

Placer County Agricultural Marketing Program Report

Oct 1-31, 2007

Nancyjo Riekse

Placer County Agricultural Marketing Director

Key Accomplishments:

- Assisted Ann & Richard Shelby of Ann's Orchard to deliver their value-added products to the Flower Farm Coffeehouse, Loomis, and discussed supplying their organic seedlings, nursery stock and dried flowers to Flower Farm Nursery.
- Participated in the highly successful 4th Annual Placer Farm & Barn Tour and visited tour sites to help ensure site safety, take photographs and assist where needed.

Outreach:

Installed a new window display at the Placer County Visitors Bureau that promoted upcoming agricultural events, "What's in Season," "Meet a Farmer," and locations to purchase fresh locally grown produce. The display incorporated pumpkins, squash, corn stalks, and other Placer County agricultural products (10/1).

Assisted Myra Smith, William Jessup University, to have Lincoln Produce Market put together baskets of PlacerGROWN products for visiting professors (10/16).

Assisted the Placer County Wine & Grape Association with their Downtown Auburn Wine Festival and handed out Placer Farm & Barn Tour posters (10/13).

Worked the Placer Farm & Barn Tour and visited each site on the west side of I-80 to help ensure site safety, take photographs and assist where needed (10/14).

Sent Placer County agricultural marketing information to the Placer County Libraries (10) and Elementary Schools (58), that included: Placer County Agricultural Guides and maps; Mandarin Magic Weekend tour guides; Foothill Farmers' Market posters, magnets, bookmarks and informational cards; Mountain Mandarin Festival passes and a Farm Bureau "Ag in the Classroom" activity packet (10/30).

Attended the City of Roseville's, "Downtown Garage" opening, and handed out: over 250 PlacerGROWN bags; Placer County Agricultural Guides and maps; Mandarin Magic Weekend tour guides; Foothill Farmers' Market magnets and informational cards along with 25 pounds of mandarins (10/30).

Restocked the Rocklin, Roseville, Lincoln, Auburn, Loomis, Lake of the Pines, and Foresthill Chamber of Commerce offices with agricultural marketing material and locally grown apples (10/29).

Sent out 380 mailings that included: Placer County Agricultural Guides; Mandarin Magic Weekend tour guides; Placer County Wine & Grape Association guides and Mountain Mandarin Festival passes. These requests were in response to the promotional ads for the Mandarin Magic Weekend and Mountain Mandarin Festival that were placed in the September and October 2007 issues of *Sunset* magazine. The ads were paid for with grant funding from the California Welcome Center (throughout October).

Media:

Wrote “Season’s Choice” articles for the *Sentinel* newspaper:

- “Time for Eggplant, Persimmons and Quince” (10/4)
- “Pumpkin Tales” (10/18)

Submitted the artwork for the Placer Farm & Barn Tour’s poster, including the locations to purchase tickets, for promotional ads in the *Auburn Journal* and the *Sentinel* (10/2).

Submitted the Placer Farm & Barn Tour information to KAHI’s website, “Community Happenings” page, to be aired during “Swap Shop” on the Saturday morning before the Sunday event on October 14th (10/2).

Sent the first press release on the Mandarin Magic Weekend tour , December 8th – 9th, to various websites and magazines to post on their events calendars (10/31).

Website/Marketing Materials:

Updated the Placer Farm & Barn Tour website, www.placerfarmandbarntour.com, with photographs of the October 14, 2007 tour sites (10/31).

Updated the Mountain Mandarin Growers’ Association website, www.mountainmandarins.com, with information on the upcoming Mandarin Magic Weekend tour (10/31).

Continued to work on compiling local farm stories, farmer/rancher information, photographs and seasonal recipes for the Placer County Producers website, www.placergrown.org (ongoing).

Agricultural Tourism:

Was interviewed by Kathy Landis, a freelance writer, about Agricultural Tourism and how the infrastructure worked in Placer County (referral from Placer Valley Tourism) (10/4).

Reviewed plans for the Placer Farm & Barn Tour’s educational activities, and confirmed volunteers, for each of the Farm & Barn Tour sites (10/2, 10/3, 10/11).

Met with Melanie Heckel, Placer County Planning Department, regarding the “Temporary Outdoor Permit” for the Mandarin Magic Weekend tour scheduled for December 8 – 9 (10/16).

Tastings:

Provided assorted locally grown fruit to the Board of Supervisors during their regular board meeting (10/2).

Niche Markets:

Met with Kara Lion, Lion Pride Pomegranate Orchard, to help develop strategies for marketing her farm processed pomegranate juice and identifying the county requirements for such an operation (10/24).

Met with Ann & Richard Shelby, of Ann's Orchard, at Flower Farm Nursery in Loomis, to deliver their value-added products to the Flower Farm Coffeehouse and discuss supplying organic seedlings, nursery stock and dried flowers to Flower Farm Nursery. Also reviewed their Whole Foods Market Vendor Packet before submittal (10/25).

Grants/Sponsorships:

Met again with Kay Barge, High Sierra Resource Conservation & Development, to review possible grant funding options for local olive oil processing, Mountain Mandarin Growers' Association business development, and the local Agricultural Watershed Coalition (10/17).

Meetings:

- PlacerGROWN Board of Directors meeting (10/3)
- Placer Farm & Barn Tour site hosts meeting (10/3)
- Lions Club, Auburn: provided an update on the Agricultural Marketing Program (10/4)
- South Placer Heritage Foundation's 2007 "Fall Gathering" Cowpoke Cowboy Poetry planning meeting (10/10)
- PlacerGROWN Farm Conference, consumer strand planning meeting (10/22)
- Placer Farm & Barn Tour debrief meeting (10/23)
- Mountain Mandarin Growers' Association monthly meeting and provided an update on the Placer Farm & Barn Tour, Mandarin Magic Weekend tour scheduled for December 8 – 9, and the use of orange balloons at the Mountain Mandarin Festival to create an arch to the mandarin growers' area and handing out discount coupons (10/29)

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