



DIANNE JACOB
SUPERVISOR, SECOND DISTRICT
SAN DIEGO COUNTY BOARD OF SUPERVISORS

AGENDA ITEM

DATE: May 7, 2002
TO: Board of Supervisors
SUBJECT: Supporting Locally Grown Produce (District: 2)

SUMMARY:

Overview

Today's proposal will provide funds for the Agricultural Society of San Diego's "San Diego Grown" campaign, marketing locally grown products to the region.

Recommendation:

SUPERVISOR DIANNE JACOB:

1. Allocate \$20,000 from the District Two Community Projects fund (0262) to the Agricultural Society of San Diego.

Fiscal Impact

The fiscal impact of the proposed recommendation is \$20,000. The funding source is FY 2001-2002 District Two Community Projects (0262). This action will result in the addition of no staff years and no future costs.

BACKGROUND:

Today's proposal will provide funds for the Agricultural Society of San Diego's "San Diego Grown" campaign, marketing locally grown products to the region.

San Diego County Agriculture ranks seventh in California with a \$1.25 billion production value in the year 2000. But, the industry faces many challenges including the high cost of water and energy, threat of imported pests and diseases, as well as market changes.

The Agricultural Society of San Diego's "San Diego Grown" campaign will encourage residents in the region to recognize and support locally grown produce. The campaign will provide outreach and education to the non-farming public, promote agricultural-tourism, and increase consumer awareness to locally grown produce through a branding campaign. This will provide much needed support to the agricultural community as they continue to grow and prosper in the region.

I urge your support.

Respectfully submitted,

DIANNE JACOB
Supervisor, Second District

AGENDA ITEM INFORMATION SHEET

CONCURRENCE(S)

COUNTY COUNSEL REVIEW	<input type="checkbox"/> Yes	
GROUP/AGENCY FINANCE DIRECTOR	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> N/A
CHIEF FINANCIAL OFFICER	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> N/A
Requires Four Votes	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
GROUP/AGENCY INFORMATION TECHNOLOGY DIRECTOR	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> N/A
CHIEF TECHNOLOGY OFFICER	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> N/A
DEPARTMENT OF HUMAN RESOURCES	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> N/A

Other Concurrence(s):

CONTACT PERSON:

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