

**MEMORANDUM**  
Office of  
**BOARD OF SUPERVISORS**  
County of Placer

TO: The Honorable Board of Supervisors

FROM: Robert M. Weygandt, Supervisor District 2

DATE: November 6, 2012

SUBJECT: **COMMENDATION** – Approve a Commendation recognizing Alex Ferreira for his tireless work on behalf of agriculture, farmers, and the citizens of Placer County in making our County a wonderful place to live, and recognize him as this year's recipient of the Placer Land Trust's 2012 Placer Conservator Award.

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**ACTION REQUESTED**

Approve a Commendation recognizing Alex Ferreira for his tireless work on behalf of agriculture, farmers, and the citizens of Placer County in making our County a wonderful place to live, and recognize him as this year's recipient of the Placer Land Trust's 2012 Placer Conservator Award.

**BACKGROUND**

Alex Ferreira was born in Ophir and is a lifelong resident of Placer County. He is also a long time member of the Placer County Farm Bureau, and a Board Member of the Wildlife Heritage Foundation. Alex fought in World War II, and went to Sierra College on the GI Bill. He has long advocated that agriculture should play a role in the future of Placer County's landscape, culture and economy during a time when development seemed the inevitable end for most agricultural land. Alex has helped protect and expand agricultural markets by supporting farmers' ability to sell directly from their property and the creation of farmers markets in Placer County. He has encouraged farmers to become involved in the process of creating policy that protects their land and interests commissioning an agricultural study that became an agricultural element in the general plan update, which informed much of the County's current open space policy. Alex encouraged farmers to put their lands in the Williamson Act, California's Agricultural Lands Protection Act, and was among the first in Placer County to take the protection of agriculture a step further and promote farmers markets so producers could keep a larger portion of their profits.

Placer Land Trust presents the Placer Conservator Award each year to an individual or organization that enriches the quality of life in Placer County through resource conservation. Alex Ferreira embodies this spirit. He was a farmer before he was a politician, maintaining a dairy, vineyard and winery, but it was through his position as an elected official that he made a significant contribution towards protecting Placer County's open space, particularly agricultural lands.

**FISCAL IMPACT**

None

**NOVEMBER 6, 2012 IN THE MATTER OF A COMMENDATION  
RECOGNIZING ALEX FERREIRA AS THE 2012 PLACER LAND TRUST  
CONSERVATOR OF THE YEAR**

**WHEREAS**, Alex Ferreira was born in Ophir and is a lifelong resident of Placer County. During World War II Alex was drafted into the U.S. Army and fought in the Pacific Theater at the Battle of Okinawa where he had the good fortune of meeting up with his brother Edward, a U.S. Marine; and

**WHEREAS**, during the battle, Alex celebrated his 19<sup>th</sup> birthday and has considered every day since as a true gift; and

**WHEREAS**, Alex has served as an elected official in Placer County for over 40 years, as a Director of the Nevada Irrigation District, a six term member of the Placer County Board of Supervisors, and is currently serving his fourth term on the Placer County Water Agency. He is also a long time member of the Placer County Farm Bureau and a Board Member of the Wildlife Heritage Foundation; and

**WHEREAS**, Alex has long advocated that agriculture should play a role in the future of Placer County's landscape, culture and economy during a time when development seemed the inevitable end for most agricultural land; and

**WHEREAS**, Alex has helped protect and expand agricultural markets by supporting the ability of farmers to sell directly from their property and the creation of farmers markets in Placer County; and

**WHEREAS**, He has encouraged farmers to become involved in the process of creating policy that protects their land and interests. He did this by commissioning an agricultural study that became an agricultural element in the general plan update, which informed much of the County's current open space policy; and

**WHEREAS**, Alex encouraged farmers to put their lands in the Williamson Act, California's Agricultural Lands Protection Act. He was among the first in Placer County to take the protection of agriculture a step further and promote farmers markets to help producers become more profitable; and

**WHEREAS**, Placer Land Trust presents the Placer Conservator Award each year to an individual or organization that enriches the quality of life in Placer County through resource conservation. Alex Ferreira embodies this spirit. He was a farmer before he was a politician, maintaining a dairy, vineyard and winery, but it was through his position as an elected official that he made a significant contribution towards protecting Placer County's open space, particularly agricultural lands.

**NOW, THEREFORE, LET IT BE KNOWN**, that the Placer County Board of Supervisors proudly recognizes Alex Ferreira as the recipient of the Placer Land Trust's 2012 Placer Conservator Award and considers him a bona fide American Hero.

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Jennifer Montgomery, Supervisor District 5  
Chairwoman 2012

Jack Duran, Supervisor District 1  
Robert M. Weygandt, Supervisor District 2  
Jim Holmes, Supervisor District 3  
Kirk Uhler, Supervisor District 4