

# MEMORANDUM

## PLACER COUNTY AGRICULTURE DEPARTMENT

**TO:** Honorable Board of Supervisors   
**FROM:** Joshua P. Huntsinger, Agricultural Commissioner/Sealer  
**DATE:** September 25, 2012  
**SUBJECT:** A proclamation declaring the week of October 8<sup>th</sup> through the 14<sup>th</sup> to be "Celebrate PlacerGROWN Week"

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### ACTION REQUESTED

Proclaim the week of October 8<sup>th</sup> through the 14<sup>th</sup> to be "**Celebrate PlacerGROWN Week,**" and encourage all citizens to support our local farmers and ranchers throughout the designated week and beyond by purchasing locally grown agricultural products.

### BACKGROUND

The Placer County Agricultural Marketing Program, under the PlacerGROWN brand, seeks to increase the sales and profitability of the county's agricultural industries through actions that increase consumer awareness and positive perception towards locally grown agricultural commodities.

These efforts are consistent with many Board policies and efforts including land conservation, increasing the health and welfare of our citizens, and economic development.

Celebrate PlacerGROWN Week will be a week dedicated to celebrating all of the wonderful agricultural commodities that are produced in Placer County. There will be many activities including a Farm-To-Table Dinner, special promotional activities, the Auburn Wine and Food Festival, and the Farm and Barn Open House, which will be held on October 14<sup>th</sup> as a special opportunity for people to get out and visit a local farm.

### ENVIRONMENTAL

This activity does not qualify as a project under the California Environmental Quality Act (CEQA).

### FISCAL IMPACT

There is no General Fund impact as a result of this action.

Attachments: Proclamation

**SEPTEMBER 25, 2012 IN THE MATTER OF A PROCLAMATION  
RECOGNIZING THE WEEK OF OCTOBER 8<sup>th</sup> THROUGH THE 14<sup>th</sup> TO  
BE "CELEBRATE PLACERGROWN WEEK," IN PLACER COUNTY**

**WHEREAS**, local agriculture is an important and historically-significant component in Placer County's cultural fabric; and

**WHEREAS**, a vibrant local agricultural economy contributes significantly to land conservation in accordance with the goals of the Placer Legacy Program; and

**WHEREAS**, Placer County's local agricultural production provides a wonderful supply of healthy food; and

**WHEREAS**, Placer County's local agriculture consists of an incredible variety of different crops including rice, timber, strawberries, mandarins, wine grapes, vegetables, pumpkins, Christmas Trees, livestock, and nursery stock; and

**WHEREAS**, Placer County's local agricultural production is the source of the highest quality, freshest food available to Placer County residents; and

**WHEREAS**, Placer County's local agriculture supports a vibrant certified farmers market industry consisting of approximately 20 markets providing fresh local produce to all of Placer County's communities; and

**WHEREAS**, Placer County's local agricultural production is a significant part of the local economy accounting for \$65,000,000 in gross sales, and at least twice that in total economic activity; and

**WHEREAS**, Placer County's local agricultural industry depends on direct sales of farm products to local consumers in order to remain economically sustainable.

**NOW, THEREFORE, LET IT BE KNOWN**, that the Placer County Board of Supervisors declares the week of October 8<sup>th</sup> through the 14<sup>th</sup> to be "**Celebrate PlacerGROWN Week**," 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  
Chairwoman 2012

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