

**MEMORANDUM**  
OFFICE OF THE  
**BOARD OF SUPERVISORS**  
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Robert M. Weygandt, Supervisor District 2  
Mike Boyle, Assistant County Executive Officer

DATE: September 8, 2009

SUBJECT: COMMENDATION - Present a Commendation congratulating the Foothill Farmers' Market Association on their 20<sup>th</sup> anniversary of doing business providing fresh produce to the public through Farmers' Markets in Placer County.

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**ACTION REQUESTED**

Present a Commendation congratulating the Foothill Farmers' Market Association on their 20<sup>th</sup> anniversary of doing business providing fresh produce to the public through Farmer's Markets in Placer County.

**BACKGROUND/COMMUNITY BENEFITS**

The Board is being asked to present a Commendation to Carol Arnold, General Manager for Foothills Farmers' Market Association, to honor the 20<sup>th</sup> anniversary for the Foothill Farmers' Market Association for providing fresh produce to the community through public Farmers' Markets in Placer County.

The agricultural industry in Placer County is a primary part of our County's heritage and the rich agricultural resources available in Placer County are among our greatest assets. Placer County is known for growing fruits, vegetables, rice, flowers, herbs, lavender, honey and other products and selling these products to the community through local Farmers' Markets. The Farmers' Market Association was one of the first of its kind in Placer County to officially collaborate in a public forum to sell locally grown produce. These markets have become very popular as a means to sell locally grown fresh produce.

**FISCAL IMPACT**

None

In the matter of a Commendation congratulating the Foothill Farmers' Market Association on their 20<sup>th</sup> anniversary of doing business providing fresh produce to the public through Farmers' Markets in Placer County.

**WHEREAS**, twenty-one years ago, Placer County farmers took their crops to the local fruit packing shed for sales and distribution; and

**WHEREAS**, dwindling profits generated the creative need to organize Farmers' Markets in Placer County as a way for local growers to display and sell their produce; and

**WHEREAS**, through the ingenuity of a few civic-minded local individuals and \$15,000 support from the Placer County Board of Supervisors, the Foothill Certified Farmers' Association was created; and

**WHEREAS**, the first market was opened on Sunday, June 12, 1989 at the Loomis fruit shed; and

**WHEREAS**, the first President of the Board of Directors was a life-long resident and previous District 2 Supervisor for Placer County, Alex Ferreira; and

**WHEREAS**, in 1990, the Association changed its name to the Foothill Farmers' Market Association and opened another market in Tahoe City; and

**WHEREAS**, the Association also began managing the existing Auburn Farmers' Market which began in 1983; and

**WHEREAS**, several of the original members are still present today including the original ribbon cutter, Steve Pilz and his wife Lisa, who continue to sell their mandarins at the local Farmers' Market; and

**WHEREAS**, the Foothill Farmers' Market Association has grown from its original twenty farm families to support one hundred and ten small businesses today and helps them thrive in an increasingly challenging economic environment; and

**WHEREAS**, after 20 years, the Placer County Board of Supervisors continues their strong support of the local agricultural industry and the Farmers' Markets as a popular means to display and sustain our local farmers.

**NOW, THEREFORE, LET IT BE KNOWN THAT**, the Placer County Board of Supervisors takes great pleasure in congratulating the Foothill Farmers' Market Association on their 20<sup>th</sup> anniversary of doing business providing fresh produce to the public through Farmers' Markets in Placer County and wishes them continued success and prosperity.

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F.C. "Rocky" Rockholm Supervisor, District 1  
Chairman 2009

Robert M. Weygandt  
Supervisor, District 2

Jim Holmes  
Supervisor, District 3

Kirk Uhler  
Supervisor, District 4

Jennifer Montgomery  
Supervisor, District 5