



**MEMORANDUM**  
**ADMINISTRATIVE SERVICES**  
**PROCUREMENT SERVICES**  
County of Placer

TO: Board of Supervisors  
FROM: Brett Wood, Purchasing Manager  
SUBJECT: Agricultural Marketing Services – PlacerGROWN

---

DATE: July 26, 2016

**ACTION REQUESTED**

Approve the award of a negotiated Consulting Services Agreement with PlacerGROWN of Auburn, CA, a local non-profit organization, for agricultural marketing services in the maximum amount of \$108,000. Funding is provided by the Agriculture Department's FY 2016-17 Proposed Budget, resulting in no new net County cost; and

Authorize the Purchasing Manager to sign all required documents.

**BACKGROUND**

The general mission of the Agriculture Department (department) is to protect and preserve agriculture. One key element of fulfilling that mission is the Agricultural Marketing program, which includes promotion of Placer County's farms and ranches through the development of agricultural marketing products, media coverage of agricultural stories and events, building community partnerships that highlight agriculture and increasing public awareness and support for eating fresh, local produce. The department's Agriculture Marketing Program was first developed in 2001 and has continually operated since then under the PlacerGROWN brand. The program uses local media including radio, television and print media, as well as social media platforms such as Facebook, Twitter and Pinterest. The department uses professional media consultants to develop specific advertising campaigns, media content and to coordinate their publication and distribution.

The department has negotiated an agreement with the PlacerGROWN organization, a local 501(c)3 non-profit organization whose mission *"is to connect Placer County's residents and visitors with the local family farmers, ranchers and vintners whose passion is to produce the finest fruits, vegetables, meats and other agricultural products the region has to offer. Through community outreach, events and the collaborative efforts of Placer County and local businesses, our goal is to make known the abundance and quality of food and wine that we're proud to say is PlacerGROWN."* PlacerGROWN has a robust marketing program and has mutually negotiated a contract to team up with Placer County to develop a stronger overall program using existing media infrastructure, as well as community events. Under the contract, PlacerGROWN will oversee the agricultural marketing program and will develop and produce a wide variety of promotional activities, including but not limited to print media, radio ads, press releases, social media content, website articles, on-farm events and cooking demonstrations.

**FISCAL IMPACT**

Funding for this Consulting Services Agreement is included in the Agriculture Department's FY 2016-17 Proposed Budget.

cc: Joshua Huntsinger, Agricultural Commissioner/Sealer

