

Placer County Agricultural Marketing Program Report

Sept 1-30, 2007

Nancyjo Riekse

Placer County Agricultural Marketing Director

Key Accomplishments:

- Requested Whole Foods Market to sponsor the design of a mandarin discount coupon to be given away during the Mountain Mandarin Festival to encourage people to visit the orchards throughout the harvest season.
- Provided a variety of agricultural marketing information to over 4,000 people.
- In cooperation with Placer Valley Tourism, provided a pre-event media tour for reporters from *The Sacramento Bee* and visited five of the 2007 Placer Farm & Barn Tour sites between Loomis and Sheridan.

Outreach:

Provided 250 PlacerGROWN bags filled with: Placer County Agricultural Guides and maps; Mountain Mandarin Orchard Guides; Placer County Wine & Grape Association guides; Foothill Farmers' Market posters, magnets, and informational cards; and Placer Farm & Barn Tour posters to the City of Roseville's Chamber of Commerce for their "Splash" event (9/4).

Worked the PlacerGROWN booth at the Gold Country Fair and handed out agricultural marketing information and over 400 pounds of local apples (9/6-9/9).

Attended the Lake Tahoe Food & Wine Festival and handed out: over 1250 PlacerGROWN bags; Placer County Agricultural Guides and maps; Mountain Mandarin Orchard Guides; Placer County Wine & Grape Association guides; Foothill Farmers' Market posters, magnets, and informational cards; Placer Farm & Barn Tour posters; other information pertaining to Placer County's agricultural community and over 120 pounds of local apples (9/15-9/16).

Attended the "Eat Local" showcase at Whole Foods Market, Sacramento, and handed out: over 500 PlacerGROWN bags; Placer County Agricultural Guides and maps; Mountain Mandarin Orchard Guides; Placer County Wine & Grape Association guides; Foothill Farmers' Market posters, magnets, and informational cards; Placer Farm & Barn Tour posters and other information pertaining to Placer County's agricultural community (9/22).

Attended the City of Roseville's "Kids Health & Fitness Expo" and handed out: over 750 PlacerGROWN bags; Placer County Agricultural Guides and maps; Mountain

Mandarin Orchard Guides; Foothill Farmers' Market posters, magnets, and informational cards; Placer Farm & Barn Tour posters and over 100 pounds of local apples (9/23).

Worked with Becca Bettis and Jonathan Jacobs from the Placer County Department of Health and Human Services, Adult System of Care, to set up the PlacerGROWN booth for their "Recovery Happens" event. Assembled 250 PlacerGROWN bags, with Placer County Agricultural Guides, Foothill Farms' Market informational cards and magnets, Placer Farm & Barn Tour posters, AGROart sign-up forms, and an apple to be given away during the program at Auburn Recreational Park on September 29 (9/28).

Attended the City of Lincoln's "Lincoln Showcase" event and handed out over 250 PlacerGROWN bags, Placer County Agricultural Guides, Placer Farm & Barn Tour posters and other agriculturally related materials (9/29).

Provided 150 PlacerGROWN bags, assorted agricultural marketing materials and a Placer GROWN raffle basket, made by Lincoln Produce Market, to Sheriff Bonner for the CSSA training conference being held on October 1, in conjunction with El Dorado County (9/29).

Sent out 420 mailings that included: Placer County Agricultural Guides, Mountain Mandarin Orchard Guides, Placer County Wine and Grape Association guides, Mountain Mandarin Festival passes and Placer Farm & Barn Tour posters. These requests were in response to the promotional ads for the Mandarin Magic Weekend and Mountain Mandarin Festival that were placed in 2007 September and October issues of *Sunset* magazine. The ads were paid for with grant funding from the California Welcome Center (throughout September).

Media:

Wrote "Season's Choice" articles for the *Sentinel* newspaper:

- "Ficus Carica" (9/6)
- "Farm & Barn Tour a Tasty Treat" (9/20)

Sent the fifth press release on Placer Farm & Barn Tour to 14 major newspapers and 11 magazine contacts (9/18).

Provided a media tour for the 2007 Placer Farm & Barn Tour, in cooperation with Placer Valley Tourism, and visited five farm sites between Loomis and Sheridan with local media contacts from *The Sacramento Bee* (9/27).

Website/Marketing Materials:

Assisted Jan Decker, Director of Placer County Visitor Bureau, with the development of a "Request for Proposal" for the redesign of the Placer County Visitor Bureau's website, www.visitplacer.com (9/19).

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:

Reviewed, evaluated and documented the educational activities, and confirmed volunteers, for each of the Placer Farm & Barn Tour sites (9/4, 9/12, 9/13, 9/18, 9/19).

Tastings:

Provided assorted locally grown fruit to the Board of Supervisors during their regular board meeting (9/18).

Brought a sample of Fox Barrel Cider Company's Mandarin Cider to the Mountain Mandarin Growers' Association meeting for evaluation (9/24).

Niche Markets:

Met with Ann & Richard Shelby, of Ann's Orchard, to develop strategies for marketing their diverse agricultural and value-added products (9/26).

Met with Rebecca Train and Jackson Bond, of Whole Foods Market, regarding their process for purchasing of fresh and value-added products from Twin Peaks Orchard and Anne's Orchard and the vendor form information they require (9/29).

Grants/Sponsorships:

Wrote a request to Whole Foods Market for \$200 to sponsor the design of a discount coupon that would be given away during the Mountain Mandarin Festival to encourage people to visit the orchards throughout the harvest season (9/3).

Met with Kay Barge, High Sierra Resource Conservation & Development, about potential grant funding sources for local olive oil processing, the Mountain Mandarin Growers' Association business development, and the local Agricultural Watershed Coalition (9/24).

Meetings:

- Placer Land Trust "Harvest Dinner" planning meeting (9/4)
- South Placer Heritage Foundation's 2007 "Fall Gathering" Cowpoke Cowboy Poetry planning meeting (9/5)
- Mandarin Magic Weekend tour planning meeting (9/10)
- Placer County Agricultural Commission meeting: provided an update on the Agricultural Marketing Program (9/10)
- 2007 Placer Farm & Barn Tour planning meeting (9/13)
- Mobil Poultry Harvester project planning meeting (9/18)
- Placer County Visitor Center Board of Directors meeting (9/20)
- Mountain Mandarin Growers' Association monthly meeting and gave update on Mandarin Magic Weekend tour scheduled for December 8-9 (9/24)

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