

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



FROM: Supervisors John J. Benoit & Jeff Stone

SUBMITTAL DATE: July 3, 2012

SUBJECT: Establishment of the Riverside County "Ag Trail"

RECOMMENDED MOTION: That the Board of Supervisors:

1. Directs the Economic Development Agency—Office of Foreign Trade to establish a fully operational "Ag Trail" across the County of Riverside by February 28, 2013, at a cost to be borne by participating departments, for the purpose of promoting our agricultural industry around the region, state, nation and world
2. Establish a Riverside County "Ag Trail" working group, comprised of: the Agricultural Commissioner, Assistant County Executive Officer—EDA, Managing Director—EDA, Foreign Trade Commissioner, Director of Environmental Health, President and/or Executive Director of the Riverside County Farm Bureau, President of California Women for Agriculture or her designee, Temecula Valley Winegrowers Association and other agencies or county departments that may complement and support the effort

BACKGROUND:

Riverside County is the proud home to more than 1,700 farming operations, producing an agricultural product valued at approximately \$1 billion per year. The agricultural industry ranks as one of the county's top employers and has an economic impact exceeding \$3 billion annually. Demanded worldwide, Riverside County agricultural and ranching products are exported to 67 nations.

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Supervisor John J. Benoit
Fourth District



Supervisor Jeff Stone
Third District

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The establishment of the Riverside County "Ag Trail" will promote California's 12th largest agricultural industry locally, nationally and internationally by allowing consumers and tourists to visit participating farming operations, take educational tours and make purchases at the point of production. Specifically, the "Ag Trail" will highlight, promote and provide access to participating farms, ranches and wineries, farmers markets, historical and cultural points of interest, UCR agricultural research and the National Date Festival.

The "Ag Trail" is intended to generate increased sales of Riverside County agricultural products and will be accessible via web-based map that locates points of interest and participating members of the agricultural industry. Participation in the "Ag Trail" by members of the agricultural industry is voluntary.