

**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: January 25, 2011

SUBJECT: REVENUE SHARING - Approve appropriation of \$500 in Revenue Sharing monies to the PlacerGROWN 16<sup>th</sup> *Annual Food and Farm Conference* to support the annual conference, as requested by Supervisor Weygandt (\$250) and Supervisor Holmes (\$250).

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**ACTION REQUESTED**

Approve appropriation of \$500 in Revenue Sharing monies to the PlacerGROWN 16<sup>th</sup> *Annual Food and Farm Conference* to support the annual 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 to support the PlacerGROWN 16<sup>th</sup> *Annual Food and Farm Conference*. The Food and Farm 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. 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.



Please attach your letter of request to this application

# Revenue Sharing Funds

## Application for funding

### Districts 1 - 4



The Placer County Board of Supervisors has actively promoted revenue sharing funding as a means to provide financial support for local events, fundraising, programs, supplies, improvements, and equipment needed to help non-profit and community based organizations. In approving the revenue sharing 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.

Please complete, print and sign the application and include it with your letter of request.

Organization:	<u>PlacerGROWN</u>	Telephone:	<u>(530) 889-7398</u>
Address:	<u>11477 E Ave.</u>	FAX:	<u>( )</u>
	<u>Auburn CA 95603</u>	Email:	<u>placergrown@gmail.com</u>
Website:	<u>www.placergrown.org</u>		

Briefly describe the community benefit the organization, event, program or project provides:

The PlacerGROWN Food & Farm Conference, held on 2/5/11 in Lincoln provides educational opportunities in the form of workshops for the local agricultural and foodie community on farming practices, farming business and sustainability of our local food system. Includes workshops, lunch, trade show and reception.

Briefly describe how funding will be utilized by listing what items will be purchased:

Funds will be used to offset costs of the event to help with the purchase of supplies including local food for the lunch.

Has this organization received Revenue Sharing Funds in the past?

Yes  No

If yes, specify year(s), event and amount:

~~2009 PlacerGROWN Food & Farm Conference - \$600; 2010 PlacerGROWN Food & Farm Conference - \$600~~

I swear under penalty of perjury that the information supplied herein is true and correct

Jocelyn Maddux  
APPLICANT'S NAME

Jocelyn Maddux  
APPLICANT'S SIGNATURE

01/18/2011  
DATE

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## AN AGRICULTURAL MARKETING PROGRAM

EDUCATION ♦ MARKETING ♦ PROMOTION

### 2011 PlacerGROWN FOOD & FARM CONFERENCE

#### SPONSORSHIP OPPORTUNITY

The 16<sup>th</sup> annual **PlacerGROWN Food & Farm Conference** is scheduled for **Saturday, February 5th, 2011** from 8:00 a.m. to 3:30 p.m. at **Lincoln High School** in Lincoln. The conference provides a unique educational opportunity for the local food community, including 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 **Holly George**, the UC Livestock and Natural Resources Advisor for Plumas and Sierra Counties. Holly spearheaded *Passion for the Land*, a collaborative effort of UC-Davis Art of Regional Change, UC Cooperative Extension, and farmers and ranchers in the Sierra Valley to amplify local voices on agriculture viability, resource stewardship and preserving rural communities. The *Passion for the Land* project consists of 12 personal stories that explore the interconnections between our environment, agriculture, the people, and local communities.

Show your support for local agriculture and get your brand in front of the agricultural community – 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.

The conference will feature over 25 workshops organized around main themes such as Local Food & Sustainability, Resource Assessment & Development, Crops, Beginning Farming, Marketing and Livestock. Each year, the conference attracts over 200 farmers, ranchers, gardeners and local food enthusiasts from Placer County and the surrounding area.

For the fifth consecutive 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. Each year, the community attendance continues to increase.

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 website, [www.placergrown.org](http://www.placergrown.org).

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