proposal Instructions for Examples of Project Purpose Statements.

Answer: The Environmental Working Group's 'dirty dozen' report is effective because it is simple for the media and consumers to understand. As a result, media coverage of the 'dirty dozen' report has increased over time. The media does not present an alternative view of this issue beyond what is included in the EWG report and the story works to create concern among consumers about pesticide residues. Nutritionists and dieticians are now seeing a trend for people to reduce their consumption of fruits and vegetables because they cannot afford an organic alternative. The high level of concern among consumers about pesticide residues, coupled with the emerging trend of reduced fruit and vegetable consumption is becoming increasingly concerning for producers of specialty crops. In 2009, the Alliance for Food and Farming decided to take action by bringing together a panel of five experts in toxicology and nutrition to conduct a peer review of the science behind the EWG 'dirty dozen' report. The panel found there is no credible science behind the EWG claims. With this scientific review, the Alliance now has five reputable scientists who can share facts about pesticide residues with the public. Over the next six months, the Alliance will develop a webpage to show findings from the scientific review; train the scientists to deliver the messages in an easy-to-understand fashion; and bring in other nutrition experts to deliver similar messages. Funding from this grant program will allow the campaign to expand beyond these initial steps. The initial goal is for the media to insert an alternative view of the pesticide residue issue into coverage of the EWG 'dirty dozen' report. Ultimately, the goal is to assure consumers that all fruits and vegetables, whether conventionally-grown or organic, are safe and that they should be eating more for good health.

5. POTENTIAL IMPACT:

Describe how this Grant Proposal project potentially impacts the California specialty crop industry and/or the public rather than a single organization, institution, or individual. Respond to the following questions:

- a. Who are the beneficiaries?
- b. How many beneficiaries will be impacted?
- c. How will the beneficiaries be impacted?
- d. What is the potential economic impact?

Please refer to Section VIII - D of the Grant Proposal Instructions for Examples of Potential Impact Statements.

Answer: Consumer research conducted by the Alliance for Food and Farming provides some indication of the impact the pesticide residue issue has on consumer attitudes and purchase behavior. This research points to the for potential negative impact on ALL producers of conventionally-grown fresh fruits and vegetables as well as for ALL consumers. The research, conducted in May 2008, studied opinions of consumers on a nationwide basis and found that 58 percent of respondents stated they are extremely concerned about pesticide residues on fruits and vegetables. Another 35 percent responded they are moderately concerned, meaning that some 93 percent of consumers have some level of concern about pesticides on fruits and vegetables. Meanwhile, 17 percent of survey respondents said they

had stopped or reduced consumption of fruits and vegetables due to their concerns about pesticide residues, or that they had switched to buying organic. It is difficult to accurately calculate the economic impact this shift has on producers. However, the numbers indicate at least some people have stopped or reduced their consumption of fruits and vegetables. It is also likely, as some nutritionists have reported, that low-income consumers are the most likely to quit purchasing fruits and vegetables because they cannot always afford to buy organic. In general, the move toward reduced consumption of fresh fruits and vegetables is not a positive one with respect to public health, since health experts agree people should be eating more produce for good health. Because the proposed Alliance campaign seeks to assure consumers about the safety of produce with respect to pesticides, this effort is very important in slowing or stopping increasing consumer concern about pesticide residues and the resulting reduction in purchase and consumption of fresh fruit and vegetables. If such a campaign is not initiated, consumer concerns will continue to grow unchecked.

6. EXPECTED MEASURABLE OUTCOME:

Describe at least one distinct, quantifiable, measurable, outcome-oriented objective that directly and meaningfully supports this Grant Proposal project's purpose.

The measurable outcome-oriented objective must define an event or condition that is external to this Grant Proposal project and that is of direct importance to the intended beneficiaries and/or the public. Provide a timeframe when outcome measures will be achieved. An outcome measure may be long term exceeding the grant period.

Include the following:

- a. Goal
- b. Benchmark
- c. Target
- d. Performance measure

Please refer to Section VIII - E of the Grant Proposal Instructions for Types of Outcome Measures, Steps to Developing Outcome Measures and Examples of Outcome Measures.

Answer: The stated long-term goal of this project is to correct misconceptions about pesticide residues. Success in achieving this goal will be measured in June 2013 through a quantitative consumer research project which will be compared to a previous study done in May 2008 to assess consumer attitudes regarding pesticide residues. Specific questions from these surveys used to assess the project's success pertain to the level of concern about pesticides on fruits and vegetables and the impact these concerns have on produce purchases. The short term goal of the project is to convince the media to include key campaign messages in coverage of the pesticide residue issue so that consumers are presented with an alternative perspective to the EWG's 'dirty dozen' report. Progress toward this goal will be measured through monitoring and analysis of media reports. The Alliance for Food and Farming conducts daily monitoring of media reports on food safety issues. As part of this process, the Alliance will quantify the number of times campaign messages appear in media reports. The Alliance will analyze the number of articles found on the EWG 'dirty dozen' report. This will help determine if the campaign is having an impact on the volume of media coverage of the EWG report as compared to pre-campaign coverage using past Alliance media monitoring findings as a benchmark. The Alliance will also assess the number of times the alternative perspective on pesticide residues presented by the Alliance's scientific panel are included in media reports and will record the number of consumers who have access to this information based on circulation and audience figures for the media and Internet outlets who cover the topic. Analysis of media monitoring will be ongoing throughout the grant period.

7. PERFORMANCE MONITORING PLAN:

Please complete the "Performance Monitoring Plan" template to describe the activities involved in the process of collecting and analyzing data, who the work will be performed by and timeframes. Performance

25

measure activities that occur beyond the grant period should also be included.

The "Performance-Monitoring Plan" MS Word Document must be completed using 12 point font with 1 inch margins and cannot exceed 1 page.

Please refer to Section VIII - F of the Grant Proposal Instructions for an Example of a Performance Monitoring Plan.

Have you completed and attached the Performance Monitoring Plan?

Answer: YES

8. PROJECT OVERSIGHT:

Describe the oversight practices that provide sufficient knowledge of all grant activities to ensure proper and efficient administration of this Grant Proposal project. Include timelines.

Respond to the following questions:

- a. Who will oversee the project activities?
- b. How will oversight be performed?

Please refer to Section VIII - G of the Grant Proposal Instructions for Examples of Project Oversight.

Answer: Project activities will be implemented by the Alliance for Food and Farming staff which consists of the grant applicant's Project Manager Marilyn Dolan along with Teresa Thorne who will serve as Co-Project Manager of this project. Rosi Gong will provide administrative assistance. Project oversight will be provided by the Alliance for Food and Farming Management Board. Specifically, the grant applicant's Project Director Matt McInerney, Executive Vice President of Western Growers, serves as Chairman of the Alliance Management Board to provide general oversight of the staff and all Alliance activities. In addition, at its January 25, 2010 Board meeting, Alliance Board member Mark Murai, President of the California Strawberry Commission, was appointed to serve as the Board Project Leader for this effort. In this role, Mr. Murai will provide direct oversight of activities involving the pesticide residue issue and will report back to the full Board on program activities.

9. PROJECT COMMITMENT:

Describe how all grant partners commit to and work toward the goals and outcome measures of this Grant Proposal project.

Respond to the following questions:

- a. Who supports this Grant Proposal project?
- b. How will grant partners work toward the goals and outcomes of the Grant Proposal project?

Please refer to Section VIII - H of the Grant Proposal Instructions for Examples of Project Commitment.

Answer: The Alliance for Food and Farming Management Board consists of representatives from twelve separate associations or businesses from throughout the produce industry including the following organizations: Western Growers; California Tomato Farmers; California Grape and Tree Fruit League; California Farm Bureau Federation; California Strawberry Commission; California Dried Plum Board; Western Plant Health Association; Produce Marketing Association; Northwest Horticultural Council; Sunkist Growers; California Association of Pest Control Advisors; and the California Tree Fruit Agreement. Each Board member is committed to the success of this project and is providing support in the form of voluntary financial contributions that are part of project's matching funds. Each is also committed to help raise industry funding to support additional Alliance activities to achieve the campaign goals. Several will also assist in implementing various grant activities.

10. WORKPLAN:

Please complete the "Workplan" template with the information described below. Grant Proposal projects cannot begin earlier than October 1, 2010 and must be completed by June 30, 2013.

Include the following:

- a. Identify the project activities and deliverables that will accomplish this Grant Proposal's project objectives.
- b. Indicate who will do the work of each activity.
- c. Include timelines for accomplishing each activity by month and year.

The "Workplan" MS Word Document must be completed using 12 point font with 1 inch margins and cannot exceed 2 pages.

NOTE: ONLY activities supported by SCBGP funds should be included. DO NOT include any activities outside of the grant funding period. DO NOT include activities that are funded by match and/or in-kind contributions.

Please refer to Section VIII - I of the Grant Proposal Instructions for an example of the workplan format.

Have you completed and attached the Workplan?

Answer: YES

11. BUDGET AND BUDGET NARRATIVE:

Please complete the "Budget" template for each appropriate budget category included on the template.

The "Budget" MS Excel Document must be completed using 9 point font with 1 inch margins.

Please complete the "Budget Narrative" template in paragraph format by providing detailed documentation to justify the budget amounts. The "Budget Narrative" MS Word Document must be completed using 12 point font with 1 inch margins.

ONLY activities supported by grant funds should be listed on the Budget and Budget Narrative. DO NOT include activities occurring outside the grant funding timeframe or funded by match and/or in-kind contributions.

Please refer to Section VIII - J of the Grant Proposal Instructions for an example of the budget narrative and instructions on the types and specific costs to include in the "Budget" and "Budget Narrative."

Have you completed and attached the Budget and Budget Narrative?

Answer: YES

12. MATCHING FUNDS/IN-KIND CONTRIBUTIONS:

If matching funds and/or in-kind contributions have been secured, list the type(s), amount(s) and source(s) of the contributions. Matching funds must be relative to the project goals. Describe the activities that will be conducted in support of the project utilizing match funds.

Attach letters documenting matching funds and/or in-kind contributions confirming the type(s), amount(s), and source(s) as a PDF document. Name each file MFL1, MFL2, MFL3 or IKC1, IKC2, IKC3, etc.

Have you completed and attached the list of Matching Funds/In-Kind Contributions?

Answer: YES

Answer: Matching funds and in-kind contributions for this grant project will be provided from the regular annual budget of the Alliance for Food and Farming. Financial support will come in two forms: 1.) In-kind contribution of public relations staffing to implement grant program activities; and 2.) Funds spent from regular Alliance contributions which will be devoted to

expand grant program activities.

13. WORK TEAM:

Project Directors, co-Project Directors, and any collaborators who will receive a portion of the project funds must provide whichever is most applicable - either a current Resume or Curriculum Vitae (CV).

Attach Resumes or CVs that are 12 point font and no longer than two pages in PDF format. Name each document either R1, R2, R3 or CV1, CV2, CV3, etc.

Have you completed and attached any applicable Resumes and/or Curriculum Vitae?

Answer: YES

14. LETTERS OF SUPPORT:

If applicable, attach Letter(s) of Support (LOS) in PDF format and name them LOS1, LOS2, LOS3, etc. No more than five letters of support should be attached to the Grant Proposal.

Have you completed and attached your Letter(s) of Support?

Answer: YES

15. THIS GREEN BAR REPRESENTS THE END OF THE GRANT PROPOSAL (Phase 2) APPLICATION QUESTIONS.

The questions below are the ones you answered in the Concept Proposal (Phase 1) application. They are provided below for your reference while answering the applicable grant proposal questions above. Only the Grant Proposal Questions above will be evaluated by the Technical Reviewers. Technical reviewers will not evaluate any changes you make to your concept proposal answers below.

16. Please select the organization type that correctly reflects the nature of your organization.

Answer: Non-Profit

17. Please select a funding area from the choices below and indicate the corresponding number in the box below.

1. Research - Plant Health and Pest Challenges
2. Research - Environmental Concerns and Conservation
3. Marketing - Agriculture Education/Outreach
4. Marketing - International Trade
5. Marketing - Market Enhancement and Promotion
6. Nutrition - Food Security
7. Nutrition - Healthy Eating

Answer: 7

18. **PROJECT PURPOSE** - Clearly identify the specific issue or problem that the project will address and explain why the issue is relevant.

Answer: A campaign by anti-pesticide activist groups seeks to convince consumers that some popular fresh produce items have excessive amounts of pesticides and should be consumed cautiously. Although government monitoring consistently finds the opposite to be true, the activists have been very successful in generating media coverage and the notion that many fruits and vegetables contain dangerous levels of pesticides has become accepted fact. Research shows a high level of concern exists among consumers about the issue of pesticide residues on food and new information indicates people may be reducing their consumption of fresh produce because of misperceptions about pesticide residues. Meanwhile, health experts agree the most important thing consumers can do to improve health is to eat more fresh fruits and vegetables. This project will provide consumers with facts, backed by

science, to assure them it is safe to eat fresh fruits and vegetables and encourage them to eat more.

19. Does the project build on a SCBGP project that was approved in a prior year? If Yes, then the Grant Agreement number must be provided as well as a clear indication of how the new project compliments the previous work.

Answer: No

Answer:

20. **POTENTIAL IMPACT** - Clearly and concisely explain who the beneficiaries of the project will be, how many people or organizations will benefit from the project, how the beneficiaries will be affected, and if available, a general estimate of the economic impact of the project.

Answer: The Environmental Working Group publishes a 'Dirty Dozen List' of items alleged to have the highest pesticide levels. Consumers are told to purchase these items only if an organic option is available. The items on the list--peach, apple, bell pepper, celery, nectarine, strawberry, cherry, kale, lettuce, imported grape, carrot and pear are all specialty crops produced in California. For years, these crops have been subjected to negative media reports with limited success in countering the activist claims. The proposed project offers scientific evidence that these products are safe, which is an obvious benefit for the crops on the EWG list. It will also have benefit to consumers. Recent evidence shows that low-income consumers are opting not to purchase fruits and vegetables because they cannot afford organic. The proposed project seeks to alleviate concern about the safety of conventionally-grown produce, thus removing a barrier to consumption of these healthy products.

21. **MEASURABLE OUTCOME** - Describe at least one distinct, quantifiable and measurable outcome-oriented objective that directly and meaningfully supports the project purpose.

Answer: The Alliance for Food and Farming regularly monitors news media reports concerning food safety issues. The primary measurement to determine success of the proposed project will be to quantify the inclusion of key campaign messages in media reports. Print and electronic media stories which mention Alliance-generated evidence to counter anti-pesticide group claims and promoting the safety of fresh fruits and vegetables can be easily identified and tracked. The Alliance will be able to measure the audience numbers who receive campaign messaging using traditional media tracking metrics. The proposed project plan will also include a consumer research project to reassess consumer perceptions about pesticide residues measured in a similar study conducted by the Alliance for Food and Farming in 2008. This action will help determine if the proposed project was successful in achieving any changes in consumer awareness and/or behavior.

22. **WORK PLAN** - Briefly describe the activities that will be performed to accomplish the objectives of the project including the anticipated beginning and completion dates. The work plan should only reflect the activities that will be funded by the grant and should not include activities funded with match.

Answer: In 2009, the Alliance for Food and Farming assembled a team of scientists to analyze reports such as the EWG's 'Dirty Dozen List.' Findings from this review are the basis of a three-year outreach campaign to begin in early 2010. The campaign will rely on these scientists to deliver key messages about the safety of produce. Success of the campaign is highly dependent on the amount of outreach conducted with the media and key target audiences. Grant funds will be used to support and extend the campaign and includes the following activities: outreach to support audiences such as nutritionists, dieticians, retailers and restaurants; in-person meetings with reporters and television producers; publication of information on websites, blogs and social networking sites; secure additional scientific proof to support campaign messages; presentations at conferences and seminars; media events; and assessment of changes in awareness/behavior via consumer research.

Pre Award Attachments

Attachment Title	Date
<u>Budget</u>	4/25/2010 9:08:02 PM
<u>Budget Narrative</u>	4/28/2010 2:30:44 PM

<u>Letter of Support</u>	4/28/2010 12:11:35 PM
<u>Letter of Support</u>	4/28/2010 6:19:35 AM
<u>Letter of Support</u>	4/28/2010 6:19:09 AM
<u>Letter of Support</u>	4/25/2010 9:25:56 PM
<u>Matching Funds/I</u>	4/28/2010 2:40:06 PM
<u>Matching Funds/I</u>	4/28/2010 12:11:16 PM
<u>Performance Monitoring Plan</u>	4/28/2010 6:18:11 AM
<u>Resume/Curriculum Vitae</u>	4/28/2010 5:59:39 AM
<u>Resume/Curriculum Vitae</u>	4/28/2010 5:40:29 AM
<u>Resume/Curriculum Vitae</u>	4/25/2010 9:27:40 PM
<u>Resumé/Curriculum Vitae</u>	4/25/2010 9:26:56 PM
<u>Support Letter</u>	2/1/2010 2:34:07 PM
<u>Work Plan</u>	4/28/2010 2:20:40 PM
<u>Post Award Attachments</u>	
Attachment Title	Date
Performance Measure Classification Data	
Certification & Submission	
Please read before signing and submitting application.	
<p>I certify under penalty of perjury that the information I have entered on this application is true and complete to the best of my knowledge and that I am an employee of the applicant authorized to submit the application on behalf of the applicant. I further understand that any false, incomplete or incorrect statements may result in the disqualification of this application. By signing this application, I waive and all rights to privacy and confidentiality of the proposal on behalf of the applicant, to the extent provided in this RFP.</p>	
Submitted by: Marilyn Dolan	Submitter initials mfd
	Submitted date: 4/28/2010 2:42:40 PM

April 27, 2010

Ms. Marilyn Dolan
Executive Director
Alliance for Food and Farming
Post Office Box 2747
Watsonville, California 95077

Dear Ms. Dolan:

I am writing to express support for your application under the California Department of Food and Agriculture Specialty Crop Block Grant Program titled *Correcting Misconceptions about Pesticide Residues*.

As the Director of the Monitoring Programs Office for U.S. Department of Agriculture's, Agricultural Marketing Service, I am charged with overseeing the Pesticide Data Program (PDP). PDP is a national pesticide residue testing program. Through cooperation with State agriculture departments and other Federal agencies, PDP manages the collection, analysis, data entry, and reporting of pesticide residues on agricultural commodities in the U.S. food supply, with an emphasis on those commodities highly consumed by infants and children.

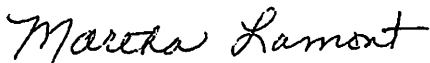
In our most recent report, which includes information collected in 2008, more than 99 percent of all food samples analyzed did not contain residues above the safety limits. These are in-line with past years' findings and are an indication that the U.S. food supply, including fresh fruits and vegetables, do not contain excessive pesticide levels.

We regret that all too often the PDP Annual Summary is misused and taken out of context in media reports. I believe this reporting may result in misinformation going to consumers about the levels of pesticide residues on foods and the safety of fresh fruits and vegetables. This is an unfortunate situation and one that is not likely beneficial to either producers of specialty crops, nor consumers. Health experts agree that consumers should be eating more fresh fruits and vegetables.

I am very supportive of the Alliance for Food and Farming project which seeks to correct some of the misconceptions created by media reports on the issue of pesticide residues by providing reputable information backed by science. It is important that consumers have the correct information and that they are made aware of efforts of farmers and government to ensure a safe product.

Thank you for the opportunity to express my support of this project. If there are further questions, please feel free to contact me as noted below.

Sincerely,



Martha Lamont
Director

Agriculture and Natural Resources
Environmental Working Group
don@ewg.org
202.939.9141
www.ewg.org/agmag
Twitter @DonEWG

----- Forwarded Message

From: Don Carr <don@ewg.org>
Date: Wed, 22 Sep 2010 12:12:21 -0500
To: All Staff <all@ewg.org>
Subject: EWG: Calif. grant to agribusiness group sparks protest

21. PESTICIDES: Calif. grant to agribusiness group sparks protest (09/22/2010)

Elana Schor, E&E reporter

Green advocates are blasting California agriculture officials for awarding a \$180,000 federal grant to an industry trade group that campaigns to mitigate public concern over pesticides, accusing the state of using taxpayer money to "serve the agribusiness agenda."

The Environmental Working Group (EWG), which lobbies for stricter chemical regulations, took on the California Department of Food and Agriculture over its recent decision to award a slice of the state's specialty crops block grant -- expanded by Congress under the 2008 farm bill -- to the Alliance for Food and Farming (AFF), a nonprofit set up by conventional produce companies.

A state-level release described the AFF's grant award as dedicated to combating "claims by activist groups about unsafe levels of pesticides" in fresh fruits and vegetables. "The goal is to generate more balanced media reporting and change public perception about the safety of produce when it comes to pesticide residues."

EWG President Ken Cook chastised the California food department for using the specialty crops program, which he said has backed "some initiatives that we think are worthwhile," to deliver "a slap in the face of California's rapidly advancing organic agriculture sector."

"The state should think twice about using U.S. taxpayers' money to attempt to give chemical-dependent industrial farming a competitive edge over organics," Cook added in a statement.

Steve Lyle, director of public affairs for the California food department, defended the vetting process for the grant program and noted that the federal Department of Agriculture (USDA) made the final decision on project funding.

"A committee of 31 stakeholders representing agriculture, government and environmental groups evaluated grant proposals in a public process and made recommendations" to the state department, which were then forwarded to USDA, Lyle said via e-mail. "Sixty-three different proposals were funded by the USDA, totaling more than \$17.2 million. The criteria for each project included whether it enhanced the competitiveness of California specialty crops."

The antipathy between EWG and AFF flared in July, when the latter industry group took aim at the green group's "Shopper's Guide to Pesticides," an annual report that uses USDA pesticide data to rank the produce items mostly likely to contain chemical residue (*E&ENews PM*)

<http://www.eenews.net/eenewspm/2010/07/15/archive/12> , July 15).

AFF billed its campaign as a bid to educate the public on the safety of fruits and vegetables and asserted that the presence of pesticide residue does not make conventional produce unsafe to consume.

California leads the nation in certified organic crop acreage, according to USDA's Economic Research Service, with 40 percent of that land used for fruit and vegetable production.

—
Donald Carr
Senior Communications and Policy Advisor
Agriculture and Natural Resources
Environmental Working Group
don@ewg.org
202.939.9141
www.ewg.org/agmag
Twitter @DonEWG

----- End of Forwarded Message

RICHARD G. LUGAR
INDIANA

305 HART SENATE OFFICE BUILDING
WASHINGTON, DC 20510
202-224-4834
<http://lugar.senate.gov>

COMMITTEE
FOREIGN RELATIONS, RANKING MEMBER
AGRICULTURE, NUTRITION, AND FORESTRY

United States Senate

WASHINGTON, DC 20510-1401

November 1, 2010

Ms. Christine Sarcone
U.S. Department of Agriculture
212A Whitten Building
1400 Independence Avenue, S.W.
Washington, D.C. 20250

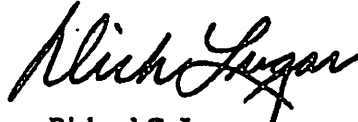
Dear Ms. Sarcone:

Because of the desire of this office to be responsive to all inquiries and communications, your consideration of the attached is requested.

Your findings and views, in duplicate form, along with the return of the enclosure, will be greatly appreciated. Please direct your reply to the attention of Darlee McCollum of my Washington office.

Thank you for your thoughtful attention.

Sincerely,



Richard G. Lugar
United States Senator

RGL/cgd
Enclosure

9 Ms. Tara Winters .	Ms. Tara Winters	10/20/2010	✉ Mishandling of money by USDA
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From:
 Date: 10/20/2010 7:44:34 PM
 To: "webmail@lugar-iq.senate.gov" <webmail@lugar-iq.senate.gov>
 Cc:
 Subject: Mishandling of money by USDA

01 OCT 21 AM 11:11

<IP>63.251.90.24</IP>
 <APP>SCCMail
 <PREFIX>Ms.</PREFIX>
 <FIRST>Tara</FIRST>
 <LAST>Winters</LAST>
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 <ADDR2>
 <CITY>f
 <STATE>
 <ZIP>4:
 <PHONE> </PHONE>
 <EMAIL>
 <ISSUE>Budget</ISSUE>
 <MSG>Tara Winters

(b) (6)

October 20, 2010

The Honorable Richard G. Lugar
 United States Senate
 306 Hart Senate Office Building
 Washington, DC 20510-1401

Senator Lugar:

I am outraged to learn that the USDA has used the Specialty Crops Block Grant - a grant set up with my tax dollars to promote the sales of fruits and vegetables - to fund attack campaigns on the Environmental Working Group and other groups promoting organic and sustainably grown produce.

These are my tax dollars. I expect them to be used as they are intended - to support my health and that of my fellow Americans. As my government policymaker, I expect you to demand that tax dollars not be used for the political benefit of special interest groups like big agribusiness. These funds were meant to promote the consumption of produce. The groups the funds are being used to attack are promoting the consumption of produce, organic produce. The American public demands more organic products through their consumer choices. It is not the job of the USDA to say only pesticide-laden conventional produce is supported and my money will be used to keep information that would benefit my health from me.

Stop the misuse of these funds by the USDA.

Sincerely,

Tara Winters

(b)(6)

Tara Winters sent this message via Congress.org, which uses the CapwizXC system. Congress.org is a free public service of Capitol Advantage and Knowlegis, LLC. You may access Congress.org here: <http://congress.org></MSG>
</APP>

STATE CAPITOL
ROOM 4061
SACRAMENTO, CA 95814
TEL (916) 651-4003
FAX (916) 445-4722

DISTRICT OFFICES
455 GOLDEN GATE AVE.
SUITE 14800
SAN FRANCISCO, CA 94102
TEL (415) 557-1300
FAX (415) 557-1252

3501 CIVIC CENTER DRIVE
SUITE 425
SAN RAFAEL, CA 94903
TEL (415) 479-6612
FAX (415) 479-1146

SENATOR.LENO@SEN.CA.GOV
WWW.SENATE.CA.GOV/LENO

October 1, 2010

Ms. Rayne Pegg
U.S. Department of Agriculture
1400 Independence Ave., S.W.
Washington, DC 20250

Dear Ms. Pegg:

I am writing to express my serious concern about the recent decision of the California Department of Food and Agriculture (CDFA) and the U.S. Department of Agriculture to award an \$180,000 Specialty Crop Block Grant to the Alliance for Food and Farming, an industry communications group. According to CDFA documents, the group intends to use the money to "correct the misconception that some fresh produce items contain excessive amounts of pesticide residues" and to rebut "claims by activist groups about unsafe levels of pesticides."

The federally funded Specialty Crops Block Grant (SCBG) Program in California is a valuable effort intended to support research, marketing and nutrition programs in order to make produce, nuts and flower crops more competitive, accessible and sustainable. While I strongly support this program, I object to the Department's decision to fund an industry communications initiative against legitimate public interest concerns related to pesticide residues on food. The award of this grant strikes a blow to California's growing organic industry and places the department in opposition to the public's interest in reducing pesticide exposures. This action also represents a fundamental failure to implement a fair and balanced grant selection process.

Pesticide residues are a genuine problem. In both peer-reviewed literature and the USDA food residue test database, they are found on some conventionally-grown foods and there are valid scientific concerns about the level of health risk posed by some of these chemicals. It is inappropriate for state and federal officials to categorically take the industry side in this scientific and policy debate and fund a public relations effort designed to directly attack public interest organizations.

I respectfully ask that CDFA and USDA review the appropriateness of this award, take action to ensure that future grant-making serves the interests of all Californians, and offer a full explanation of its process. The department's process should include fair grant selection criteria and a balanced Technical Review Committee, with better representation from public interest groups and the organic specialty crop sector, so as to insure a balanced and beneficial use of scarce marketing dollars.

Thank you for looking into this matter and please contact me if you have any questions.

Sincerely,


Senator Mark Leno

California State Senate

SENATOR
MARK LENO
THIRD SENATORIAL DISTRICT



COMMITTEES:
PUBLIC SAFETY
CHAIR
BUDGET
SUBCOMMITTEE NO.3
CHAIR
APPROPRIATIONS
BUDGET AND
FISCAL REVIEW
HEALTH
JUDICIARY
LABOR AND INDUSTRIAL
RELATIONS
NATURAL RESOURCES
AND WATER



1400 Independence Avenue, SW.
Room 3071-S, STOP 0201
Washington, DC 20250-0201

The Honorable Richard Lugar
United States Senate
306 Hart Senate Office Building
Washington, D.C. 20510

Dear Senator Lugar:

Thank you for your letter dated November 1, 2010, in which you conveyed the concern of Ms. Tara Winters regarding the California Department of Food and Agriculture's (CDFA) utilization of Specialty Crop Block Grant Program (SCBGP) funds for the project led by the Alliance for Food and Farming, *Correcting Misconceptions about Pesticide Residues*.

The authorizing legislation for the SCBGP places the responsibility and authority for selecting projects for grants with State officials. U.S. Department of Agriculture authority is limited to ensuring projects selected enhance the competitiveness of specialty crops. We have conveyed your concerns to CDFA and will continue to provide them the best practices for conducting outreach and a competitive process for project selections.

Again, thank you for your letter and we hope you find this information helpful.

Sincerely,

David R. Shipman
Acting Administrator



1400 Independence Avenue, SW.
Room 3071-S, STOP 0201
Washington, DC 20250-0201

NOV 18 2010

The Honorable Mark Leno
California State Senate
State Capitol, Room 4061
Sacramento, California 95814

Dear Senator Leno:

Thank you for your letter of October 1, 2010, in which you expressed concern regarding the California Department of Food and Agriculture's (CDFA) utilization of Specialty Crop Block Grant Program (SCBGP) funds for the project led by the Alliance for Food and Farming, *Correcting Misconceptions about Pesticide Residues*.

The authorizing legislation for the SCBGP places the responsibility and authority for selecting projects for grants with State officials. USDA authority is limited to ensuring projects selected enhance the competitiveness of specialty crops. We have conveyed your concerns to CDFA and will continue to provide them best practices for conducting outreach and a competitive process for project selections.

Again, thank you for your letter and we hope you find this information helpful.

Sincerely,

David R. Shipman
Acting Administrator

JMiklozek	T Ezig	RKeeney	DShipman
<u>JSK</u>	<u>TE</u>	<u>RS</u>	<u>DS</u>
<u>11/10/10</u>	<u>11/10/2010</u>	<u>11/10/10</u>	<u>11/18/10</u>

AMS:F&V:SCBGP:JMIKLOZEK;jm:11/10/2010:720-1403
S:\Correspondence\Leno_10-28-2010\Leno 10-28-2010.docx

FV/Tista



CALIFORNIA DEPARTMENT OF FOOD & AGRICULTURE
A. G. Kowamura, Secretary

October 20, 2010

The Honorable Jared Huffman
California State Assembly
State Capitol, Room 3120
Sacramento, CA 95814

Dear Assemblymember Huffman:

Thank you for your letter to Secretary Kawamura regarding the 2010 Specialty Crop Block Grant Program (SCBGP) and the recent decision by the United States Department of Agriculture (USDA) to award \$180,000 to the Alliance for Food and Farming. The California Department of Food and Agriculture (CDFA) acknowledges your concern about the program and agrees that it is an important tool to support research, marketing, and nutrition; all of which benefit California specialty crops.

The SCBGP is funded by USDA under the 2008 Farm Bill. A committee of 31 stakeholders representing government, nonprofit, and private entities evaluated grant proposals in a public process in accordance with established protocols and made recommendations to CDFA, which passed recommendations on to USDA. Ultimately, USDA made the final determinations and awarded the grant. In total, 63 different proposals were funded by USDA, totaling more than \$17.2 million. Grant recipients were awarded on the basis of whether it enhanced the competitiveness of California specialty crops.

CDFA recognizes the value of the SCBGP and upholds its mission to support research, marketing, and nutrition programs in order to specialty crops. CDFA welcomes and encourages all stakeholders to actively participate in the process. We have likely heard from many of your constituents in recent weeks and invite them and their organizations to join this effort. There are many worthy projects that could be considered for funding in the future. Additionally, CDFA would welcome broad support when discussion begins to renew the Specialty Block Grant Program in the 2012 Farm Bill.

Please feel free to contact me at (916) 654-0321, or by e-mail at gaghazarian@cdfa.ca.gov if you have any additional questions or comments. Thank you for your interest.

Sincerely,

Greg Aghazarian
Deputy Secretary for Legislation and Policy

- cc: Assemblymember Jim Beall, Jr.
- Assemblymember Wesley Chesbro
- Assemblymember Jerry Hill
- Assemblymember Ira Ruskin

- Senator Mark DeSaulnier
- Al Montna, President, California State Board of Food and Agriculture
- Rayne Pegg, Administrator, USDA, Agricultural Marketing Service



From: Jarvis, Michael [mailto:Michael.Jarvis@ams.usda.gov]
Sent: Thursday, September 23, 2010 2:37 PM
To: DeJong, Justin
Subject: RE: Justin -- Is this true?

Not exactly

CDFA selects the top projects that they want to fund based upon the peer review. California has a 30 plus member stakeholder committee that makes the selection. They apply to the block grant program.

AMS makes sure the project meets the broad purpose for enhancing the competitiveness of specialty crops. We review them and make sure the costs are allowable. That is all we do. The states make the selection, we verify that they meet the fed requirements

From: Justin.DeJong@oc.usda.gov [mailto:Justin.DeJong@oc.usda.gov]
Sent: Wednesday, September 22, 2010 3:12 PM
To: Jarvis, Michael
Cc: Stephanie.Chan@oc.usda.gov
Subject: FW: Justin -- Is this true?

Hi Mike,

Can you look into this? Looks like this relates to SCBG from last week.

Justin DeJong
Press Secretary
USDA Office of Communications
1400 Independence Ave, SW, Room 403A
Washington, DC 20250
202-690-0548
202-251-3309 (cell)
justin.dejong@usda.gov

From: Donald Carr [mailto:don@ewg.org]
Sent: Wednesday, September 22, 2010 3:09 PM
To: DeJong, Justin; Justin.DeJong@usda.gov
Subject: Justin -- Is this true?

“Steve Lyle, director of public affairs for the California food department, defended the vetting process for the grant program and noted that the federal Department of Agriculture (USDA) made the final decision on project funding.”

If so, are there any details?

Thanks

Don

--
Donald Carr
Senior Communications and Policy Advisor

Etzig, Trista

From: Etzig, Trista
Sent: Monday, December 06, 2010 9:05 AM
To: Paul, Robert (OGC)
Cc: PICHELMAN, HEATHER (OGC); Miklozek, John
Subject: Rescinding an Approved Block Grant Project
Attachments: AllianceForFoodandFarming-Final_Approved.pdf

Bob:

Per Rayne Pegg's original email below, are we legally able to rescind the attached California Department of Food and Agriculture (CDFA) project. This FY10 project was approved in September of 2010. The grant agreement was signed by both AMS and CFA.

To provide some background, this project has received a lot of negative publicity from the Environmental Working Group. We also have received several Congressional letters requiring us to justify why we funded this project.

The bad publicity started when CDFA published the actual abstract (see below) from the project proposal on their website. The abstract and proposal contain derogatory statements about the Environment Working Group and their claims.

Abstract: The project seeks to correct the misconception that some fresh produce items contain excessive amounts of pesticide residues. Claims by activist groups about unsafe levels of pesticides have been widely reported in the media for the many years, but have largely gone uncontested. Continued media coverage of this misleading information is damaging to producers of California specialty crops and may also have a negative impact on public health. Utilizing sound science backed by a team of nutrition and toxicological experts, the Alliance for Food and Farming will seek to provide the media, the public and various target audiences with information about the safety of fresh fruits and vegetables. The goal is to generate more balanced media reporting and change public perception about the safety of produce when it comes to pesticide residues.

We approved the project because it meets the statutory purpose of the program which is "to enhance the competitiveness of specialty crops." The project's scope is to discount claims made by the Environmental Working Group that conventionally produced fruits and vegetables that contain pesticides are unsafe by convening a panel of scientists to study the science and then have them deliver the message that these products are safe.

This project benefits and enhances the competitiveness of conventional specialty crops and their producers.

I would appreciate your opinion on this matter. I am available to discuss the issue.

Thanks,

Trista

Trista Etzig, PMP
Project Manager
Agricultural Marketing Service
Fruit and Vegetable Programs
1400 Independence Ave., SW

Stop 0235, Rm. 2077-S
Washington, DC 20250
(p) 202-690-4942
(f) 202-720-0016
www.ams.usda.gov/scbgo

-----Original Message-----

From: Parrott, Charles
Sent: Monday, December 06, 2010 7:42 AM
To: Etzig, Trista
Cc: Leary, Linda
Subject: FW: Block grant

Trista,

Please see the email string below regarding the Block Grant to California regarding the pesticide study. I think I know the answer, but would we have any authority to rescind this grant? Should we check with OGC?

Charles W. Parrott
Associate Deputy Administrator
Fruit and Vegetable Programs
202.720.6393

-----Original Message-----

From: Keeney, Robert
Sent: Sunday, 05 December, 2010 15.44
To: Shipman, David; Parrott, Charles
Subject: Re: Block grant

The states plan has been submitted quite awhile ago and was approved. Chuck ck on any authority we may have to rescind. I talked with Mark Murai ca strawberry comm to suggest he discuss the overall issue with cdfa. He was going to do so but I have not heard the outcome. I will ck. We need to discuss with Rayne as to her concerns. Dave will you be doing that?

----- Original Message -----

From: Shipman, David
To: Keeney, Robert; Parrott, Charles
Sent: Sun Dec 05 15:31:37 2010
Subject: FW: Block grant

What's the latest on this? Is this still an issue and what authority do we have to prevent cdfa from funding the study?

-----Original Message-----

From: Pegg, Rayne
Sent: Sunday, December 05, 2010 12:30 AM
To: Parrott, Charles; Keeney, Robert
Cc: Shipman, David; Jarvis, Michael
Subject: Block grant

The pesticide study has it been approved? If not, please hold and notify cdfa that it is still under review and not approved.

Let's discuss monday. R

Etzig, Trista

From: Etzig, Trista
Sent: Tuesday, December 07, 2010 12:15 PM
To: Parrott, Charles; Keeney, Robert
Cc: Leary, Linda
Subject: CDFA Alliance for Food and Farming Project

I spoke with Bob Paul in OGC.

OGC stated we do have the option of terminating the project for convenience per the Federal Assistance Regulations (see below). However, the provision states that that the awarding agency (AMS) and the grantee (CDFA) must consent to the termination.

We do not have the option of terminating for cause because the program meets the statutory purpose of the program "to enhance the competitiveness of specialty crops."

Please let me know if you have any questions.

Thanks,

Trista

§ 3016.44 Termination for convenience.

Except as provided in §3016.43 awards may be terminated in whole or in part only as follows:

(a) By the awarding agency with the consent of the grantee or subgrantee in which case the two parties shall agree upon the termination conditions, including the effective date and in the case of partial termination, the portion to be terminated, or

(b) By the grantee or subgrantee upon written notification to the awarding agency, setting forth the reasons for such termination, the effective date, and in the case of partial termination, the portion to be terminated. However, if, in the case of a partial termination, the awarding agency determines that the remaining portion of the award will not accomplish the purposes for which the award was made, the awarding agency may terminate the award in its entirety under either §3016.43 or paragraph (a) of this section.

Trista Etzig, PMP
Project Manager
Agricultural Marketing Service
Fruit and Vegetable Programs
1400 Independence Ave., SW
Stop 0235, Rm. 2077-S
Washington, DC 20250
(p) 202-690-4942
(f) 202-720-0016
www.ams.usda.gov/scbgp



Please consider sustainability before printing this e-mail or attachments

Etzig, Trista

From: Kathy Alameda <kathy.alameda@cdfa.ca.gov>
Sent: Thursday, March 17, 2011 5:16 PM
To: Etzig, Trista
Cc: Steve Lyle; Janet Glaholt; Crystal Myers
Subject: RE: Correcting Misconceptions about Pesticide Residues

Hi Trista –

I apologize for not getting back to you sooner. CDFA's Executive Office is reviewing the revised abstract. I will have a status update for you by cob Monday.

Please feel free to let me know if you need any additional information.

Kathy

From: Etzig, Trista [mailto:Trista.Etzig@ams.usda.gov]
Sent: Thursday, March 17, 2011 1:35 PM
To: Kathy Alameda
Subject: Correcting Misconceptions about Pesticide Residues

Kathy:

I was following up on our phone call earlier this week regarding revising the abstract for "Correcting Misconceptions about Pesticide Residues". Have you found out any more information on the progress of this?

Thanks,

Trista

Trista Etzig, PMP
Project Manager
Agricultural Marketing Service
Fruit and Vegetable Programs
1400 Independence Ave., SW
Stop 0235, Rm. 2077-S
Washington, DC 20250
(p) 202-690-4942
(f) 202-720-0016
www.ams.usda.gov/scbgp



Please consider sustainability before printing this e-mail or attachments

Etzig, Trista

From: Etzig, Trista
Sent: Wednesday, March 23, 2011 10:06 AM
To: Keeney, Robert
Cc: Miklozek, John
Subject: CDFA Project Abstract Updated

The California Department of Food and Agriculture (CDFA) updated the abstract for the project titled "Correcting Misconceptions about Pesticide Residues" on their website. The abstract was provided to CDFA by the Alliance for Food and Farming group.

NEW PROJECT ABSTRACT

Project 27 Alliance for Food and Farming \$180,000

Project Title: Correcting Misconceptions about Pesticide Residues

Abstract: The project seeks to correct the misconception that some fresh produce items contain excessive amounts of pesticide residues. Claims about unsafe levels of pesticides have been widely reported in the media for the many years, but have largely gone uncontested. Continued media coverage of this misleading information is damaging to producers of California specialty crops and may also have a negative impact on public health. Utilizing sound science backed by a team of nutrition and toxicological experts, the Alliance for Food and Farming will seek to provide the media, the public and various target audiences with information about the safety of fresh fruits and vegetables. The goal is to generate more balanced media reporting and change public perception about the safety of produce when it comes to pesticide residues.

PREVIOUS PROJECT ABSTRACT

Project 27 Alliance for Food and Farming \$180,000

Project Title: Correcting Misconceptions about Pesticide Residues

Abstract: The project seeks to correct the misconception that some fresh produce items contain excessive amounts of pesticide residues. Claims by activist groups about unsafe levels of pesticides have been widely reported in the media for many years, but have largely gone uncontested. Continued media coverage of this misleading information is damaging to producers of California specialty crops and may also have a negative impact on public health. Utilizing sound science backed by a team of nutrition and toxicological experts, the Alliance for Food and Farming will seek to provide the media, the public and various target audiences with information about the safety of fresh fruits and vegetables. The goal is to generate more balanced media reporting and change public perception about the safety of produce when it comes to pesticide residues.

Trista Etzig, PMP
Project Manager
Agricultural Marketing Service
Fruit and Vegetable Programs
1400 Independence Ave., SW
Stop 0235, Rm. 2077-S
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(p) 202-690-4942
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www.ams.usda.gov/scbgp

Stanziani, Pamela

From: Stanziani, Pamela
Sent: Thursday, December 16, 2010 12:43 PM
To: Lamont, Martha
Subject: RE: PDP summary and cover letters

OK, 1:30 is good for me too. I will call you then.
Pam

From: Lamont, Martha
Sent: Thursday, December 16, 2010 12:18 PM
To: Stanziani, Pamela
Subject: RE: PDP summary and cover letters

Is 1:30 p.m. ok for you? If so, I will stay at my desk and wait for your call.

*Martha Lamont, Director
USDA, AMS, S&T Monitoring Programs Office
8609 Sudley Rd., Suite 206
Manassas, VA 20110
(703) 330-2300 x 117*

From: Stanziani, Pamela
Sent: Thursday, December 16, 2010 11:42 AM
To: Lamont, Martha
Subject: RE: PDP summary and cover letters

Martha,
I'm sorry, I ended up having to telework today due to a sewer pipe freeze (backed up in house) so I was going to call you this afternoon. I'm glad you emailed me – I will call you, just let me know a good time.
Pam

From: Lamont, Martha
Sent: Thursday, December 16, 2010 11:35 AM
To: Stanziani, Pamela
Subject: RE: PDP summary and cover letters

Hi Pam: I left a couple of messages in your voice mail but I am wondering whether you are working from home today. I am available until around 3:00 p.m.—I am still using excess annual leave so I am working short days. I will also be in tomorrow between 9:00 and 3:00 p.m. Thanks,

*Martha Lamont, Director
USDA, AMS, S&T Monitoring Programs Office
8609 Sudley Rd., Suite 206
Manassas, VA 20110
(703) 330-2300 x 117*

From: Stanziani, Pamela
Sent: Wednesday, December 15, 2010 11:20 AM
To: Lamont, Martha
Subject: RE: PDP summary and cover letters

Martha,

Unfortunately I will be out of the office at 1:30 for the rest of the day but I will be here tomorrow (from 9:30 am. on) and Friday.

Pam

From: Lamont, Martha

Sent: Wednesday, December 15, 2010 11:18 AM

To: Stanziani, Pamela

Subject: RE: PDP summary and cover letters

I will call you around 1:30 p.m. with an update. Thanks,

Martha Lamont, Director

USDA, AMS, S&T Monitoring Programs Office

8609 Sudley Rd., Suite 206

Manassas, VA 20110

(703) 330-2300 x 117

From: Stanziani, Pamela

Sent: Wednesday, December 15, 2010 9:40 AM

To: Lamont, Martha

Cc: Keeney, Robert

Subject: PDP summary and cover letters

Importance: High

Martha,

I am following up with you as a result of our recent conference call with Bob Keeney of the FVPrograms and Bob Epstein. I believe you and I were to connect to discuss and review options regarding the drafting of an Executive Summary from Rayne Pegg and a Letter to the Reader which may be 2 different letter formats – one being a 2 pager to the Public (plain language) and one more in depth to the Technical readers.

You had mentioned that you would be contacting the firm of Watson Mulhearn, a PR firm working with the Farm Alliance that specializes in presenting data to the reader. Is this the same group as the Alliance for Food and Farming, who apparently have some ideas and feedback for us to consider when writing these summaries? Have you received that information already?

Also, I understand the someone is re-organizing the table based on what readers read (1st and last columns)?

Please contact me at your earliest convenience so we can further discuss.

Thank you for your time,

Pam

Pam Stanziani

Agricultural Marketing Specialist/

Special Assistant to the Deputy Administrator

Fruit & Vegetable Programs, AMS

U.S. Department of Agriculture

Direct: 202-690-0182

pamela.stanziani@ams.usda.gov

Stanziani, Pamela

From: Stanziani, Pamela
Sent: Monday, January 24, 2011 9:43 AM
To: Keeney, Robert
Subject: RE: PDP summary edits and updates

Are you in?

From: Keeney, Robert
Sent: Monday, January 24, 2011 9:42 AM
To: Stanziani, Pamela
Subject: RE: PDP summary edits and updates

Let's discuss sometime today.

From: Stanziani, Pamela
Sent: Friday, January 21, 2011 3:56 PM
To: Keeney, Robert
Cc: Stanziani, Pamela
Subject: PDP summary edits and updates
Importance: High

I have attached the draft update of the PDP Executive summary for your review. This summary reflects the changes that Martha made based upon she and my discussions, in addition to the changes I just made this week.

I will forward my cover letter to you Monday since some of what she placed in the Exec Sum is also mentioned in my letter so it would be redundant.

As far as a more technical E.S., I assume once we have this one finalized, ML and her group would be able to handle that end.

Pam

Pam Stanziani
*Agricultural Marketing Specialist/
Special Assistant to the Deputy Administrator*
Fruit & Vegetable Programs, AMS
U.S. Department of Agriculture
Direct: 202-690-0182
pamela.stanziani@ams.usda.gov

Post, Alan

From: Epstein, Robert
Sent: Friday, May 13, 2011 1:38 PM
To: Post, Alan
Cc: Epstein, Robert
Subject: FW: Talking points/PDP Summary

The second one

Robert Epstein
Deputy Administrator
Science and Technology Programs
Agricultural Marketing Service/USDA
310-720-5231
fax 202-720-6496

From: Post, Alan
Sent: Monday, January 24, 2011 1:53 PM
To: Epstein, Robert
Subject: FW: Talking points/PDP Summary

See message below.....

From: Turner, Jimmie
Sent: Monday, January 24, 2011 12:47 PM
To: Lamont, Martha; Post, Alan
Cc: Haynes, Diana
Subject: RE: Talking points/PDP Summary

Thank you, Martha, but these are two separate issues.

What I still need to put together for USDA/OC are talking points that I stated below. Part of the talking points need to highlight, in as much detail as possible, the trade group(s) that met with Secretary Vilsack and what the concerns were/are about the PDP annual summary going into the meeting and coming out of it.

If the report is released, USDA/OC will most likely handle any media queries that may surface. For that reason, that kind of background will help them better frame their responses.

It's possible that what Bob Keeney and Pam are doing could be woven into the talking points, but what's important now is that I need anything other than what they are doing with the executive summary and the cover letter to create talking points.

Jimmie

From: Lamont, Martha
Sent: Monday, January 24, 2011 12:37 PM
To: Turner, Jimmie; Post, Alan
Cc: Haynes, Diana
Subject: RE: Talking points/PDP Summary

Post, Alan

From: Epstein, Robert
Sent: Friday, May 13, 2011 1:45 PM
To: Post, Alan
Cc: Epstein, Robert
Subject: FW: Revised Draft of Executive Summary

No. 8

Robert Epstein

Deputy Administrator

Science and Technology Programs

Agricultural Marketing Service/USDA

310-720-5231

fax 202-720-6496

From: Lamont, Martha
Sent: Monday, February 07, 2011 10:00 AM
To: Epstein, Robert
Subject: RE: Revised Draft of Executive Summary

I believe Mike Jarvis was going to finalize that page. He may have other information added but I will check to make sure. As you remember, Pam S. gave Mike a copy of a report prepared by Penney Fenner-Crisp that had information they though could be useful. Thanks,

*Martha Lamont, Director
USDA, AMS, S&T Monitoring Programs Office
8609 Sudley Rd., Suite 206
Manassas, VA 20110
(703) 330-2300 x 117*

From: Epstein, Robert
Sent: Monday, February 07, 2011 8:54 AM
To: Lamont, Martha

Post, Alan

From: Epstein, Robert
Sent: Friday, May 13, 2011 1:46 PM
To: Post, Alan
Cc: Epstein, Robert
Subject: FW: Revised Draft of Executive Summary

No. 9

Robert Epstein

Deputy Administrator

Science and Technology Programs

Agricultural Marketing Service/USDA

310-720-5231

fax 202-720-6496

From: Stanziani, Pamela
Sent: Tuesday, February 08, 2011 10:19 AM
To: Epstein, Robert
Subject: RE: Revised Draft of Executive Summary

Bob,

I think we can put the "What the consumer should know" statements in the cover letter – I am doing so, editing the letter and bit and will forward to you and bob shortly.

Pam

From: Epstein, Robert
Sent: Monday, February 07, 2011 8:54 AM
To: Lamont, Martha
Cc: Haynes, Diana; Stanziani, Pamela; Keeney, Robert
Subject: FW: Revised Draft of Executive Summary

Stanziani, Pamela

From: Stanziani, Pamela
Sent: Wednesday, February 09, 2011 4:14 PM
To: Keeney, Robert
Cc: Stanziani, Pamela
Subject: PDP cover letter and What Consumers Should know Quick Facts sheet
Attachments: draft letter revised 020711.docx; What Consumers Should Know.docx

Importance: High

See attached for your comments

Pam Stanziani
*Agricultural Marketing Specialist/
Special Assistant to the Deputy Administrator*
Fruit & Vegetable Programs, AMS
U.S. Department of Agriculture
Direct: 202-690-0182
pamela.stanziani@ams.usda.gov

To the Reader:

I am pleased to present the Pesticide Data Program's (PDP) 19th Annual Summary for calendar year 2009. Once again, the PDP data continue to demonstrate that the U.S. food supply is among the safest in the world.

The U.S. Department of Agriculture implemented the PDP in 1991, which tests a wide range of food commodities and water in the U.S. food supply annually to estimate consumer exposure and the relationship of those exposures to science-based standards of safety. Using a rigorous statistical approach to sampling and the most current laboratory methods, PDP tests a wide variety of agricultural food products including fresh and processed fruit and vegetables, milk and dairy products, beef, pork, poultry, catfish, corn grain and corn syrup, soybeans, wheat and wheat flour, barley, oats, rice, almonds, peanut butter, honey, pear juice concentrate, bottled water, groundwater, and treated and untreated drinking water for pesticide residues.

The PDP data is an essential part of the implementation of the 1996 Food Quality Protection Act that directs the Secretary of Agriculture to collect pesticide residue data on foods that are highly consumed in particular by infants and children and water. This law established strict health based standard for "a reasonable certainty of no harm" for pesticide residues in food to assure protection from unacceptable pesticide exposures. By law, any fruit and vegetable crop marketed may contain pesticide residues below the legal regulatory tolerance. The EPA uses PDP data as critical component for dietary assessments of pesticide exposure. The extensive and reliable PDP results provide realistic exposure information to the EPA risk assessment process.

The PDP is a partnership with cooperating State agencies that are responsible for sample collection and analysis. Twelve states participated in the program during 2009: California, Colorado, Florida, Maryland, Michigan, Minnesota, Montana, New York, Ohio, Texas, Washington, and Wisconsin. Sound conclusions about the safety of the U.S. food supply can be drawn from PDP results when combined with all the relevant factors necessary because together the sampling states represent a variety of different geographic regions of the country and approximately 50 percent of the Nation's population.

This Annual Summary is intended to help the reader understand the context of this information, to be used as a guideline as to how to most effectively and comprehensively read the data to fully understand it's content and impact on the foods you eat. We have included an easy to read section titled, "What Consumers Should Know," which is intended to provide "Quick Facts" about the PDP data and the program in general.

At the end of this report, a detachable form is included for your comments and suggestions on how we can further improve this summary.

Sincerely,

Rayne Pegg
Administrator

What Consumers Should Know

- **It is important to note that the mere presence of a pesticide on food does not indicate the food is unsafe. Most residues found by PDP would not have been detected without the advanced technologies employed by the program.**
- **Under Federal law, pesticide uses are regulated by the U.S. Environmental Protection Agency (EPA).**
- **Federal law requires that before selling or distributing a pesticide in the United States, a company or person must obtain a registration or license from the EPA. This requires submission of more than 100 different studies and tests specific to the pesticide.**
- **EPA uses this information to determine if the pesticide, when used according to label directions, can be used without posing unreasonable risks to the environment. If the pesticide is used on specific food crops, EPA sets a tolerance or maximum residue level of the pesticide that can remain in or on foods. In setting the tolerance, EPA is required to make a safety finding that residues at (or below) the tolerance are safe.**
- **PDP laboratory operations are designed to detect parts per billion levels of pesticide residues, even when those levels are well below the safety margins established by EPA. Pesticide residues may also be unintentionally transferred to crops via soil uptake, wind, the sharing of processing and storage facilities and/or during transportation.**
- **EPA has cancelled pesticide uses for some pesticides even when pesticide residues reported by PDP were lower than tolerance levels because the Agency determined that these pesticides did not meet the safety standards set by FQPA.**
- **The PDP data are very valuable to conduct dietary risk assessments for pesticides but must be used in conjunction with other data available through EPA. The risk assessment process is complex and cannot be completed using simplistic approaches.**
- **PDP samples were washed for 10 seconds with gently running cold water as a consumer would do; no chemicals, soap or any special wash was used. Of all samples collected and analyzed in 2009, 70 percent were fresh fruits and vegetables, many of which are often eaten in a fresh, raw state.**
- **Health experts and the U.S. Food and Drug Administration (FDA) agree that washing fresh fruit and vegetables before eating them is a healthful habit. *(Consumers can reduce pesticide residues if they are present by washing fruit and vegetables with cool or lukewarm tap water.)***
- **There are many pesticides available for use on the same crop; however, not all crops are sprayed and not all available pesticides are used at the same time or location. These differences are captured by PDP data which reflect actual residues present in food grown in various regions of the U.S. and overseas.**
- **Thus, in evaluating consumer exposure to pesticides through the diet, EPA uses all available information provided by registrants, PDP and others to verify that tolerances meet the safety standards set by FQPA.**

Keeney, Robert

From: Kathy Means <KMeans@pma.com>
Sent: Monday, February 28, 2011 11:44 AM
To: Keeney, Robert
Subject: FW: PDP update

Here's what I'm hearing...

Kathy Means
PMA
302-738-7100

sent from my handheld, please excuse typos

From: Amy Philpott <aphilpott@watsonmulhern.com>
Sent: Monday, February 28, 2011 11:14 AM
To: Ray Gilmer <RGilmer@unitedfresh.org>; Kathy Means <KMeans@pma.com>; Ken Barbic <KBarbic@WGA.com>
Cc: Christian Schlect <schlect@nwhort.org>
Subject: PDP update

Good morning,

I spoke with AMS this morning. The budget issues are taking up everyone's time these days. Having said that, they are still saying (to EWG, Pesticide Action Network and others who call) that the report will be out "early spring," which is right around the corner. I was told that it is "likely to be post St. Patrick's day, but then again, it could be this week."

There hasn't been much headway made in getting the authorization to include the risk communication messages that would help consumer put the report into context. Apparently, the AMS communication office is meeting resistance at every turn. Even seemingly obvious statements are being questioned. For example, the statement "pesticides are heavily regulated in the US" has been said to be a political statement and therefore should not be in the report. When the topic is tolerances versus detections comes up, AMS communications is told that they can't comment on tolerances because that is EPA's job, but when AMS communications calls EPA, they say that it isn't their report, AMS should do it (in other words, they don't want to comment on tolerances). So, if AMS communications can't get their desired language in the actual report, the next goal is to make their talking points reflect some of what couldn't be included in the report – not sure how that effort will go either.

While I have no doubt that the AMS communications office is in favor of strongly defending the process and including appropriate risk communication language in the cover letter and executive summary, I have little confidence that they will prevail over the technical and legal folks who must sign off on this. We are most likely in for a repeat of past years. Sorry I don't have better news.

What do you think of setting a time sometime this week review our messaging and determine next steps?

I'll keep you posted.

Amy

**The Honorable Tom Vilsack
Secretary of Agriculture
U. S. Department of Agriculture
1400 Independence Avenue, SW
Washington, DC 20250**

Dear Secretary Vilsack:

We write to you to bring your attention to the upcoming release of USDA's annual Pesticide Data Program (PDP) Summary report. We believe this report has, in previous years, been mischaracterized repeatedly by environmental activists and news media to the extent that it has discouraged people from consuming fresh produce. Consequently, the upcoming PDP report and its interpretation are of significant concern to the produce industry.

We certainly agree that it is a benefit to provide the public with information about pesticide residues present in foods. USDA's data repeatedly underscores the safety of consuming fresh fruits and vegetables. However, the PDP report has often been subject to misinterpretation by activists, which publicize their distorted findings through national media outlets in a way that is misleading for consumers and can be highly detrimental to the growers of these commodities. National produce industry research has shown this misleading news has negatively affected consumer purchasing of fruits and vegetables.

Since September of last year, we have reached out to work with key officials in your Department to consider updates to the report. We appreciate the dialogue and outreach from the USDA officials involved in the development of this report. However, we remain concerned that the PDP report and the important information it contains will continue to be misused. The findings in the report can be difficult to understand without the provision of proper context for the findings. The vast majority of residue detections are below five percent of the tolerances set by EPA. Yet, the report does not emphasize such key findings in the analysis. Publishing a report without context and explanation of findings allows for mischaracterizations by those who want to negatively influence public perception about the safety of fresh fruits and vegetables. While USDA is not responsible for intentional mischaracterization by others, we strongly encourage USDA to provide the American public with a report that clearly reflects the strength of the regulatory system and the safety of products used to bring fresh fruits and vegetables to consumers. We appreciate your assistance in this effort.

Thank you for your time and attention in this matter.

**Laura Phelps
President
American Mushroom Institute**

**Kay Rentzel
Managing Director
National Peach Council**

**John Keeling
Executive Vice President & CEO
National Potato Council**

Robert Morrissey
Executive Director
National Watermelon Association, Inc.

Bryan Silbermann
President
Produce Marketing Association

Tom Stenzel
President & CEO
United Fresh Produce Association

Nancy E. Foster
President & CEO
U.S. Apple Association

Lance Jungmeyer
President
Fresh Produce Association of the Americas

Christian Schlect
President
Northwest Horticultural Council

Tom Nassif
President
Western Growers

Barry J. Bedwell
President
California Grape and Tree Fruit League

cc: **Rayne Pegg**
Administrator, Agricultural Marketing Service
U.S. Department of Agriculture

Mark Murai
President
California Strawberry Commission

Ed Beckman
President
California Tomato Farmers

Michael Stuart
President
Florida Fruit & Vegetable Association

Ted Campbell
Executive Director
Florida Strawberry Growers Association

Reggie Brown
Executive Vice President
Florida Tomato Exchange

Charles Hall
Executive Director
Georgia Fruit and Vegetable Growers
Association
Georgia Watermelon Association

John McClung
President and CEO
Texas Produce Association

Allen, William

From: Jankiewicz, Joseph (Feinstein) <Joseph_Jankiewicz@feinstein.senate.gov>
Sent: Monday, November 29, 2010 4:18 PM
To: Allen, William
Subject: RE: Hi Lilia

Hi Allen,

Thanks for the information, this works perfectly. Sorry about the delayed response as well!

Joe

From: Allen, William [mailto:William.Allen@ams.usda.gov]
Sent: Monday, November 22, 2010 10:34 AM
To: Jankiewicz, Joseph (Feinstein)
Cc: Hannigan, Erin; Sarcone, Chris; McFarland, Lilia
Subject: RE: Hi Lilia

Joseph,

The authorizing legislation for the Specialty Crop Block Grant Program places the responsibility and authority for selecting projects for grants with state officials.

The USDA reviews applications received from states to ensure all projects enhance the competitiveness of specialty crops, as required by law. All approved projects (including the one referenced by the constituent) meet the statutory authority and federal financial assistance regulations.

The California Department of Food and Agriculture is aware of the concerns expressed by the Senator's constituent. Below is a brief description of the project. Please let me know if you need further information.

-Bill

William D. Allen IV
Deputy Director
Legislative & Regulatory Review Staff
USDA Agricultural Marketing Service
202/720-3785
202/690-3767 Fax

[CDEFA to] Partner with the Alliance for Food and Farming to correct the misconception that some fresh produce items contain excessive amounts of pesticide residues by providing the media, the public and various target audiences with scientific information concerning the safety of fresh fruits and vegetables.

From: McFarland, Lilia [mailto:Lilia.McFarland@osec.usda.gov]
Sent: Thursday, November 18, 2010 9:00 PM
To: Joseph_Jankiewicz@feinstein.senate.gov

Cc: Hannigan, Erin; Sarcone, Chris; Allen, William
Subject: Re: Hi Lilia

Hey Joseph,

I'm looping the AMS team for help!

LM

From: Jankiewicz, Joseph (Feinstein) <Joseph_Jankiewicz@feinstein.senate.gov>
To: McFarland, Lilia
Sent: Thu Nov 18 15:28:58 2010
Subject: Hi Lilia

I have a constituent asking about the Alliance for Food and Farming receiving a grant from CDFA and USDA. I just wanted to get some background details on the situation, because I can't find any announcements on CDFA or USDA's website. I attached the constituent's e-mail just to give you an idea as to what they are talking about. Any help would be appreciated. Thank you!

E-Mail Subj: www_email

Agribusiness interests and pesticide manufacturers have mounted a bizarre P.R. campaign trying to stop good information about pesticide residues in food from reaching the public.

The Alliance for Food and Farming just got a \$180,000 federally-funded grant from the California Department of Food and Agriculture (CDFA) and the US Department of Agriculture to counter "activist groups [on] unsafe levels of pesticides."

This is ridiculous. I do not want my tax dollars spent discouraging consumers from buying organic or low-pesticide residue food. If industry groups want to spend money to convince consumers that pesticides aren't a problem, they should do it on their own dime.

The federal Specialty Crops Block Grant was designed to support research, marketing and nutrition programs to help make produce, nuts and flower crops more competitive, accessible and in the case of research, more sustainable. Awarding a federal grant to conventional agribusiness for a pro-pesticide public relations campaign is outrageous and undermines California's growing organic industry and public health.

I want the California Department of Food and Agriculture to use federal funds to promote greater consumption of organic, locally-grown, and sustainably produced fruits and vegetables -- not to support a pro-pesticide public relations campaign on behalf of large agribusiness interests.

Please seek immediate cancellation of the \$180,000 grant to the Alliance for Food and Farming and ensure that future expenditures address the real barriers to increased consumption of healthy fruits and vegetables.

Joseph Jankiewicz
Office of U.S. Senator Dianne Feinstein
331 Hart Senate Office Building
Washington, DC 20510
(202) 224-9642

Etzig, Trista

From: Etzig, Trista
Sent: Wednesday, September 22, 2010 4:22 PM
To: 'Lauren McNees'
Cc: Jarvis, Michael
Subject: RE: specialty crop grants in California

Lauren:

Thank you for your interest in the Specialty Crop Block Grant Program (SCBGP). Although the U.S. Department of Agriculture oversees and provides grants through the SCBGP, the State departments of agriculture ultimately determine the projects to be funded. The U.S. Department of Agriculture reviews applications submitted to the agency in order to determine the eligibility of projects and the allowability of costs within these projects. Since the purpose of the SCBGP is to solely enhance the competitiveness of eligible specialty crops, these projects meet the statutory authority under Public Law 108-465.

The California Department of Food and Agriculture did commence in outreach activities to interested specialty crop stakeholders and held a competitive grant program during the 2010 grant cycle, which conformed with the SCBGP rules and regulations. If you have a concern regarding their selection of specialty crop projects, it would be advisable to contact their office.

I hope you find this to be helpful.

Sincerely,

Trista Etzig, PMP
Project Manager
Agricultural Marketing Service
Fruit and Vegetable Programs
1400 Independence Ave., SW
Stop 0235, Rm. 2077-S
Washington, DC 20250
(p) 202-690-4942
(f) 202-720-0016
www.ams.usda.gov/scbgp

From: lauren@rosasharn.com [mailto:lauren@rosasharn.com] **On Behalf Of** Lauren McNees
Sent: Wednesday, September 22, 2010 2:23 PM
To: Etzig, Trista; Miklozek, John; jennifer.dewolfe@usda.gov
Subject: specialty crop grants in California

Hello,

I was just wondering who oversees or audits the grants that are awarded for this program? I was just looking at the list of projects that will be funded in California, and there are some really suspect ones, funding special corporate/industry interests and special interest marketing. I'm not pleased to see tax money used for this purpose. Specifically # 27 and # 35 on this list. Thank you.

http://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/FFY2010.html

Post, Alan

From: Epstein, Robert
Sent: Tuesday, May 17, 2011 4:02 PM
To: Post, Alan
Subject: FW: Timeline revised again
Attachments: PDP Summary timeline for Alan - Bob Epstein rev.docx

Latest timeline

Bob

Robert L. Epstein
Deputy Administrator
Science and Technology Programs
Agricultural Marketing Service/ USDA
phone: 202 720-5231
fax: 202 720-6496

From: Lamont, Martha
Sent: Tuesday, May 17, 2011 3:38 PM
To: Epstein, Robert
Cc: Haynes, Diana
Subject: Timeline revised again

Please see attached file.

Martha Lamont, Director
USDA, AMS, S&T Monitoring Programs Division
8609 Sudley Rd., Suite 206
Manassas, VA 20110
(703) 330-2300 x 117

Pesticide Data Program

Timeline for Preparation of the 2009 Summary of Data

Dates for the PDP 2009 database/summary work:

- 1) MPD received the last set of data from PDP participating labs on 4/13/2010.
- 2) Completed PDP 2009 Database Reconciliation on 8/26/2010.
- 3) MPD chemists received source data for figures/tables/text in the 2009 Summary on 9/8/2010.
- 4) Dawn Fay completed Tables and Figures for the summary in September 2010.
- 5) Drafting of the text completed in early October 2010
- 6) Draft sent to Bob Epstein around October 10-15
- 7) Bob Epstein's comments were incorporated by October 28, 2010.
- 8) On November 3, 2010, a full copy of the summary along with the required clearance forms was sent to Bob Epstein
- 9) Bob Epstein distributed copies of the summary to the Office of the Administrator and the AMS Public Affairs Office. Note: Copies were not given to the Office of Pest Management Policy (OPMP) and the Office of Budget and Policy Analysis (OBPA) for review and comments as in previous years.
- 10) In November, 2010, MPD received feedback from DC that Pamela Stanziani of F&V would be preparing the Letter to the Reader (included as the first page of the summary) to be signed by the AMS Administrator.
- 11) Pam Stanziani/F&V worked on revisions to the Cover Letter, a fact sheet (which would later become "What Consumers Should Know") and the Executive Summary, beginning late November 2010 and ending 2/2/2011.
- 12) A new stand-alone page, "What Consumers Should Know" was added to provide quick facts to consumers. Part of the information included in this page was taken from the Executive Summary (same text appeared in previous years) to appear in this stand-alone page following the Letter to the Reader page.
- 13) The Summary with the revised cover letter, the What the Consumer Should Know pages, and the Executive Summary were in the Administrator's Office from early February until March 18 2011
- 14) From March 18-29, 2011, several revisions were made to the 3 documents through email correspondence.
- 15) The draft 2009 PDP Summary was sent to the Office of Communications and the Secretary's Office for clearance on or about March 30th and was not returned until May 9, 2011. EPA was sent a copy of the Summary for review and comments. EPA's comments were incorporated on April 4, 2011
- 16) A press release for the Summary was drafted on May 5, 2011
- 17) On May 16, 2011, the AMS Administrator signed the cover letter for 2009 PDP Summary
- 18) May 17, 2011: we are waiting for the edited copy of the Summary from the Department's Office of Communications.

Post, Alan

From: Epstein, Robert
Sent: Wednesday, May 18, 2011 9:37 AM
To: Post, Alan
Cc: Epstein, Robert
Subject: FOIA meetings

For the FOIA response—
The two meetings are:

Sept. 13, 2010, Administrator's meeting with Strawberry Commission representatives to discuss Pesticide Data Program activities.
I have no notes- The meeting discussed data comparisons of residues found in 2010 versus the types of pesticides found in earlier years.

February 2, 2011- An AMS meeting involving S&T, F&V and Public Affairs staff to discuss wording of the 2009 Pesticide Data Program cover letter signed by the Administrator; the contents of the Executive Summary, and the addition of the What the Consumer Should Know, Section and what should be included in such a section.

Bob

Robert Epstein
Deputy Administrator
Science and Technology Programs
Agricultural Marketing Service/USDA
310-720-5231
fax 202-720-6496

6/3

What Consumers Should Know

- Consumers should always rinse fruits and vegetables in water.
- U.S. Department of Agriculture (USDA) encourages the consumption of fruits and vegetables in every meal as part of a healthy diet.
- Before a company can sell or distribute any pesticide in the United States of America, the U.S. Environmental Protection Agency (EPA) must review studies on the pesticide to determine that it will not pose unreasonable risks to human health or the environment. Once EPA has made that determination, it will license or register that pesticide for use in strict accordance with label directions.
- EPA regulates pesticide use under two major federal statutes: the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) of 1947 which regulates pesticide registrations in the U.S., and the Food, Drug and Cosmetic Act (FDCA) of 1938 under which EPA establishes tolerances (maximum legally permissible levels) for pesticide residues in food. The Food Quality Protection Act (FQPA) of 1996 amended these two pesticide laws to mandate a single, health-based standard for all pesticides in all foods. FQPA provides stricter safety standards than FIFRA and FDCA, especially for infants and children and requires periodic re-evaluation of pesticide registrations and tolerances to ensure that the scientific data supporting pesticide registrations will remain up to date in the future. The Pesticide Data Program (PDP) provides data for the periodic re-evaluation of food tolerances.
- If the pesticide is used on food crops, EPA sets a tolerance or maximum residue level of the pesticide that can remain in or on foods. In setting the tolerance, EPA is required to make a safety finding for the pesticide accounting for all possible routes of exposure (through food, water and in home environments).
- In evaluating consumer exposure to pesticides through the diet, EPA uses all available information provided by company registrants, PDP and others to verify that tolerances meet the safety standards set by the FQPA of 1996.
- There are many pesticides available for use on the same crop; however, not all crops are treated with these pesticides and pesticide treatments vary according to crop geographical location, time of year, climatic conditions, and pest and disease pressures. These differences are captured by PDP data which reflect actual residues present in food grown in various regions of the U.S. and overseas.
- PDP data are essential in supporting efforts by the USDA and EPA to assess the American consumer's dietary exposure to pesticide residues, as directed by the FQPA. PDP concentrates its efforts mainly on foods most often consumed by infants and children.

- This report shows that overall pesticide residues found on foods tested are at levels below the tolerances established by EPA.
- The PDP laboratory methods used are geared to detect the smallest possible levels of pesticide residues, even when those levels are well below the safety margins (tolerances) established by EPA. Prior to testing, PDP analysts washed samples for 10 seconds with gently running cold water as a consumer would do at home; no chemicals, soap or any special wash was used.
- PDP informs the U.S. Food and Drug Administration (FDA) if residues detected exceed the EPA tolerance or have no EPA tolerance established. In 2009, residues exceeding the tolerance were detected in 0.3 percent of all samples tested and residues with no established tolerance were found in 2.7 percent of the samples.
- The report shows that none of the residue detections in the finished water samples exceeded established EPA Maximum Contaminant Levels, Health Advisory levels, or established Freshwater Aquatic Organism criteria.



1400 Independence Avenue, SW.
Room 3071-S, STOP 0201
Washington, DC 20250-0201

NDV 1 8 2010

The Honorable Jared Huffman
California State Assembly
State Capitol, Room 3120
Sacramento, California 95814

Dear Assemblymember Huffman:

We received a copy of the California Department of Food and Agriculture's (CDFA) response dated October 20, 2010 in which Mr. Greg Aghazarian, Deputy Secretary for Legislation and Policy, addressed your concern regarding the CDFA's utilization of Specialty Crop Block Grant Program (SCBGP) funds for the project led by the Alliance for Food and Farming, *Correcting Misconceptions about Pesticide Residues*.

The authorizing legislation for the SCBGP places the responsibility and authority for selecting projects for grants with State officials. USDA authority is limited to ensuring projects selected enhance the competitiveness of specialty crops.

Again, thank you for your letter and we hope you find this information helpful.

Sincerely,

David R. Shipman
Acting Administrator

JMiklozek <u>SSM</u> 11/10/10	TEtzig <u>TE</u> 11/10/10	RKeeney <u>RKS (Far S)</u> 11/10/10	DShipman <u>DS</u> 11/18/10
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AMS:F&V:SCBGP:JMIKLOZEK:jm:11/10/2010:720-1403
S:\Correspondence\Leno_10-28-2010\Leno 10-28-2010.docx

Stanziani, Pamela

Subject: PDP Executive Summary review
Location: Room 2077 - S (and conference call availability)
Start: Wed 2/2/2011 2:00 PM
End: Wed 2/2/2011 3:00 PM
Show Time As: Tentative
Recurrence: (none)
Meeting Status: Not yet responded
Organizer: Stanziani, Pamela
Required Attendees: Epstein, Robert; Keeney, Robert; Lamont, Martha; Haynes, Diana; Jarvis, Michael
Importance: High

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CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE
A. G. Kawamura, Secretary

December 8, 2010

The Honorable Jared Huffman
California State Assembly
State Capitol, Room 3120
Sacramento, CA 95814

Dear Assemblymember Huffman:

Thank you for your letter. The 2010 Specialty Crop Block Grant Program (SCBGP) is an important resource to protect, promote, and increase the competitiveness of specialty crops within California.

We respect and acknowledge your concerns. The SCBGP currently maintains a public process for evaluating and recommending grant proposals to the U.S. Department of Agriculture (USDA). The advisory committee recommends grants that best fit its mission to identify programs that increase the competitiveness of California specialty crops, which increases the security of our food supply.

We appreciate your suggestion that "more specialty crop marketing dollars be used to overcome the real barriers to greater consumption of fresh fruits and vegetables, especially those products which are locally grown and are organically and sustainably produced." Towards this end, we agree that the California Department of Food and Agriculture (CDFA) will always look to improve and streamline this public process. In fact, CDFA has added the Sierra Club and the Natural Resources Defense Council to the advisory committee that will evaluate the 2011 SCBGP grant applications, and has extended invitations to other environmental representatives. However, it is important to note that California's agricultural sector consists of large and small operations, organic and conventional production, local and international distribution. The SCBGP supports research, marketing and nutritional programs that benefit the entire specialty crop industry.

With respect to the grant to the Alliance for Food and Farming, the understanding of pesticide residues throughout all of agriculture is important to consumers as they make choices about their food supply. The grant recipient intends to use sound science and a team of nutritional and toxicological experts to communicate the wholesomeness and safety of fresh fruits and vegetables.


The decision to award funding to the 2010 SCBGP recipients was derived through a transparent and competitive application process in which applications were evaluated by a publically-recruited advisory committee, which then made recommendations to the department in an open public meeting. CDFA passed recommendations to the USDA, which then provided grant awards.



The Honorable Jared Huffman
December 8, 2010
Page 2

Please feel free to contact me at (916) 654-0321, or by e-mail at ajyates@cdfa.ca.gov if you have any additional questions or comments. Thank you for your interest.

Sincerely,



A.J. Yates
Acting Undersecretary

cc: Assemblymember Jim Beall, Jr.
Assemblymember Wesley Chesbro
Assemblymember Jerry Hill
Assemblymember Ira Ruskin

Senator Mark DeSaulnier
Al Montna, President, California State Board of Food and Agriculture
Rayne Pegg, Administrator, USDA, Agricultural Marketing Service

Keeney, Robert

From: Jarvis, Michael
Sent: Friday, April 29, 2011 10:01 AM
To: Pegg, Rayne; Shipman, David; Keeney, Robert; McEvoy, Miles; Epstein, Robert; Lamont, Martha; Fobia, Hakim; Jarvis, Michael; Morris, Erin; Sarcone, Chris; Allen, William
Subject: Industry letter to Vilsack on PDP
Attachments: Letter%20to%20Secretary%20Vilsack%20regarding%20PDP.pdf

Rayne

Attached is brief story on PDP letter from industry to Vilsack as reported yesterday in Packer as well as letter

I have draft release, TPs etc from program and we can discuss Monday

Thanks

Mike

From: Michael T. Jarvis <michaeltjarvis@yahoo.com>
To: Jarvis, Michael
Sent: Fri Apr 29 09:56:11 2011
Subject: Industry letter to USDA

UPDATED: Pesticide study is outdated, alliance says

By Tom Karst

Published on 04/26/2011 01:45PM



(UPDATED COVERAGE, April 28) A study linking prenatal exposure to pesticides with lower intelligence in children uses outdated exposure measures and should not be the basis to reduce fruit and vegetable consumption, according to the Watsonville, Calif.-based Alliance for Food and Farming.

Recent studies examining the link between prenatal organophosphate pesticide exposure and somewhat diminished intelligence were conducted by researchers at Mt. Sinai School of Medicine, University of California-Berkeley's School of Public Health, and Columbia University's Mailman School of Public Health.

The study results have been publicized by the Washington, D.C.-based Environmental Working Group. The group's senior analyst, Sonya Lunder, said the studies suggest that children remain at risk from organophosphate pesticides.

"I think it is great to have three studies come out looking at three different subpopulations in America at the same time period and finding consistent effects really heightens the attention to these studies, and appropriately so," Lunder said.

According to the Alliance for Food and Farming, the University of California-Berkeley's School of Public Health study looked at a snapshot of time more than a decade ago in its study, which involved pregnant women who lived or worked in the Salinas Valley.

Since the study began, the indoor home use of organophosphate pesticides has been discontinued, according to an alliance news release. That is important, because the Environmental Protection Agency states that home use of pesticides accounts for approximately 80% of a typical person's exposure, according to the release.

Grower use of the most highly regulated chemicals in California dropped 60% from 2000-08, according to the alliance's release.

What's more, other studies have examined similar association between other factors and lower IQ or behavioral disorders. Those

Pegg, Rayne

From: Pegg, Rayne
Sent: Thursday, May 05, 2011 9:10 AM
To: Jarvis, Michael; Shipman, David
Subject: RE: Draft Wapo response PDP

My changes:

Our role is to gather the test results on produce sold in the united states and share that information with EPA. DELETE - (We recognize that the data from the tests has been manipulate and misused in the past) The data and the results have not been changed. The report is going through final clearance and we will have it posted shortly.

Re industry -

USDA accepts meetings with all interested parties on any issue. The data and the results have not been changed.

-----Original Message-----

From: Jarvis, Michael
Sent: Thursday, May 05, 2011 8:53 AM
To: Pegg, Rayne; Shipman, David
Subject: Draft Wapo response PDP

Our role is to gather the test results from our partners across the country We recognize that the data from the tests has been manipulate and misused in the past So we've created an executive summary and information for consumers that will enhance understanding and comprehension of this data. The explanatory information should be posted shortly.

Office of Communications
United States Department of Agriculture
202.720.3088 (Office)
202.341.6053 (Mobile)
Matthew.herrick@oc.usda.gov

From: Jarvis, Michael [mailto:Michael.Jarvis@ams.usda.gov]
Sent: Tuesday, May 03, 2011 5:40 PM
To: Herrick, Matthew; DeJong, Justin (OC)
Cc: Pegg, Rayne; Shipman, David
Subject: Re: Pesticide Data Program

Matt
Yes I am up on this
A letter went to Vilsack from these growers last week
We have an exec summary that is going through OSEC clearance with consumer info which are basic talking points etc
I have nothing on the Oct meeting
What is her deadline?
I can send you all in the morning.

Thanks Mike

From: Herrick, Matthew <Matthew.Herrick@oc.usda.gov>
To: Jarvis, Michael
Sent: Tue May 03 17:09:55 2011
Subject: FW: Pesticide Data Program

Mike, can we work together on developing a response for WaPo? We'll also have to work with Sarah Bittleman and Anne MacMillan. I imagine you are plugged into this issue.

Regards,

Matt Herrick
Press Secretary
Office of Communications
United States Department of Agriculture
202.720.3088 (Office)
202.341.6053 (Mobile)
Matthew.herrick@oc.usda.gov

From: DeJong, Justin
Sent: Tuesday, May 03, 2011 4:46 PM
To: Herrick, Matthew
Subject: FW: Pesticide Data Program

Hey Matt,

Can you start working on this?

Justin DeJong
Deputy Director of Communications
Office of Communications
United States Department of Agriculture
1400 Independence Ave, SW, Room 403A
Washington, DC 20250

202-690-0548
202-251-3309 (cell)
justin.dejong@usda.gov

----- Forwarded by Lyndsey Layton/news/TWP on 05/03/2011 04:41 PM -----

Lyndsey Layton/news/TWP

To "DeJong, Justin" <Justin.DeJong@oc.usda.gov>

cc

05/03/2011 01:41 PM

Subject RE: Pesticide Data Program [Link](#)

Hi Justin,

I understand that some of the major produce groups - United Fresh, Western Growers, et. al - want USDA to make some changes to the annual Pesticide Data Program summary report. The groups are concerned that environmental activists misrepresent the findings of the report, and scare consumers away from eating fruits and vegetables.

Apparently, there have been several meetings between the produce groups and USDA, FDA and EPA, including a session at USDA last October 19 that was attended by Sarah Bittleman, among others.

I'd like to know whether USDA agrees with the producers and is making any changes to the PDP summary report as a result, and when we can expect to see this year's report (it's usually released by this point in the calendar).

Thanks,

LL

Lyndsey Layton
National Staff Writer
The Washington Post
202.334.7493
Toll-free: 1-800-627-1150 x47493

Pegg, Rayne

From: Jarvis, Michael
Sent: Wednesday, May 04, 2011 7:13 PM
To: 'Matthew.Herrick@oc.usda.gov'
Cc: Pegg, Rayne
Subject: Re: PDP Publication

I will call you at 8
I will talk to Rayne and we can figure out a plan and give you a response in morning

From: Herrick, Matthew <Matthew.Herrick@oc.usda.gov>
To: Jarvis, Michael
Sent: Wed May 04 19:03:14 2011
Subject: RE: PDP Publication

Thanks, Mike. Can we talk in the morning? I'll be in 8. I look forward to seeing a response in the morning. I would suggest you or Rayne also talk with Lindsay to help frame her story. Thanks.

Regards,

Matt Herrick
Press Secretary
Office of Communications
United States Department of Agriculture
202.720.3088 (Office)
202.341.6053 (Mobile)
Matthew.herrick@oc.usda.gov

From: Jarvis, Michael [mailto:Michael.Jarvis@ams.usda.gov]
Sent: Wednesday, May 04, 2011 1:07 PM
To: Herrick, Matthew
Subject: PDP Publication

Matt
These documents are over in OSEC awaiting approval. Rayne is also meeting with them today on this. Take a quick look; longest attachment is 4 pages. I will send response to Lindsay as well as TPs later this afternoon.
There is a lot of nuance and controversy in how people misuse this data. We are the compilers at produce/ food sites and the info is posted to our site annually. EPA and FDA are the regulators.
I would be happy to work with Lindsay on this but you guys let me know. I really appreciate all you are doing for us at OC
Mike

Michael T. Jarvis
Director
Public Affairs
Agricultural Marketing Service
USDA
202-690-3816

Pegg, Rayne

From: Sarcone, Chris
Sent: Tuesday, May 03, 2011 6:10 PM
To: Pegg, Rayne
Subject: Re: pdp report

New email christine.sarcone@osec.usda.gov

From: Pegg, Rayne
To: Bittleman, Sarah (Sarah.Bittleman@osec.usda.gov) <Sarah.Bittleman@osec.usda.gov>; Kamerri@osec.usda.gov <Kamerri@osec.usda.gov>
Cc: Sarcone, Chris; Morris, Erin (Erin.Morris@ams.usda.gov); Jarvis, Michael
Sent: Tue May 03 15:53:59 2011
Subject: pdp report

Any feedback on the pdp report for clearance?

On another note, I received the letter from united and others and we will prepare a response. I am happy to discuss.

R

Rayne Pegg
Administrator
Agricultural Marketing Service, USDA
1400 Independence Ave., SW
Washington, DC 20250
Phone: 202-720-5115
Fax: 202-720-8477
rayne.pegg@ams.usda.gov

Pegg, Rayne

From: Shipman, David
Sent: Thursday, March 31, 2011 4:37 PM
To: Shipman, David; Petty, Karen; Baines, Cynthia
Cc: Jarvis, Michael; Wood, Jackie; Epstein, Robert; Shipman, David (AMS); Pegg, Rayne
Subject: RE: PDP Publication
Attachments: LETTER TO THE READER 033111.docx; EXECUTIVE SUMMARY 033111.docx; What Consumers Should Know 033111.docx

The attached documents were updated at 4:30 p.m. today to reflect comments received from EPA officials. Rayne, Bob E., and I have reviewed and concur with the changes.

From: Shipman, David [mailto:David.R.Shipman@ams.usda.gov]
Sent: Thursday, March 31, 2011 12:35 PM
To: Petty, Karen; Baines, Cynthia
Cc: Jarvis, Michael; Wood, Jackie; Epstein, Robert; Shipman, David (AMS); Pegg, Rayne
Subject: PDP Publication

Attached are 3 documents that will be included with the full PDP report. The plan is as follows:

- 1. Friday, April 1, 2011** – Rayne will meet with OSEC and request preliminary clearance of following 3 documents from Sara Bittleman and the Deputy Secretary.
 - Letter to the Reader from Rayne
 - Executive Summary
 - What Consumers Should Know
- 2. Monday, April 4, 2011** – Public Affairs will include the cleared documents into the full report, coordinate with Jackie Wood and send complete report through the normal publication clearance process for AMS publications.

Pegg, Rayne

From: Pegg, Rayne
Sent: Tuesday, March 22, 2011 11:23 AM
To: Epstein, Robert; Shipman, David
Cc: Jarvis, Michael
Subject: Re: PDP summary

I'm meeting osec to clear next week.

From: Epstein, Robert
To: Shipman, David
Cc: Pegg, Rayne; Jarvis, Michael
Sent: Tue Mar 22 10:15:19 2011
Subject: FW: PDP summary

Dave,

Hopefully, with the finally edits, the 2009 PDP Summary can be moved closer to being published.

From: Lamont, Martha
Sent: Tuesday, March 22, 2011 9:55 AM
To: Epstein, Robert
Cc: Haynes, Diana
Subject: FW: PDP summary
Importance: High

Please see the latest revisions to the 2009 summary sections reviewed by the AMS Administrator and the Associate Administrator. Some of the paragraphs that were in the Executive Summary have been moved to the "What the Consumer Should Know" page. The Executive Summary should only cover items in the body of the document. The paragraph provided by industry (regarding the rigorous process to register pesticides) is in the "What Consumers Should Know" page. The originals you sent with all the comments and markups and can be forwarded for reference if needed.

*Martha Lamont, Director
USDA, AMS, S&T Monitoring Programs Office
8609 Sudley Rd., Suite 206
Manassas, VA 20110
(703) 330-2300 x 117*

Bob: Please see attached files with no markups. The formatting will need to be adjusted and it still has to be checked for conformance with GPO style. We have kept copies of the changes in case you want to see them. Thanks,

Pegg, Rayne

From: Jarvis, Michael
Sent: Wednesday, January 05, 2011 7:10 AM
To: Pegg, Rayne
Subject: Fw: PDP News Release

My response

From: Jarvis, Michael
To: 'jcranney@calcitrusquality.org' <jcranney@calcitrusquality.org>
Cc: 'jstewart@pma.com' <jstewart@pma.com>; 'kbarbic@wga.com' <kbarbic@wga.com>; 'daniel.botts@ffva.com' <daniel.botts@ffva.com>; 'eruckert@mwe.com' <eruckert@mwe.com>; 'Willett@nwhort.org' <Willett@nwhort.org>; 'RGuenther@unitedfresh.org' <RGuenther@unitedfresh.org>; 'CEnright@wga.com' <CEnright@wga.com>; 'RGilmer@unitedfresh.org' <RGilmer@unitedfresh.org>; 'aphilpott@watsonmulhern.com' <aphilpott@watsonmulhern.com>; 'schlect@nwhort.org' <schlect@nwhort.org>
Sent: Wed Jan 05 07:09:28 2011
Subject: Re: PDP News Release

Jim

Thanks for contacting me.

It has been more than a year since we worked on ACP together.

AMS has been working on this issue for some time and we are planning a comprehensive rollout of the material.

We are keenly aware of the misinformation tied to this and will make sure the necessary materials and information are given to all media in advance of the report.

We have pulling numbers and lining up information for proactive messages that include recent research to make sure the public, press and lawmakers completely understand this issue.

I was named director of public affairs in September. Please know that Administrator Rayne Pegg has made the coordination of communications a top priority for AMS.

I will contact you next week to discuss the status on this issue.

I greatly appreciate your input and expertise.

All the best

Mike

From: Jim Cranney <jcranney@calcitrusquality.org>
To: Jarvis, Michael
Cc: 'Julia Stewart' <jstewart@pma.com>; 'Ken Barbic' <kbarbic@wga.com>; 'Daniel Botts' <daniel.botts@ffva.com>; 'Ed Ruckert' <eruckert@mwe.com>; 'Mike Willett' <Willett@nwhort.org>; 'Robert Guenther' <RGuenther@unitedfresh.org>; 'Cathleen Enright' <CEnright@wga.com>; 'Ray Gilmer' <RGilmer@unitedfresh.org>; 'Amy Philpott' <aphilpott@watsonmulhern.com>; Christian Schlect <schlect@nwhort.org>
Sent: Tue Jan 04 14:25:16 2011
Subject: PDP News Release

Dear Mike,

I left you a voice mail this morning about a critical issue for specialty crop growers across the country. We are asking for your assistance in providing proper context for the release of the annual Pesticide Data Program (PDP) report, which summarizes the results of AMS's pesticide residue testing program.

In case you are not aware, special interest groups use data from AMS' PDP report to scare consumers about the dangers of pesticide residues to increase consumer demand for organic produce. Organic

production is great for those producers and consumers that prefer that option in the market place, but scare tactics should have no role in determining who buys or sells them.

These special interest groups distort the true fact that pesticide residue on fruits and vegetables are very low and completely safe for consumers. Since these types of distortions have flowed freely on prominent Web sites and in the mainstream media for years, unchallenged by industry or government, they are accepted as true by a majority of the public. Consumer survey data show that consumers are avoiding consumption of fruits and vegetables, because they are afraid of pesticide residues.

We obviously do not want AMS to alter the data or what is reported. We believe the results speak for themselves and actually demonstrate that there is no health risk from pesticide residues on fruits and vegetables.

We would appreciate it if AMS would develop a news release in conjunction with the release of the report explaining what the program does, why the program is conducted and what the results mean for consumers. We believe this information will properly orient the media to the facts behind the report and provide less opportunity for organizations and individuals to distort and misrepresent the report and its findings.

Please contact me by telephone at (530) 885-1894 or via e-mail at jcranney@calcitrusquality.org if you have questions or need additional information.

Best regards,
Jim

James R. Cranney, Jr.
California Citrus Quality Council
210 Magnolia Street, Suite 3
Auburn, CA 95603
Tel: (530) 885-1894
Fax: (530) 885-1546
Mobile: (530) 906-6546
jcranney@CalCitrusQuality.org

Pegg, Rayne

From: Pegg, Rayne
Sent: Thursday, December 30, 2010 10:47 AM
To: Bittleman, Sarah
Subject: RE: Briefing on Pesticide Data Project

Great. I will swing by your office. R

From: Bittleman, Sarah [mailto:Sarah.Bittleman@osec.usda.gov]
Sent: Thursday, December 30, 2010 10:35 AM
To: Pegg, Rayne
Cc: Ferrell, John
Subject: RE: Briefing on Pesticide Data Project

Perfect! I've got a meeting at 11 but will be free around 1130 if you're around.

From: Pegg, Rayne [mailto:Rayne.Pegg@ams.usda.gov]
Sent: Wednesday, December 29, 2010 4:40 PM
To: Bittleman, Sarah
Cc: Ferrell, John
Subject: RE: Briefing on Pesticide Data Project

Sarah, that is great if we meet on it. I have been talking about this issue internally and EWG's use of the report. This year we plan to put the report in more user friendly language so it cannot be misinterpreted so easily by outside groups. I have met with some groups regarding EWG's use of the report and I can share with you those conversations. Though Martha is the lead there are a number of people in my agency (myself, bob Epstein and Michael Jarvis) who have been discussing this issue. It would be good if we all met on the topic.

I am around to chat about it or I can run over and we can chat before a larger group meeting. 720-5116

Rayne

From: Bittleman, Sarah [mailto:Sarah.Bittleman@osec.usda.gov]
Sent: Wednesday, December 29, 2010 4:33 PM
To: Pegg, Rayne
Cc: Ferrell, John
Subject: Briefing on Pesticide Data Project

Rayne – I need a briefing on PDP. We've got groups agitating with us and EPA and FDA on the report and I need to know more about it. Frankly, they feel the report makes it easier for EWG to use it to create the dirty dozen list than the user groups can use it to create a clean dozen list. I'm happy to set it up, I'm just giving you a heads up on it that I want to meet, I think, with the lead: Martha? Is that right? Thanks. sb

PDP STAFF

United States Department of Agriculture
Agricultural Marketing Service
Science & Technology, Monitoring Programs Office
8609 Sudley Road, Suite 206
Manassas, VA 20110

Director: Martha Lamont
Phone: (703) 330-2300 ext. 117 Fax: (703) 369-0678

Deputy Director: Diana Haynes
Phone: (703) 330-2300 ext. 134 Fax: (703) 369-0678

Senior Advisor to the Secretary
202 720 9925 (direct)
202 590 0760 (cell)

Pegg, Rayne

From: Pegg, Rayne
Sent: Thursday, December 30, 2010 9:29 AM
To: Lamont, Martha; Epstein, Robert
Cc: Haynes, Diana
Subject: RE: pdp report

Martha, great. I'll get something on the calendar for next week so we can group on it. I guess EPA and FDA reached out to OSEC to inquire about the progress.

Have a great new year.

Rayne

From: Lamont, Martha
Sent: Thursday, December 30, 2010 8:46 AM
To: Pegg, Rayne; Epstein, Robert
Cc: Haynes, Diana
Subject: Re: pdp report

Rayne: the PDP report is on hold at the Office of Communications according to Jimmie Turner. After learning of promises made at an upper management (under Secretary-EPA-FDA)-industry mtg. I contacted groups in the industry to learn exactly what were their objections. We agreed to meet with them again next week and come up with plain language that the average reader can understand. Some of the initial suggestions have been implemented already. Thanks, Martha Lamont.

From: Pegg, Rayne
To: Epstein, Robert; Lamont, Martha
Cc: Jarvis, Michael
Sent: Wed Dec 29 16:46:37 2010
Subject: pdp report

Can you give me a status report on the pdp report? When we can expect the annual report? Where is it in the drafting stage? Etc. osec is very interested in the report and how it is being portrayed by ewg. As we discussed earlier, I want to make sure the report is put in language the public can understand. I want a team working on making sure the information in the report is presented that way.

Pls giving me timing on this so we can plan appropriately.

Rayne

Rayne Pegg
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Agricultural Marketing Service, USDA
1400 Independence Ave., SW
Washington, DC 20250
Phone: 202-720-5115
Fax: 202-720-8477
rayne.pegg@ams.usda.gov

Pegg, Rayne

From: Pegg, Rayne
Sent: Tuesday, April 05, 2011 9:10 AM
To: Jarvis, Michael; Keeney, Robert
Subject: FW: Alliance for Food and Farming Grant Description

I know you know this but fyi. R

From: Nate Dechoretz [mailto:NDechoretz@cdfa.ca.gov]
Sent: Wednesday, March 23, 2011 11:54 AM
To: Pegg, Rayne
Subject: FW: Alliance for Food and Farming Grant Description

FYI I apologize for the delay. Nice to see you last week. It was a very interesting meeting. Needless to say there is still a lot to be done before the new FDA program is implemented.

From: Kathy Alameda
Sent: Tuesday, March 22, 2011 5:02 PM
To: Nate Dechoretz
Cc: Melissa Eidson; Janet Glaholt; Crystal Myers
Subject: FW: Alliance for Food and Farming Grant Description

Hi Nate –

Just wanted to let you know that according to Crystal's email below, the revised SCBGP abstract has been posted to CDFA's website and I let Trista Etzig, our SCBGP liaison at AMS, know about the posting.

If you have any questions, please feel free to contact me.

Kathy

From: Crystal Myers
Sent: Tuesday, March 22, 2011 2:19 PM
To: Kathy Alameda
Subject: RE: Alliance for Food and Farming Grant Description

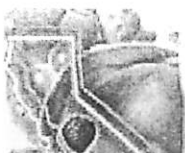
Kathy - The project description has been revised and is now posted on CDFA's Specialty Crop Block Grant website at www.cdfa.ca.gov/grants under the 2010 Grant information link.

Note: Project 27, Alliance for Food and Family Farming is on page 10 of the revised document

2010 Grant Information

The California Department of Food and Agriculture is pleased to announce the 2010 Specialty Crop Block Grant

INFORMATION & RESOURCES: 2010 SPECIALTY CROP BLOCK GRANT PROGRAM



Announcements Information Resources

Project Descriptions

Pegg, Rayne

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