# Placer County Agricultural Marketing Program Report

**July 1-30, 2007**

Nancyjo Riekse
Placer County Agricultural Marketing Director

**Key Accomplishments:**

- Made a presentation at the Sierra Nevada Conservancy's Annual Board meeting in Truckee about the Placer County Agricultural Marketing Program.

- Sent a press release about "What it Means to Eat Local" to local newspapers and other publishers.

- Worked with Kay Barge, High Sierra Resource Conservation & Development, to write a grant proposal to the Sierra Nevada Conservancy for funding support of the 2007 Placer Farm & Barn Tour.

- Sent a press release about Snowy Peaks Christmas Tree and Berry Farm U-pick operation in Foresthill to the local newspapers.

**Outreach:**

Attended the City of Rocklin's Chamber of Commerce breakfast meeting. Provided each table (24) with PlacerGROWN bags, Placer County Agricultural Guides and maps, Placer Farm & Barn Tour posters, Foothill Farmers' Market information cards and magnets, and one fresh produce basket to raffle to attending members (7/12).

Made a PowerPoint presentation at the Sierra Nevada Conservancy's Annual Board meeting in Truckee about the Placer County Agricultural Marketing Program, provided assorted fruit pies and peaches from Twin Peaks Orchards, along with Placer County agricultural marketing material (7/26).

Provided PlacerGROWN bags, Placer County Agricultural Guides and other agricultural marketing material throughout the month to:

- Lincoln and Newcastle Produce Markets
- Foothill Farmers' Markets in Tahoe City and Truckee
- Foresthill, Lake of the Pines, Loomis and Roseville Chamber of Commerce offices

Assembled and delivered to the City of Rocklin's Chamber of Commerce office 50 PlacerGROWN bags, Placer County Agricultural Guides and maps, Placer Farm & Barn Tour posters, Foothill Farmers' Market posters, information cards, magnets and notepads for each new teacher coming into the Rocklin School District (7/30).

Provided agricultural marketing material and fresh fruit to Supervisor Weygandt for his meeting at the City of Rocklin's Chamber of Commerce on the Placer County Conservation Plan (7/31).

**Media:**
Wrote "Season's Choice" articles for the *Sentinel* newspaper:

- "Portrait of a Heirloom Fruit" (7/5)
- "'Eat Fresh, Eat Local' Month…. Is Almost Here!" (7/19)

Sent a press release on the "Back to the Farm" theme for the 4th Annual Placer Farm & Barn Tour to 14 major newspapers and 11 magazine contacts (7/11).

Sent a press release highlighting Snowy Peaks Christmas Tree and Berry Farm U-Pick operation to the local newspapers (7/31).

Designed a 4" color ad for the Placer Farm & Barn Tour on October 14, 2007 for publication in *Sierra Heritage* magazine (7/23).

Designed a 4" color ad for the Mandarin Festival and Mountain Mandarin Tour in November for publication in the 2007 October issue of *Sunset* magazine. Funding for the ad came from grant funds from the California Welcome Center to the PlacerGROWN organization (7/30).

Sent a press release about "What it Means to Eat Local" to the local newspapers and other publishers (7/28).

**Website/Marketing Materials:**
Visited three Placer Farm & Barn Tour sites and compiled information on the planned activities at each site for the tour brochure:

- Golden Pond Nursery, Loomis (7/10)
- The Flower Farm, Loomis (7/13)
- Beard Ranch, Auburn (7/13)

Reviewed and evaluated 20 California Visitor Bureau websites for ideas for redesigning the Placer County Visitor Center's website (7/23).

**Tastings:**
Provided assorted locally grown fruit to the Placer County Board of Supervisors during their regular board meetings (7/10, 7/24).

**Niche Markets:**
Visited, interviewed the producers, and took photographs of Snowy Peak Christmas Tree and Berry Farm and Amber Oaks Berry Farm for an upcoming press release on these two U-pick operations (7/30).

**Grants/Sponsorships:**
Worked with Kay Barge, High Sierra Resource Conservation & Development (RC&D), to write a grant proposal to the Sierra Nevada Conservancy for funding support of the 2007 Placer Farm & Barn Tour (7/30).

In cooperation with High Sierra RC&D, wrote a request to Wells Fargo Bank for sponsorship funding of the 2007 Farm & Barn Tour (7/30).

**Meetings:**

- PlacerGROWN Board of Directors meeting (7/2)
- Placer County Visitor Center Board of Directors meeting (7/5)
- Placer County Agricultural Commission meeting: provided an update on the Agricultural Marketing Program (7/9)
- Sierra Business Council's annual meeting and release of their "State of the Sierra" report (7/12)
- Met with Bobbi Parks, CEO of the City of Lincoln's Chamber of Commerce, and discussed how the Lincoln Chamber could become more involved in the Placer County Agricultural Marketing program in the upcoming year (7/21)
- 2007 Placer Farm & Barn Tour planning meeting (7/26)
- Mountain Mandarin Growers' Association monthly meeting (7/30)

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