

**MEMORANDUM
PLACER COUNTY AGRICULTURE DEPARTMENT**

TO: Honorable Board of Supervisors

FROM: Christine E. Turner, Agricultural Commissioner/Sealer

DATE: Jan. 13, 2009

SUBJECT: Placer County Mandarins Research, Promotion and Market Success

ACTION REQUESTED: For information only. There will be a brief presentation to the Board of Supervisors by the Agriculture Department and local growers.

BACKGROUND: In a study released last fall, researchers from the U.S. Department of Agriculture (USDA) confirmed that juice from Owari Satsuma mandarins grown in Placer County orchards contains significant amounts of synephrine, a natural product that can help relieve the symptoms of colds and allergies. The study was released to news media on October 7, 2008.

RESULTS: News media outlets across the country carried the story, generating considerable positive attention for Placer County. Growers have experienced great market demand for Placer County mandarins.

