

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: F.C. "Rocky" Rockholm, Supervisor District 1, Robert M. Weygandt Supervisor, District 2 and Jim Holmes, Supervisor District 3

DATE: January 12, 2010

SUBJECT: REVENUE SHARING - Approve appropriation of \$600 in Revenue Sharing monies to the PlacerGROWN 15th Annual Food and Farm Conference to support the annual conference, as requested by Supervisor Rockholm (\$150), Supervisor Weygandt (\$200) and Supervisor Holmes (\$250).

ACTION REQUESTED

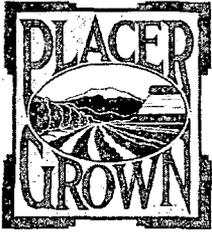
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BACKGROUND/COMMUNITY BENEFITS: In approving the following contributions, the Placer County Board of Supervisors finds that each and every approved contribution serves a public purpose by promoting the general welfare of the County and its inhabitants therefore a benefit results to the County.

The Board of Supervisors is being asked to support the PlacerGROWN 15th Annual Food and Farm Conference. The Food and Farm Conference provides a unique educational opportunity for beginning and experienced farmers, ranchers and gardeners to learn about production, management and marketing from agricultural industry leaders. The conference will feature over twenty-five workshops organized around main themes such as growing growers and planning for the next generation, mandarins, beginning farming, collaborative marketing, crop planning and extending the season, livestock, and building community support for a local food system. The funds designated towards this event will help defray the costs of this annual conference and help PlacerGROWN continue to act as stewards of our precious natural resource, agriculture, which grosses over \$70,000,000 in sales in Placer County every year.

FISCAL IMPACT

Funds are available in the Revenue Sharing budget.



AN AGRICULTURAL MARKETING PROGRAM

EDUCATION ♦ MARKETING ♦ PROMOTION

2010 PlacerGROWN FOOD & FARM CONFERENCE

SPONSORSHIP OPPORTUNITY

The 15th annual PlacerGROWN Food & Farm Conference is scheduled for **Saturday, January 30, 2009** from 8:00 a.m. to 3:30 p.m. at **Lincoln High School** in Lincoln. The conference provides a unique educational opportunity for beginning and experienced farmers, ranchers and gardeners to learn about production, management and marketing from agricultural industry leaders.

This year's conference features a keynote address by *Small Farm Journal* author and publisher Lynn Miller. Lynn has been heavily involved in the establishment of the Small Farms Conservancy, whose mission is to protect, sustain and inspire small farming worldwide. He has lectured and keynoted, and delivered over one hundred workshops, clinics and demonstrations at dozens of venues throughout North America. He is an ardent supporter of small farms and will definitely make you think!

Show your support for local agriculture and get your brand in front of the agricultural community -- consider being a sponsor of this year's conference. Agriculture grosses over \$70,000,000 in sales in Placer County every year and makes a valuable contribution to the social, economic and environmental health of our community. Get your business or organization's name in front of not only hundreds of local farmers and ranchers, but also community members who grow, buy and consume local food and agricultural products. Your business or organization will receive valuable name recognition and other benefits.

The conference will feature over 25 workshops organized around main themes such as growing growers and planning for the next generation, mandarins, beginning farming, collaborative marketing, crop planning and extending the season, and building community support for a local food system. **Each year, the conference attracts over 200 farmers, ranchers and gardeners from Placer County and the surrounding area.**

For the fourth consecutive year, we will offer workshops for members of the community interested in supporting a local food system that will inform and inspire eaters to get to know their local producers and get connected with the bounty of fabulous food grown in Placer County and the surrounding region. **We hope to get about 100 new community members to attend.**

We have several sponsorship levels and benefits. Your contribution will be acknowledged at the conference and in conference promotional materials, proceedings, the **PlacerGROWN newsletter** and our **website**, www.placergrown.org.