



**MEMORANDUM**  
**DEPARTMENT**  
**DIVISION**  
County of Placer

TO: Board of Supervisors

DATE: September 25, 2018

FROM: Joshua P. Huntsinger, Agricultural Commissioner/Sealer

SUBJECT: 2018 PlacerGROWN Month Proclamation

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**ACTION REQUESTED**

Approve a Proclamation, declaring October as "Celebrate PlacerGROWN Month" in Placer County and encouraging all citizens to support local farmers and ranchers by purchasing locally grown agricultural products.

**BACKGROUND**

Placer County General Plan Goal 7.C.1 is "to protect and enhance the economic viability of Placer County's agricultural operations." Historically, one of the ways that Placer County has supported the economic viability of agriculture is through the county's successful Agricultural Marketing Program.

The Agriculture department contracts with PlacerGROWN to facilitate and coordinate marketing of locally grown agricultural products. In addition to continuing to expand the program's online reach, the program seeks to increase the "on the ground" presence of the program by increasing the number of local events, and facilitating more frequent interactions with individual growers and industry associations. This is consistent with the county's commitment to further its stated goals regarding support for agriculture, as well as open space and economic development. One of the program's most successful initiatives is our Celebrate PlacerGROWN Month October event series, which produces and promotes a number of wonderful agricultural events that occur around our peak harvest season, and encourages the public to celebrate and participate in the agricultural bounty of Placer County.

This year's October PlacerGROWN events will include the Farm and Barn Tour, the Crop to Tabletop Dinner, Machado Orchard's Apple Festival, the Placer County Farm Bureau Hoe Down, several local pumpkin patches, and lots of great farmers markets!

**FISCAL IMPACT**

Funding for this activity is included in the Agriculture Department's FY 2018-2019 budget.

**ATTACHMENTS**

Proclamation

**IN THE MATTER OF A PROCLAMATION RECOGNIZING OCTOBER 2018 AS  
“CELEBRATE PLACERGROWN MONTH” IN PLACER COUNTY.**

**WHEREAS**, Placer County has been “Farm to Fork” since 1849 when its early settlers discovered the agricultural gold that could be produced utilizing the County’s rich soils, pure water, and perfect growing climate; and

**WHEREAS**, the region’s gold miners used their skills to create a robust agricultural irrigation system that is still in use today; and

**WHEREAS**, Placer County has many farms that have been in operation for over 100 years; and

**WHEREAS**, Placer County’s visionary leaders established one of the first Certified Farmers Markets in the state; and

**WHEREAS**, Placer County is experiencing an agricultural resurgence as many discover the rich potential that exists here; and

**WHEREAS**, Placer County Mandarins are world-famous for their consistent quality, flavor, and dark orange color; and

**WHEREAS**, Placer County wineries are consistently given top awards at state, national, and international competitions; and

**WHEREAS**, Placer County’s agricultural products are available through a wide range of outlets such as farm stands, farmers markets, local stores, and local restaurants; and

**WHEREAS**, Placer County’s farms and ranches are beautiful places that are wonderful to visit; and

**WHEREAS**, Placer County agricultural production consists of a diversified range of products including grains, tree fruit, grapes, livestock, and forest products; and

**WHEREAS**, Placer County’s local crops and livestock are the source of the highest quality, freshest food available to Placer County residents; and

**WHEREAS**, the Placer County Board of Supervisors encourages all citizens to support our local farmers and ranchers throughout the designated month and beyond by purchasing locally grown agricultural products.

**NOW, THEREFORE, BE IT PROCLAIMED** by the Board of Supervisors of the County of Placer that the month of October 2018 shall be known as “Celebrate PlacerGROWN Month” in Placer County. This Proclamation was duly passed at a regular meeting held September 25, 2018.