



FARM BUREAU SAN DIEGO COUNTY

1670 East Valley Parkway, Escondido CA 92027-2409
Phone: (760) 745-3023 • Fax: (760) 489-6348
E-mail: sdcfb@sdfarmbureau.org • Website: www.sdfarmbureau.org

San Diego County Farm Bureau Board Resolution

Live Well, San Diego! Initiative
July 27, 2016

WHEREAS, the mission of San Diego County Farm Bureau is to represent San Diego agriculture through public relations, education, and public policy advocacy in order to promote the economic viability of agriculture balanced with appropriate management of natural resources; and

WHEREAS, San Diego County Farm Bureau's advocacy work on behalf of local agriculture supports the goals of the *Live Well, San Diego!* Initiative by encouraging and advocating on behalf of local farmers who produce fresh, local, nutritious food and farm products in San Diego County. Farm Bureau's educational programs - Friends of Farming, which connects consumers with local farmers through regular farm tours, and Ag in the Classroom, which provides agricultural curriculum for K-12 schools and grants to establish school gardens - educates young people on healthy eating and encourages participation in the local food system; and

WHEREAS, Farm Bureau works to make fresh, local, nutritious food accessible to all residents by operating two certified farmers' markets in City Heights and Linda Vista that accept EBT and WIC food assistance dollars and offer a Market Match incentive program that matches those dollars up to \$10 each week per customer; and

WHEREAS, Farm Bureau developed and trademarked the "San Diego Grown 365" label that growers may use to exclusively identify fruits and vegetables that have been grown in San Diego County. This helps consumers to make informed choices when purchasing food for their families. Additionally, Farm Bureau annually recognizes a person or organization whose work connects the public to San Diego agriculture with the "San Diego Grown 365" Award. Gary Petill, Food Services Director at San Diego Unified School District, was the 2015 awardee for his work bringing local produce to San Diego school meals.

WHEREAS, Farm Bureau is an important resource for local growers providing information on regulatory compliance, labor rules, coordinating and leveraging regional resources to combat invasive pests and diseases, hosting farmworker field and safety trainings, and providing stormwater runoff education and regulatory compliance options; and

WHEREAS, Farm Bureau has been instrumental in helping to craft and support the adoption of farm friendly policies in cities throughout San Diego County that encourage and incentivize the development of farms in urban neighborhoods,

WHEREAS, Farm Bureau has been active in San Diego County since 1914 encouraging the sustainability of a local farm industry that provides our region with fresh and local food and farm products while

educating consumers about the importance of local agriculture and fostering community growth and connectivity.

NOW, THEREFORE, be it resolved that through these programs San Diego County Farm Bureau supports the County of San Diego's *Live Well, San Diego!* Initiative and joins as a partner organization on the path to improve the health, safety, and wellness of all San Diegans.

PASSED AND ADOPTED, this 27th day of July 2016 by the Executive Committee of San Diego County Farm Bureau.



Ken Altman

President

San Diego County Farm Bureau