

MEMORANDUM

PLACER COUNTY AGRICULTURE DEPARTMENT

TO: Honorable Board of Supervisors

FROM: Joshua P. Huntsinger, Agricultural Commissioner/Sealer

DATE: February 3, 2015

SUBJECT: A presentation by Merlot Marketing highlighting 2014 Agricultural Marketing highlights and accomplishments.

ACTION REQUESTED

Receive a presentation from Debi Hammond, President/CEO of Merlot Marketing regarding highlights and accomplishments of the Placer County Agricultural Marketing Program during the 2014 calendar year.

BACKGROUND

The Placer County Agricultural Marketing Program, under the PlacerGROWN brand, seeks to increase the sales and profitability of the county's agricultural industries through actions that increase consumer awareness and positive perception towards locally grown agricultural commodities.

These efforts are consistent with many Board policies and efforts including land conservation, increasing the health and welfare of our citizens, and economic development.

Placer County currently contracts with Merlot Marketing to provide public relations and social media marketing of Placer County agriculture on behalf of the county's farmers and ranchers. This presentation will focus on highlights and accomplishments of the 2014 growing season.

ENVIRONMENTAL

This activity does not qualify as a project under the California Environmental Quality Act (CEQA).

FISCAL IMPACT

There is no General Fund impact as a result of this action.

