

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

TO: Honorable Board of Supervisors

FROM: Kirk Uhler, Supervisor, District 4

DATE: April 10, 2012

SUBJECT: PROCLAMATION - Approve a Proclamation declaring June 2012 "California Avocado Month"

ACTION REQUESTED

Approve a Proclamation declaring June 2012 "California Avocado Month".

BACKGROUND/COMMUNITY BENEFITS

It is widely accepted that avocados have been cultivated for almost 7,000-10,000 years in Central and South America, due to several drawings and artifacts dating back to the Aztecs' first ages.

Avocados are grown extensively in Central and Southern California, however, it was a mistake in the backyard of Rudolph Hass in 1926 that produced the now popular Hass avocado. The popularity of the Hass avocado, as well as avocados in general, has progressively grown over the years to the prosperous industry that it is today.

Placer County is a strong agricultural county and supports agriculture state wide, however, it does not commercially produce avocados. It is because of the agricultural community in the State of California as well as the County of Placer that makes us a leader in supplying crops for the United States as well as the world.

FISCAL IMPACT

None

Before the Board of Supervisors County of Placer, State of California

IN THE MATTER OF A PROCLAMATION DECLARING JUNE 2012 CALIFORNIA AVOCADO MONTH IN PLACER COUNTY

The following PROCLAMATION was duly passed by the Board of Supervisors of the County of Placer at a regular meeting held, April 10, 2012.

WHEREAS, The most popular California avocado is the Hass avocado which weighs about half a pound and has a pebbly black skin when ripe. Hass avocados are unique because they are the only avocado variety that is produced year-round; and

WHEREAS, The Hass avocado began life as a mistake in the backyard of a postman named Rudolph Hass in 1926. Rudolph Hass applied for the first ever patent on a tree in 1935 on his Hass avocado tree; and

WHEREAS, The agricultural community of California saw the profit potential in the Hass avocado and have developed it into the industry it is today; and

WHEREAS, 90 percent of the nation's avocado crop is grown in California by nearly 5,000 growers; and

WHEREAS, California avocados are locally-grown on small family farms throughout Central and Southern California; and

WHEREAS, spring thru fall marks the California avocado season, making this the perfect time to enjoy this premium quality fruit; and

WHEREAS, California-grown avocados are widely acknowledged for their creamy texture and rich flavor with nearly 20 vitamins, minerals and phytonutrients; and

NOW, THEREFORE, BE IT PROCLAIMED, that the Board of Supervisors of Placer County, State of California as a strong supporter of agriculture in California, hereby proclaims June 2012 as "CALIFORNIA AVOCADO MONTH" in Placer County.

Jennifer Montgomery,
Supervisor District 5, 2012 Chairwoman

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