

# MEMORANDUM

## PLACER COUNTY AGRICULTURE DEPARTMENT

**TO:** Honorable Board of Supervisors  
**FROM:** Joshua P. Huntsinger, Agricultural Commissioner/Sealer  
**DATE:** September 19, 2013  
**SUBJECT:** A proclamation declaring the week of October 5<sup>th</sup> through the 13<sup>th</sup> to be "Celebrate PlacerGROWN Week"

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### ACTION REQUESTED

Proclaim the week of October 5<sup>th</sup> through the 13<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 the PlacerGROWN Harvest Festival, special promotional activities, the Auburn Wine and Food Festival, and the Farm and Barn Tour, which will be held on October 13<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

**Whereas,** Placer County agricultural production forms a significant portion of the local economy through over \$70 Million in gross sales and more than twice that in total economic activity; and

**Whereas,** Placer County is home to a vast range of crops such as rice, timber, walnuts, nursery stock, mandarins, strawberries, tomatoes, wine grapes, and a host of others; and

**Whereas,** Placer County's livestock industry provides a great source of healthy local meats and also benefits the environment through fuel load reduction, vernal pool ecology, and other habitat enhancements; and

**Whereas,** Placer County's farmers and ranchers are hard working individuals who are good stewards of their land and maintain it for agricultural production and future generations; and

**Whereas,** Placer County Certified Farmers Markets provide a venue for the county's residents and visitors to buy the freshest local product directly from the farmers who produced it; and

**Whereas,** Placer County is home to the Gold Country Fair and Placer County Fair with their Junior Livestock Actions which provide a venue every year for hundreds of 4H and FFA students to experience real hands-on learning and entrepreneurship; and

**Whereas,** Placer County's farms and ranches are beautiful places that are wonderful to visit; and

**Whereas,** Placer County's local crops and livestock are the source of the highest quality, freshest food available to Placer County residents; and

**Whereas,** Placer County's local agricultural industry depends on direct sales of farm products to the local community in order to maintain economic sustainability.

NOW, THEREFORE, LET IT BE KNOWN, that the Placer County Board of Supervisors declares the week of October 5<sup>th</sup> through October 13<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.