



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

TO: Honorable Board of Supervisors DATE: September 28, 2021  
FROM: Josh Huntsinger, Agricultural Commissioner  
SUBJECT: Agricultural Presentation: 2020 Crop Report, Agricultural Marketing Program Update, 2021  
PlacerGROWN Month Proclamation

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**ACTION REQUESTED**

1. Receive an informational update on the 2020 Agricultural Crop Report.
2. Receive an informational update on the Agricultural Marketing Program.
3. 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:**

**Crop Report:** In accordance with Section 2279 of the California Food and Agricultural Code, each county Agricultural Commissioner prepares an annual crop report for submission to the Secretary of the California Department of Food and Agriculture. The crop report provides information on acreage, yield, and gross value of agricultural crops and products. Placer County’s total gross value of agricultural crops and products for 2020 was \$90,710,116. This represents an increase of \$4,002,157, or just over 4% above 2019’s value of \$86,707,959, and Placer County’s highest value ever reported. This report reflects the gross value of agricultural crops and products and not the net income producers receive.

**Agricultural Marketing Program:** 2021 marks the 20<sup>th</sup> anniversary of the county’s Agricultural Marketing Program. As we celebrate this milestone, we reflect on the original vision of leaders like Alex Ferreira, Joanne Neft, and the county’s Board of Supervisors in supporting the original program based on Placer County General Plan Goal 7.C.1 which encourages the county, “*to protect and enhance the economic viability of Placer County’s agricultural operations.*” The marketing program is one of the ways that Placer County has supported the economic viability of agriculture. While much has changed since the program was first instituted in 2001, the program remains focused on promoting Placer County’s farms and ranches under the PlacerGROWN brand. This effort continues through Facebook, Twitter, and Instagram, as well as through on-the-ground tours, events, and Crop-to-Tabletop dinners.

**FISCAL IMPACT**

Funding for this activity is included in the Agriculture Department’s FY 2021-2022 budget.

**ATTACHMENTS**

2021 Celebrate PlacerGROWN Proclamation

On file at the Clerk of the Board’s Office:  
2020 Crop Report

# Proclamation

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## **IN THE MATTER OF A PROCLAMATION RECOGNIZING OCTOBER 2021 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**, Placer County is experiencing an agricultural resurgence as many discover the rich potential that exists here; and

**WHEREAS**, Placer County’s General Plan places high importance on the preservation of agricultural land and the economic viability of agriculture; and

**WHEREAS**, 2021 marks the 20<sup>th</sup> anniversary of the county’s PlacerGROWN Agricultural Marketing Program; and

**WHEREAS**, Placer County is home to a growing and thriving farm-based winery and brewery industry ; and

**WHEREAS**, Placer County’s mandarins are celebrated far and wide for their beautiful color and superior flavor; and

**WHEREAS**, Placer County’s farmers markets and farm stands represent a unique opportunity for our residents to purchase the highest quality locally grown produce directly from the farmer; and

**WHEREAS**, Placer County agriculture is a growing industry with exciting new investments being made on a frequent basis; 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**, 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 28, 2021, proclaiming the month of October 2021 as “Celebrate PlacerGROWN Month.”

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Robert Weygandt, Supervisor District 2  
Chair 2021