Placer County Agricultural Marketing Program Report

Dec 1-31, 2007

Nancyjo Riekse
Placer County Agricultural Marketing Director

Key Accomplishments:

- Provided CDs of Placer County agricultural photographs to the Placer County Visitors Bureau and Placer County Tahoe Film Office for their reference files.

- Sent a press release to the local and regional newspaper food editors about Fuyu persimmons, their current availability in Placer County, and several recipes.

- Started to compile information on available "certified kitchens" and other locations that are commercially producing value-added products as a resource for Placer County producers.

Outreach:

Assisted the Mountain Mandarin Growers' Association during their "Christmas in the Foothills" event in downtown Newcastle to benefit firefighters. Handed out Mountain Mandarin Orchard Guides, promoted the upcoming Mandarin Magic Weekend tour, and helped sell five and ten pound bags of mandarins donated by local growers to benefit the Loomis and Newcastle Fire Departments (12/1).

Media:

Wrote a "Season's Choice" article for the *Sentinel* newspaper:

- "Slow Cooker" (12/5)

Wrote an essay encouraging sustainable agriculture in one of the fastest growing counties (Placer County) for Stuart Leavenworth, Associate Editor of *The Sacramento Bee*, in response to the question, "What is the most important lesson that Sacramento or the region should take from 2007 and how can it be applied next year?" (12/12).

Sent a press release about Fuyu persimmons, their availability and uses, and several recipes, to the local and regional newspaper food editors (12/14).

Submitted the Mandarin Magic Weekend tour dates and times to the Gold Country Media's for inclusion on their "Online Calendar" page (12/1).

Website/Marketing Materials:

Prepared recipe cards for the preparation of locally produced lamb for use on the Flying Mule Farm's website and to hand out at Foothill Farmers' Markets (12/1).

Drafted letters to Placer County producers and other "friends of agriculture" regarding the information required, and timeline for response, to be included in the upcoming 2008 Placer County Agricultural Guide (12/5).

Met with Debi Caradus, Bright Hope Design, website designer of the current Placer County Producers website, www.placergrown.org, and discussed the overall website design and corrections that need to be made (12/6).

Started compiling photographs of Placer County agriculture to be used in 2008 Placer County Agricultural Guide (12/07).

Assembled a CD of photographs of the various 2007 agriculturally related events for the Placer County Visitors Bureau's reference files (12/11).

Assembled a CD of Placer County agricultural photographs for the Placer County Tahoe Film Office's reference files (12/11).

Met again with Linda Shuman, Gold Country Media, regarding the publication costs of the upcoming 2008 Placer County Agricultural Guide and possible publication of two *PlacerGROWN Growers' Gazette* newsletters (11/27).

Began to develop and organize database of Placer County agricultural photographs (ongoing)

Agricultural Tourism:
Provided metal PlacerGROWN signs to the Placer County Department of Public Works for the tops of three new agricultural directional signs to be placed around the county (12/3).

Worked the Mandarin Magic Weekend tour and visited each farm to help ensure site safety, take photographs and assist where needed (12/8-12/9)

Tastings:
Provided assorted locally grown fruit to the Board of Supervisors during their regular board meeting (12/11).

Niche Markets:
Started to compile information on available "certified kitchens" and other locations that are commercially producing value-added products as a resource for Placer County producers (on-going).

Met with Brian Kaminsky of The Natural Trading Company to develop strategies for additional markets to distribute his agricultural products (12/19)

Met with Paul Martin, Paul Martin's American Bistro, Roseville, to follow-up on a discussion regarding the use of locally grown food and products at his restaurant (12/20)

Met with Scott Jordan, Jordan Family Farm, to follow-up on a discussion regarding the commercial production of mandarin juice, a timeline for production, applicable regulations, and possible opportunities for grant funding (12/21).

Grants/Sponsorships:
Met with Kay Barge, High Sierra Resource Conservation & Development, about possible grant opportunities to help develop the Jordan Family Farms commercial production of mandarin juice (12/14).

Meetings:

- Placer County Ag Futures Project meeting (12/6)
- Placer County Agricultural Commission meeting: provided an update on the Agricultural Marketing Program (12/10)
- Placer County Distribution Center planning meeting (12/14)

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