

Direct Marketing Action Plan

Date: _____ Reviewer: _____ Field or Commodity: _____

Management Area	Best Practice	Minor Adjustment	Concerns Exist	Prioritize Changes Here	Your Plans to Reduce Risks			
					Action for Improvement	Person Responsible	Estimated Cost	Target Date
Handwashing practices of farm market and CSA employees								
Location of toilet and handwashing facilities								
Maintenance and cleaning of toilets and handwashing facilities								
Domesticated animals on the farm								
Garbage containers								

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Produce used for samples								
Food handler training for cutting produce								
Utensils used for cutting samples								
Storage of cut samples								
Serving samples								

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Single service items for samples								
Sale of low acid canned foods								