

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Robert M. Weygandt, Supervisor District 2 and Jim Holmes, Supervisor District 3

DATE: February 6, 2007

SUBJECT: REVENUE SHARING - Approve appropriation of \$500 in Revenue Sharing monies to the 12th annual PlacerGROWN Farm Conference as requested by Supervisor Weygandt (\$250) and Supervisor Holmes (\$250).

ACTION REQUESTED

Approve appropriation of \$500 in Revenue Sharing monies to the 12th annual PlacerGROWN Farm Conference as requested by Supervisor Weygandt (\$250) and Supervisor Holmes (\$250).

BACKGROUND/COMMUNITY BENEFITS: In approving the following contributions, the Placer County Board of Supervisors finds that each and every approved contribution serves a public purpose by promoting the general welfare of the County and its inhabitants therefore a benefit results to the County.

The Board of Supervisors is being asked once again to support the 12th annual PlacerGROWN Farm Conference. The Farm Conference provides a unique educational opportunity for beginning and experienced farmers to learn about production, management and marketing from agricultural industry leaders. The conference will feature over twenty-five workshops organized around main themes such as farm equipment, irrigation design and management, livestock, mandarins, wine grapes, beginning farming and production practices, marketing, specialty crops, CSA, farmers markets, agritourism and agroforestry. The funds designated towards this event will help defray the costs of this annual conference and will help make the PlacerGROWN Farm Conference an exciting educational event that will enable Placer County farmers and ranchers to better serve our community as producers of fresh, seasonal produce and meat and continue to act as stewards of our precious natural resource, agriculture, which grosses over \$70,000,000 in sales in Placer County every year.

FISCAL IMPACT

Funds are available in the Revenue Sharing budget.



AN AGRICULTURAL MARKETING PROGRAM

EDUCATION ♦ MARKETING ♦ PROMOTION

2007 PlacerGROWN FARM CONFERENCE

SPONSORSHIP OPPORTUNITY

The 12th annual **PlacerGROWN Farm Conference** is scheduled for **Saturday, February 3, 2007** from 8:00 a.m. to 3:30 p.m. at **Lincoln High School** in Lincoln. The Farm Conference provides a unique educational opportunity for beginning and experienced farmers to learn about production, management and marketing from agricultural industry leaders. **This year's conference features a keynote address by Paul Muller of Full Belly Farm, a 250-acre well-integrated, diversified organic farm in the Capay Valley that has over 80 crops, harvests year-round and sells to outlets like Alice Waters' Chez Panisse.** Paul was recently presented with the 2006 National Sustainable Farming Award.

The conference will feature over 25 workshops organized around main themes such as farm equipment, irrigation design & management, livestock, mandarins, wine grapes, beginning farming & production practices, marketing, specialty crops, CSA, farmers markets, agritourism and agroforestry. **Each year, the conference attracts over 200 farmers and ranchers from Placer County and the surrounding area.**

For the first time this year we will offer workshops for members of the community interested in supporting a local food system that will address cooking, nutrition and sources of local food. **We hope to get about 100 new community/consumer attendees.**

Show your support for local agriculture -- consider being a sponsor of this year's conference. Agriculture grosses over \$70,000,000 in sales in Placer County every year. Get your business or organization's name in front of not only hundreds of local farmers and ranchers, but also community members who grow, buy and consume local food and agricultural products. Your business or organization will receive valuable name recognition and other benefits.

We have several sponsorship levels and benefits. Your contribution will be acknowledged at the conference and in **conference promotional materials**, proceedings, the **PlacerGROWN Newsletter** and our web site, www.placergrown.org.

Gold Level:: \$500

Benefits: - You will receive a complimentary trade show booth, a full page ad in the Farm Conference Program, three complimentary VIP admissions to the Farm Conference (\$165 value), which includes three Farm Conference Programs, continental breakfast, and a lunch featuring locally-raised beef.

Silver Level: \$250

Benefits – You will receive a half page ad in the Farm Conference Program, two complimentary VIP admissions to the Farm Conference, (\$110 value), which includes two Farm Conference Programs, continental breakfast, and a lunch featuring locally-raised beef.

Bronze Level: \$100

Benefits -. You will receive a quarter page ad in the Farm Conference Program, and a complimentary VIP admission for one person to the Farm Conference (\$55 value), which includes a Farm Conference Program, continental breakfast, and a lunch featuring local beef.

Please consider sponsoring this event and show your support for Placer County's farmers and ranchers. Your contribution will help make the PlacerGROWN Farm Conference an exciting educational event that will enable Placer County farmers and ranchers to better serve our community as producers of fresh, seasonal produce and meat and continue to act as stewards of our precious natural resources.

SPONSOR APPLICATION IS ENCLOSED. ADVERTISEMENT PLACEMENT WILL BE DETERMINED BY DATE APPLICATION IS RECEIVED AT PlacerGROWN OFFICE. First Gold Level application will receive placement on the first page of Sponsor's section in Program, next application received will be placed on second page, etc. Placement at each level will be determined in order application is received. *

PlacerGROWN is a nonprofit 501(c)(3) organization, and your contribution is tax-deductible to the extent allowed by law.

Sincerely,

Jocelyn Maddux
PlacerGROWN Sponsorship Coordinator

Rich Peterson
PlacerGROWN Board President

* Sponsors must provide digital artwork and layout no later than January 18, 2007 to Jocelyn Maddux at jocelynmaddux@hotmail.com.

