

M E M O R A N D U M
Office of
BOARD OF SUPERVISORS
County of Placer

TO: The Honorable Board of Supervisors

FROM: Supervisor Jim Holmes, District 3

DATE: November 6, 2012

SUBJECT: **PROCLAMATION** – Approve and present a Proclamation declaring the third Friday of November to be the official start of mandarin season and encourage all citizens to support our local Mountain Mandarin Growers Association farmers throughout the designated week and beyond by purchasing locally grown mandarins at the Mandarin Festival, farmers markets or by visiting member orchards.

ACTION REQUESTED

Approve and present a Proclamation declaring the third Friday of November to be the official start of mandarin season and encourages all citizens to support our local Mountain Mandarin Growers Association farmers throughout the designated week and beyond by purchasing locally grown mandarins at the Mandarin Festival, farmers markets or by visiting member orchards.

BACKGROUND

Local agriculture is an important and historically-significant component in Placer County's cultural fabric, as well as an important contributor to the local economy. Mountain Mandarin Growers Association members have been growing delicious seedless mountain mandarins for over 50 years in the fertile soil of Placer County. Satsuma mandarins grown in Placer County are tree ripened, hand-picked, easy to peel, considered a super food offering high doses of vitamin C and synephrine, and a healthy snack for children and adults. The Mountain Mandarin Growers Association's primary goal is to provide quality mandarins and expand markets to support local agriculture. 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. The Mountain Mandarin Growers Association is focused on enhancing the local agricultural industry by growing wholesale and direct sales of Placer County mandarins.

FISCAL IMPACT

None

**NOVEMBER 6, 2012 IN THE MATTER OF A PROCLAMATION
RECOGNIZING THE THIRD FRIDAY OF NOVEMBER AS THE
OFFICIAL START OF MOUNTAIN MANDARIN SEASON IN
PLACER COUNTY**

WHEREAS, local agriculture is an important and historically-significant component in Placer County's cultural fabric, as well as an important contributor to the local economy; and

WHEREAS, Mountain Mandarin Growers Association members have been growing delicious seedless mountain mandarins for over 50 years in the fertile soil of Placer County; and

WHEREAS, Satsuma mandarins grown in Placer County are tree ripened, hand picked, easy to peel, considered a super food offering high doses of vitamin C and synephrine, and a healthy snack for children and adults and can be found at local farmers markets and member orchards throughout Placer County from mid-November through January; and

WHEREAS, the Mountain Mandarin Growers Association's primary goal is to provide quality mandarins and expand markets to support local agriculture; and

WHEREAS, the Mountain Mandarin Growers Association is focused on enhancing the local agricultural industry by growing wholesale and direct sales of Placer County mandarins.

NOW, THEREFORE, LET IT BE KNOWN, that the Placer County Board of Supervisors proclaims the third Friday of November to be the official start of mandarin season and encourages all citizens to support our local Mountain Mandarin Growers Association farmers throughout the designated week and beyond by purchasing locally grown mandarins at the Mandarin Festival, farmers markets or by visiting member orchards.

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