



**MEMORANDUM  
AGRICULTURAL COMMISSIONER &  
SEALER OF WEIGHTS AND MEASURES  
County of Placer**

TO: Honorable Board of Supervisors DATE: October 6, 2020  
FROM: Josh Huntsinger, Agricultural Commissioner  
By: Tammy Lindstrom, Executive Secretary  
SUBJECT: Agricultural Presentation: Agricultural Marketing Update and PlacerGROWN Proclamation

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**ACTION REQUESTED**

1. Receive an update from the PlacerGROWN organization regarding the agricultural marketing program.
2. Approve the Proclamation, declaring October as “Celebrate PlacerGROWN Month” in Placer County 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 is focused on building a comprehensive public relations and social media strategy to promote Placer County’s farms and ranches under the PlacerGROWN brand. This effort continues to grow the brand’s following through Facebook, Twitter, and Instagram, as well as through on-the-ground tours, events, and Crop-to-Tabletop dinners.

For the past few years, the department has contracted with the PlacerGROWN 501(c)(3) nonprofit directly to facilitate and coordinate the program. This effort is consistent with the County’s commitment to further its stated goals regarding support for agriculture, as well as open space and economic development.

While some of the annual PlacerGROWN events may not occur this season due to COVID-19, there are many opportunities where Placer County residents may celebrate and support agriculture. We encourage residents to attend their local farmers markets and farm stands, pumpkin farms, and restaurants who support “farm-to-fork” meals along with visiting your local wineries and breweries – agriculture is in the fabric of our Placer community from local growers to livestock to local tasting rooms.

**FISCAL IMPACT**

Funding for this activity was included in the Agriculture Department’s FY 2019-2020 budget. This is an annual item that is budgeted for in the Agriculture Department’s operating budget.

**ATTACHMENTS**

PlacerGROWN Month Proclamation

On file at the Clerk of the Board’s Office:  
Agricultural Marketing Report

# COUNTY OF PLACER



# Proclamation

BOARD

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**IN THE MATTER OF A PROCLAMATION RECOGNIZING OCTOBER 2020 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 COVID-19 Pandemic has caused citizens to reconnect with and focus on their local food supply; and

**WHEREAS**, Placer County’s farmers and ranchers produce a wide variety of agricultural products at production scales ranging from very small to very large; and

**WHEREAS**, Placer County’s agricultural industry represents a \$200 million segment of our local economy; 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 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 PlacerGROWN month and beyond by purchasing locally grown agricultural products.

**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 October 6, 2020, proclaiming the month of October 2020 as Celebrate PlacerGROWN Month.

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Bonnie Gore, Supervisor District 1  
Chair 2020

**BONNIE GORE**  
*Supervisor*  
*District 1*

**ROBERT M. WEYGANDT**  
*Supervisor*  
*District 2*

**JIM HOLMES**  
*Supervisor*  
*District 3*

**KIRK UHLER**  
*Supervisor*  
*District 4*

**CINDY GUSTAFSON**  
*Supervisor*  
*District 5*