



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

TO: Board of Supervisors

DATE: September 27, 2016

FROM: Joshua P. Huntsinger, Agricultural Commissioner/Sealer

SUBJECT: Agriculture Marketing

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**ACTION REQUESTED**

1. Receive an update regarding agricultural marketing plans.
2. Proclaim October as "Celebrate PlacerGROWN Month" and encourage 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. This program was first instituted in 2001. The program was revitalized in 2012 as the county's agricultural marketing effort focused on building a comprehensive PR and Social Media program to promote Placer County's farms and ranches under the PlacerGROWN brand. This effort expanded PlacerGROWN's social media reach by more than ten-fold, and continues to grow the brand's following through Facebook, Twitter, Instagram and Pinterest.

This year, the department has contracted with PlacerGROWN directly to facilitate and coordinate continued marketing of locally grown 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.

**FISCAL IMPACT**

Funding for this activity is included in the Agriculture Department's FY 2016-17 budget.

**ATTACHMENTS**

None

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

**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**, Placer County has been “Farm to Fork” since 1849 when it’s early settlers discovered the agricultural gold that could be produced utilizing the county’s rich soils, pure water, and perfect growing climate; 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 and 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 farmers and ranchers are hardworking individuals who are good stewards of their land and maintain it for agricultural production and future generations; and

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

**WHEREAS**, Placer County’s local agricultural industry depends on direct sales of farm products to the local community in order to maintain economic sustainability.

**NOW, THEREFORE, BE IT PROCLAIMED**, that the above PROCLAMATION was duly passed by the Board of Supervisors of the County of Placer, on behalf of the citizens of Placer County, at a regular meeting held, September 27, 2016, proclaiming the month of October as “Celebrate PlacerGROWN Month” and encourages all citizens to support our local farmers and ranchers throughout the designated week and beyond by purchasing locally grown agricultural products.

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Jennifer Montgomery, Supervisor District 5  
Vice Chair 2016

Jack Duran, Supervisor District 1  
Robert M. Weygandt, Chair District 2  
Jim Holmes, Supervisor District 3  
Kirk Uhler, Supervisor District 4