



PlacerGROWN 2010 Year in Review

Mission

To assist Placer County agricultural producers to market their products; provide educational information to both the community and producers; and to bring farmers, ranchers, community members and organizations together to support agricultural endeavors in Placer County.

Board of Directors

PlacerGROWN voted in 2009 to increase the size of its Board of Directors to the maximum of eleven members as allowed in its bylaws. The Board make-up represents various segments of agricultural production, marketing and tourism. New board members for 2010-2011 are marked with an asterisk.

Karen Killebrew (07-11) - President Nature Media Network	AGRITOURISM
Yarda Hansen (07-11) - CFO Pine Hill Orchard	MANDARINS
Beckie Perell (09-11) - Secretary Loomis Alpacas	ALPACAS/FIBER
*David Chappell (10-12) Placer School Gardens Project	SCHOOL/COMMUNITY GARDENS
Tim Cheney (09-11) CC Family Farm	FRESH PRODUCE/EGGS
*Jenny Gardemyer (10-12) Colfax Hill Family Farm	NEW FARMERS
Stephanie Perry (09-11) Fawnridge Winery	WINE/WINEGRAPES
Karin Sinclair (09-11) Sinclair Family Farm	LIVESTOCK
Mary Schug (09-11)	COMMUNITY/CULINARY
(vacant)	EDUCATION
(vacant)	MARKETING

The Board of Directors meets on the first Monday of every month at 5:00pm. Community members interested in attending may contact the Program Manager or Board President for location details.

PlacerGROWN's only paid position is the Program Manager. Jocelyn Maddux, an independent contractor, has held the position of Program Manager since 2007. Funding for the Program Manager is \$10,000 for FY 2010-2011, an increase from \$6000 for FY 2009-2010. PlacerGROWN's Fiscal Year begins in July.

Duties of the Program Manager encompass both marketing and administrative functions and include communications (phone, email, newsletter, website, Facebook, Twitter), website maintenance, updates and development, development of marketing materials, outreach (including community and organization and agency meetings), membership management, sponsorship development, annual Farm Conference planning, execution and management of projects and initiatives developed by the Board of Directors, attendance at monthly Board meetings and liaison with the Board and its committees for programs and events.

Catching the Wave

Dear Friends,

No, PlacerGROWN hasn't relocated to the coast, but the analogy of "catching the wave" describes perfectly the opportunities that the national "Local Food" trend presented in 2010.

One of the most significant events was the release of Placer County Real Food, by Joanne Neft and Laura Kenny. PlacerGROWN was asked to host the April 18 book release party, and provided catering, ticket sales & registration for this landmark event. Cookbook sales have contributed to a fundraising initiative that saw annual income double over annual budget projections.

Collaboration, cooperation and conversation have been the themes of PlacerGROWN's efforts this year, kicked off by a joint meeting of all Placer County Agricultural organizations and agencies in January, 2010 and a joint meeting with Nevada County Grown in March, 2010.

The work of a very dedicated board of directors and volunteers resulted in doubling our outreach efforts at nearly two dozen events, conferences, workshops and symposiums. We kicked off a cooperative advertising campaign with several publications, coupling the lowest available advertising costs coupled with editorial features about the advertisers.

As one of the state's oldest agricultural marketing organizations, PlacerGROWN enjoys a considerable reputation as a model for brand recognition. In June PlacerGROWN and Nevada County Grown were invited to consult with Solano County on the formation of Solano County Grown. In October PlacerGROWN was invited to present at the Great Valley Center's Sacramento Valley Forum, and in November at the Marin County Agricultural Summit. These experiences provide valuable input to the Board of Directors on marketing trends and practices in other agricultural communities.

We also stepped up partnership efforts, joining the Sacramento Valley Food System Collaborative, hosted by SACOG and Valley Vision. PlacerGROWN's Annual Meeting in May featured a presentation by David Shabazian of SACOG on their *Innovations for a Local Food System* Report. We joined the Community Alliance with Family Farms (CAFF) and took a leadership role in putting together the Placer County section in the new Sacramento Valley Buy Fresh Buy Local Guide.

The 16th Annual PlacerGROWN Food & Farm Conference, to be held on February 5, 2011 at Lincoln High School, encapsulates many of the trends, themes and tenets we see ahead. As our most high-profile event of the year, it provides critical education to producers and community members alike, drawing participants from throughout northern California.

This report summarizes the impact that PlacerGROWN has had in our community in 2010. As we head into 2011, we expect that the Buy Local "wave" will continue to present opportunities for further collaborative efforts to bring greater visibility to agriculture and its important contribution to the economic strength of our community.

Locally yours,

Karen Killebrew
Board President

PlacerGROWN presents two annual awards:

The **2010 Farmer of the Year** Award was presented to Bryan Kaminsky of the Natural Trading Company at the 15th annual Food & Farm Conference on January 30.

PlacerGROWN nominated Placer County Agricultural Commissioner Christine Turner for the Auburn Chamber of Commerce's annual **Friend of Agriculture Award**, which was presented by Board President Karen Killebrew at the State of the Community Dinner on May 7.



Christine Turner with one of her achievements, new wayfinding signs.

Growing Success

Developing expanded demand for locally grown and processed foods

The PlacerGROWN website is the first point of contact for consumers that are interested in local agriculture. The website features a searchable database of products and producers, an event calendar and a “What’s New” section highlighting news, events and marketing opportunities. Inquiries received via the website (5-10 per week) are distributed to the appropriate person or organization.

Since PlacerGROWN launched its e-newsletter in 2009, the mailing list has grown to 840 recipients. Other marketing tools include an informational “rack card”, PlacerGROWN reusable “green” bags and logo merchandise. The Placer County Agricultural Marketing Program provides PlacerGROWN paper bags and the Placer County Agricultural Guide. Board President Karen Killebrew writes a monthly PlacerGROWN column for the Auburn Journal.



Home page of PlacerGROWN.org

Outreach is one of PlacerGROWN’s most important activities. By participating in community events, the board, staff and volunteers spread the message about local food. In addition to distributing marketing and member materials, we also offer samples of fresh or prepared local food when possible, which we find to be a useful tool for engaging in conversations with the public about agriculture. In 2010 we more than doubled outreach efforts, participating in more than two dozen community events, conferences, symposiums and workshops.

In 2010 PlacerGROWN launched a membership campaign directed at restaurants and businesses that support agriculture, resulting in a 50% increase in business members. Verde Grown, an online virtual marketplace developed by a PlacerGROWN board member, will help to connect producers with retailers and restaurants.

PlacerGROWN hosted a Focus Group meeting and farm tour for the Placer Food Bank, which is currently working with six local producers and plans to expand its efforts in the future.

Some highlights of 2010 outreach included a PlacerGROWN Showcase for local hotel management staff, featuring nine local wineries and eight local restaurants and caterers. In 2011 this hotel initiative will be expanded to include farm visits and joint marketing programs for farm events.



PlacerGROWN booth at Roseville’s Celebrate the Earth Festival

April was a busy month as PlacerGROWN hosted a mixer for Auburn Chamber of Commerce at the Bernhard Museum and Baumbach Winery, serving local produce and meat prepared by PlacerGROWN members; partnered with Roseville’s Utility Exploration Center to present a new “Local Food Zone” at Celebrate the Earth Day, featuring chef demonstrations and PlacerGROWN member booths; and catered and hosted the launch party for the *Placer County Real Food* cookbook by Joanne Neft and Laura Kenny.

The Gold Country Fair in September and the Mountain Mandarin Festival in November are always significant events for PlacerGROWN, with the help of a cadre of dedicated volunteers. PlacerGROWN acted as site coordinator at Machado Orchards for the October Placer Farm & Barn Tour.

Promoting a sustainable local food system

In 2010 PlacerGROWN reached out to numerous organizations and agencies to identify opportunities for collaboration. PlacerGROWN hosted a joint meeting of all Placer County Agricultural organizations and agencies in January, 2010 and a joint meeting with Nevada County Grown in March, 2010.

PlacerGROWN is one of the state's oldest marketing organizations, and the PlacerGROWN brand is well respected. This presents opportunities for many meaningful exchanges with other agricultural communities. In June, PlacerGROWN and Nevada County Grown were invited to consult with Solano County on the formation of Solano County Grown. In October PlacerGROWN was invited to present at the Great Valley Center's Sacramento Valley Forum, and in November, PlacerGROWN Board President Karen Killebrew was invited to present at the Marin County Agricultural Summit.

In 2010 PlacerGROWN joined Valley Vision's Food System Collaborative and the California Alliance with Family Farms (CAFF). We have a strong presence in CAFF's first Sacramento Valley *Buy Fresh Buy Local Guide*, which was released in October, 2010.

Action Plan for 2011

The following are the Board of Directors top rated objectives for 2011:

Food & Farm Conference – With a grant from USDA's Risk Management Agency, PlacerGROWN will expand marketing efforts for the 2011 conference. Online registration and electronic surveys will streamline processing and reporting.

Collaboration and joint meetings with Ag Organizations – PlacerGROWN will meet individually with all agricultural marketing organizations to review the Action Plan for 2011 and to identify opportunities for collaboration, and will host a joint meeting of agricultural marketing organizations.

Advocacy for Agritourism, Economic Development and market expansion – PlacerGROWN regularly attends meetings of the Economic Development Board, who in 2010 rated Agritourism as a high priority for future economic expansion.

PlacerGROWN also advocated to the Agricultural Commission and Placer County Planning Department for a new Temporary Agricultural Event permit, which will provide streamlined processing and fee waivers for on-farm events.

PlacerGROWN's website development plans include an online map of producers who welcome the public, and marketing efforts to promote Agritourism. PlacerGROWN will continue to inform the community of resources such as cold storage that are needed for business development.

Consumer Education & Outreach – PlacerGROWN will launch the Master AGvocate Program, a community agricultural leadership program that will equip community members to act as speakers and community advocates. The Cooperative Marketing Plan offers PlacerGROWN members access to the lowest available advertising rates in key regional publications.

Ensuring the long term financial stability of PlacerGROWN

In the last two years PlacerGROWN has worked with bookkeeper Lisa Pilz and Susan Werner, CPA, to update its chart of accounts and accounting practices in accordance with current non-profit reporting requirements. In December, Werner gave the Board strong accolades for its accomplishments in significantly increasing the financial stability of the organization through fundraising and improved accounting practices.

With a focus on fundraising, PlacerGROWN surpassed 2009-2010 budget projections by 100%, bringing income to \$15,000.

The FY2010-2011 budget is \$28,800, including deferred grant income of \$11,790 and a grant for the 2011 Food & Farm Conference of \$9955 from USDA's Risk Management Agency (Fiscal Receiver High Sierra Resource, Conservation & Development Council). \$4000 has been placed in a reserve account for the purpose of keeping funding for the Program Manager at a minimum of \$10,000 for FY2011-2012.



PlacerGROWN was the beneficiary of the new Placer County Honey Festival. Board Members Dave Chappell (front left) and Justin Miller (front right) helped judge the cornbread contest.

PlacerGROWN Budget 2010-2011

4030 - Contributions Income	18,000.00
4235 - Sponsorships	800.00
4165 - Fundraising Activities	
4200 - Merchandise Sales	2,000.00
4250 - Membership Income	8,000.00
	28,800.00
6010 - Accounting/Bookkeeping	2,000.00
6020 - Advertising & Promotion	5,140.00
6185 - Insurance	1,600.00
6235 - Meetings Expense	100.00
6200 - Licenses & Filing Fees	20.00
6270 - Membership Fees	1,100.00
6275 - Office Expense	250.00
6310 - Personnel - Staff	8,000.00
6320 - Postage	100.00
6332 - Product Purchases	4,000.00
6350 - Sponsorship Fees Expense	850.00
6360 - Supplies/Materials	400.00
6480 - Taxes - Other	250.00
6890 - Website Expense	840.00
6330 - Printing	150.00
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	24,800.00
Reserve Account	<hr/>
	4,000.00
Totals	<hr/>
	28,800.00
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	0.00