

MEMORANDUM

PLACER COUNTY AGRICULTURE DEPARTMENT

TO: Honorable Board of Supervisors

FROM: Christine E. Turner, Agricultural Commissioner/Sealer

DATE: July 11, 2006

SUBJECT: Annual Agricultural Marketing Program report summarizing projects, activities and partnerships.

ACTION REQUESTED

Informational

BACKGROUND

The Placer County General Plan states under Economic Viability of Agriculture, Goal 7.C.1., "To protect and enhance the economic viability of Placer County's agricultural operations." There are a number of supporting policies for this goal including, but not limited to, "The County shall support opportunities to promote and market agricultural products grown or processed with Placer County as a part of the economic development activities of local agencies." Funding the Agricultural Marketing Program's efforts is one way the County is supporting and promoting our local agricultural operations. Farmers and ranchers are very good at what they do but often do not have marketing and promotional skills to help them sell the fresh products they grow or raise.

The County has contracted with Joanne K. Neft Marketing for the past five fiscal years to serve as the Agricultural Marketing Director of the Agricultural Marketing Program under the direction of the Placer County Agriculture Department. Ms. Neft's marketing contract expired on June 30, 2006. Providing the Board of Supervisors with an annual update on the program's activities is part of the reporting requirements under the contract.

Joanne Neft will present a brief power point presentation covering marketing, events, partnerships and community outreach.

FISCAL IMPACT

None

Attachment – Agricultural Marketing Report power point presentation

**The Agriculture Marketing Report
is available for review
at the Clerk of the Board's Office**