



Operation Name: _____ Date: _____

- ▶ Complete this form if you obtain products from outside of your farm for direct sale to consumers such as through a Community Supported Agriculture (CSA) program, a farm stand, a farmers' market, a u-pick, and/or website sales.
- ▶ Complete this form if you are a mixed operation that sells your own organic and non-organic products to consumers.
- ▶ Do not complete this form if you are an all organic operation and do not obtain any products from outside of your own farm.

A. DESCRIPTION OF DIRECT MARKETING

1) What type of direct sales or marketing does your operation perform? Please mark all that apply.

CSA Farm Stand(s) Farmers' Markets U-Pick Online/website

Other: _____

2) Do you ever sell both organic and non-organic products at the same location/point of sale?

No Yes, describe or list each type of sales method where you sell both organic and non-organic products together.

B. RE-SELLING/SOURCING/BROKERING

1) Do you ever harvest or obtain (buy, source, trade, broker, etc.) and sell organic products from or for other operations?

No, I do not sell organic product from other operations.

Yes, describe your plan for verifying suppliers and handlers are certified by a USDA accredited certifier, and in good standing, on a continual basis. Please be prepared to show all organic certificates at inspection.

2) Do you ever harvest or obtain (buy, source, trade, broker, etc.) and sell non-organic products from or for other operations?

No, I do not sell non-organic product from other operations.

Yes, describe your plan for ensuring organic products are not commingled with nonorganic products during storage, packing, transportation, and sale. Please be prepared to demonstrate this at inspection.

C. REPRESENTATION AND SIGNAGE

1) If you sell both organic and non-organic products how do you differentiate those products to consumers? Please be prepared to demonstrate this at inspection. **Please mark all that apply:**

Not applicable, I only direct sell certified organic products Twist ties/Stickers/Rubber bands

Newsletter/Delivery List (please provide a sample) Description on website (please provide a printout)

Separate organic and non-organic sale areas. Describe: _____

Clear signage on farm/at farm stand/at farmers' market. Describe: _____

Other: _____

D. DIRECT MARKETING AUDIT TRAIL AND RECORD KEEPING

1) What types of records do you maintain for your direct sales (including any products purchased off-farm and/or any non-organic products from your own farm)? **Please mark all that apply:**

Not applicable, no products sourced off-farm Load lists

Organic certificates for all purchased organic products Purchase orders

Sales invoices Receipt books

2) How do your direct market records differentiate between organic and non-organic product?
