

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: F.C. "Rocky" Rockholm, Supervisor, District 1, Robert M. Weygandt, Supervisor, District 2 and Kirk Uhler, Supervisor, District 4

DATE: January 8, 2008

SUBJECT: REVENUE SHARING - Approve appropriation of \$650 in Revenue Sharing monies to the PlacerGROWN 13th Annual Food and Farm Conference as requested by Supervisor Rockholm (\$150), Supervisor Weygandt (\$250) and Supervisor Uhler (\$250).

ACTION REQUESTED

Approve appropriation of \$650 in Revenue Sharing monies to the PlacerGROWN 13th Annual Food and Farm Conference as requested by Supervisor Rockholm (\$150), Supervisor Weygandt (\$250) and Supervisor Uhler (\$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 PlacerGROWN 13th Annual Food and Farm Conference. The Food and 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 growing growers and planning for the next generation, mandarins, beginning farming, collaborative marketing, crop planning and extending the season, livestock, and building community support for a local food system. The funds designated towards this event will help defray the costs of this annual conference and help PlacerGROWN 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

2008 PlacerGROWN FOOD & FARM CONFERENCE

SPONSORSHIP OPPORTUNITY

The 13th annual PlacerGROWN Food & Farm Conference is scheduled for **Saturday, February 2, 2008** from 8:00 a.m. to 3:30 p.m. at **Lincoln High School** in Lincoln. The conference provides a unique educational opportunity for beginning and experienced farmers, ranchers and gardeners to learn about production, management and marketing from agricultural industry leaders. **This year's conference features a keynote address by Katherine Kelly and Ted Carey of Growing Growers. They will share highlights from their farmer-training program that will inspire our community to begin cultivating the next generation of farmers to ensure the continued agricultural productivity of our county.**

The conference will feature over 25 workshops organized around main themes such as growing growers and planning for the next generation, mandarins, beginning farming, collaborative marketing, crop planning and extending the season, livestock, and building community support for a local food system. **Each year, the conference attracts over 200 farmers, ranchers and gardeners from Placer County and the surrounding area.**

For the second year we will offer workshops for members of the community interested in supporting a local food system that will inform and inspire eaters to get to know their local producers and get connected with the bounty of fabulous food grown in Placer County and the surrounding region. Presentations will include a farmer panel and community discussion to address the needs of each to create and support a local food system, offer cooking and preservation tips, and information on sources of fresh, local, in-season produce, meat, wine and value-added products. **We hope to get about 100 new community members to attend.**

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 and makes a valuable contribution to the social, economic and environmental health of our community. 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.