

**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"

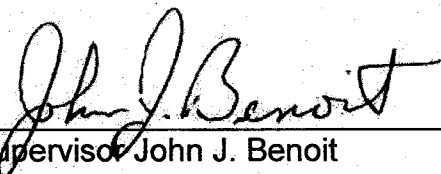
**RECOMMENDED MOTION:** That the Board of Supervisors:

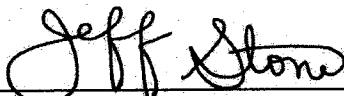
1. Directs the Economic Development Agency—Office of Foreign Trade to establish a fully operational "Ag Trail" across the County of Riverside by February 28, 2013, at a cost to be borne by participating departments, for the purpose of promoting our agricultural industry around the region, state, nation 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.

(Continued on next page)

  
 \_\_\_\_\_  
 Supervisor John J. Benoit  
 Fourth District


  
 \_\_\_\_\_  
 Supervisor Jeff Stone  
 Third District

Consent  
 Consent

**MINUTES OF THE BOARD OF SUPERVISORS**

On motion of Supervisor Benoit, seconded by Supervisor Stone and duly carried, IT WAS ORDERED that the above matter is approved as recommended.

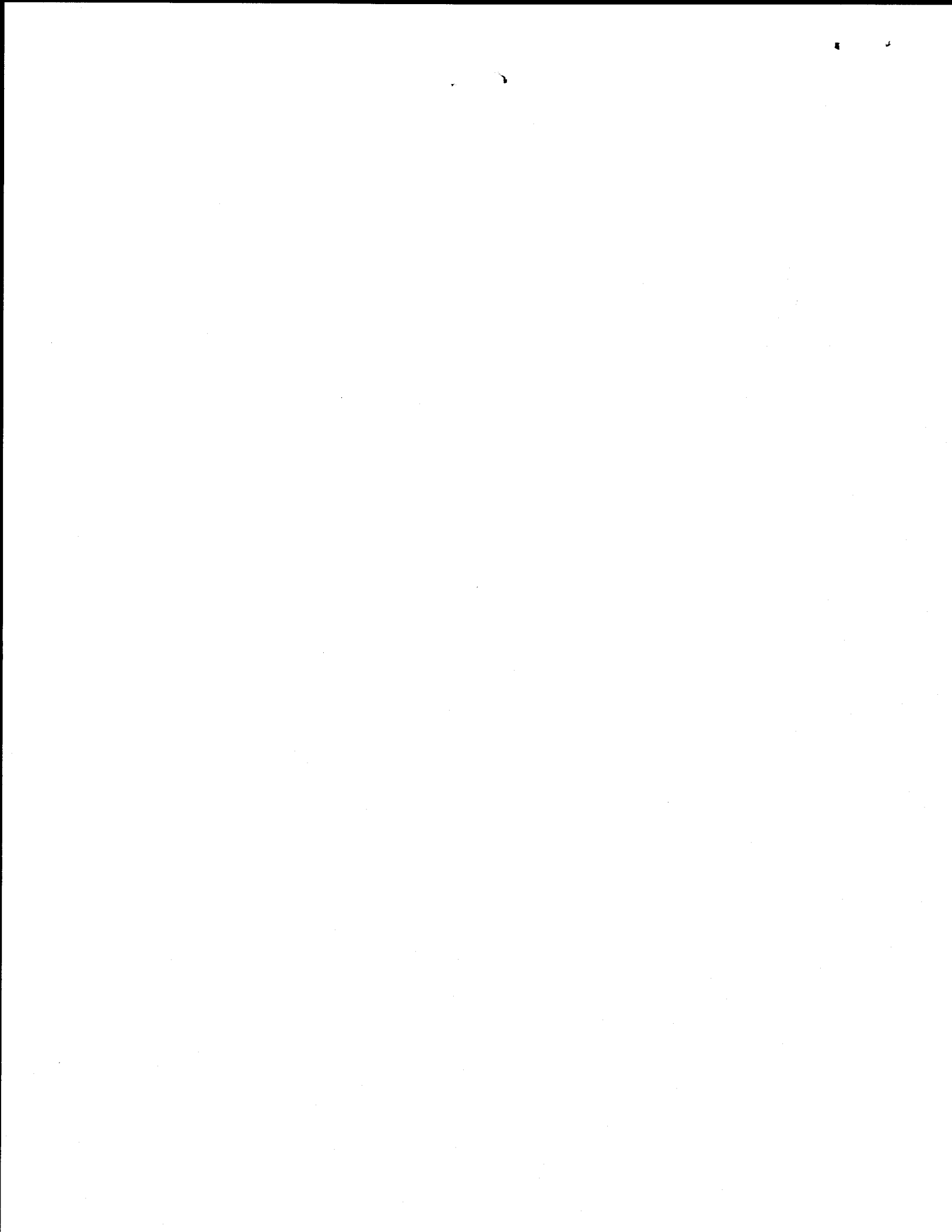
Ayes: Buster, Tavaglione, Stone and Benoit  
 Nays: None  
 Absent: Ashley  
 Date: July 3, 2012  
 xc: Supvr. Benoit, Supvr. Stone, EDA, Working Group/Agency's/Depart's

Kecia Harper-Ihem  
 Clerk of the Board  
 By:   
 Deputy

3.1

12345astmental Concurrence

p't  
 comm.:  
 r Exec. Ofc.:



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

**FORM 11: Establishment of the Riverside County "Ag Trail"**

**DATE: July 3, 2012**

**Page 2**

The establishment of the Riverside County "Ag Trail" will promote California's 12<sup>th</sup> 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.



**Riverside County Board of Supervisors  
Request to Speak**

Submit request to Clerk of Board (right of podium),  
Speakers are entitled to three (3) minutes, subject  
Board Rules listed on the reverse side of this form.

**SPEAKER'S NAME:** GARRY GRANT

**Address:** 27068 JARVIS ST  
(only if follow-up mail response requested)

**City:** PERRIS **Zip:** 92570

**Phone #:** 951-657-9319

**Date:** JULY 3RD **Agenda #** 3.1

**PLEASE STATE YOUR POSITION BELOW:**

**Position on "Regular" (non-appealed) Agenda Item:**

**Support**       **Oppose**       **Neutral**

**Note:** If you are here for an agenda item that is filed  
for "Appeal", please state separately your position on  
the appeal below:

**Support**       **Oppose**       **Neutral**

**I give my 3 minutes to:** \_\_\_\_\_

## **BOARD RULES**

### **Requests to Address Board on "Agenda" Items:**

You may request to be heard on a published agenda item. Requests to be heard must be submitted to the Clerk of the Board before the scheduled meeting time.

### **Requests to Address Board on items that are "NOT" on the Agenda:**

Notwithstanding any other provisions of these rules, member of the public shall have the right to address the Board during the mid-morning "Oral Communications" segment of the published agenda. Said purpose for address must pertain to issues which are under the direct jurisdiction of the Board of Supervisors. YOUR TIME WILL BE LIMITED TO THREE (3) MINUTES.

### **Power Point Presentations/Printed Material:**

Speakers who intend to conduct a formalized Power Point presentation or provide printed material must notify the Clerk of the Board's Office by 12 noon on the Monday preceding the Tuesday Board meeting, insuring that the Clerk's Office has sufficient copies of all printed materials and at least one (1) copy of the Power Point CD. Copies of printed material given to the Clerk (by Monday noon deadline) will be provided to each Supervisor. If you have the need to use the overhead "Elmo" projector at the Board meeting, please insure your material is clear and with proper contrast, notifying the Clerk well ahead of the meeting, of your intent to use the Elmo.

### **Individual Speaker Limits:**

**Individual speakers are limited to a maximum of three (3) minutes.** Please step up to the podium when the Chairman calls your name and begin speaking immediately. Pull the microphone to your mouth so that the Board, audience, and audio recording system hear you clearly. Once you start speaking, the "green" podium light will light. The "yellow" light will come on when you have one (1) minute remaining. When you have 30 seconds remaining, the "yellow" light will begin flash, indicating you must quickly wrap up your comments. Your time is up when the "red" light flashes. The Chairman adheres to a strict three (3) minutes per speaker. **Note: If you intend to give your time to a "Group/Organized Presentation", please state so clearly at the very bottom of the reverse side of this form.**

### **Group/Organized Presentations:**

Group/organized presentations with more than one (1) speaker will be limited to nine (9) minutes at the Chairman's discretion. The organizer of the presentation will automatically receive the first three (3) minutes, with the remaining six (6) minutes relinquished by other speakers, as requested by them on a completed "Request to Speak" form, and clearly indicated at the front bottom of the form.

### **Addressing the Board & Acknowledgement by Chairman:**

The Chairman will determine what order the speakers will address the Board, and will call on all speakers in pairs. The first speaker should immediately step to the podium and begin addressing the Board. The second speaker should take up a position in one of the chamber aisles in order to quickly step up to the podium after the preceding speaker. This is to afford an efficient and timely Board meeting, giving all attendees the opportunity to make their case. Speakers are prohibited from making personal attacks, and/or using coarse, crude, profane or vulgar language while speaking to the Board members, staff, the general public and/or meeting participants. Such behavior, at the discretion of the Board Chairman may result in removal from the Board Chambers by Sheriff Deputies.

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**SPEAKER'S NAME:** MARQUIT RUSSETTE

**Address:** 62450 CHIRIACO  
(only if follow-up mail response requested) Rd

**City:** Chumaco Summit

**Phone #:** 760 485 1576

**Date:** 7-3-12 **Agenda #** 3.1

**PLEASE STATE YOUR POSITION BELOW:**

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**Support**       **Oppose**       **Neutral**

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