

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



ITEM: 3.15
(ID # 27934)

MEETING DATE:
Tuesday, June 10, 2025

FROM : AGRICULTURAL COMMISSIONER

SUBJECT: AGRICULTURAL COMMISSIONER: Authorization for the Use and Transfer of Contingency Funds to the Agricultural Commissioner's Office for the development of an Agricultural Economic Impact Report to provide data-driven insights that support policy development, enhance public awareness, and strengthen efforts to secure ongoing support and funding for agricultural enterprises and industries throughout Riverside County. All Districts. [\$15,000 Total Cost - General Fund Contingency 100%] (4/5 Vote Required)

RECOMMENDED MOTION: That the Board of Supervisors:

1. Authorize the use and transfer of contingency funds to the Agricultural Commissioner's Office for the purpose of preparing and publishing a comprehensive Agricultural Economic Impact Report; and
2. Approve and direct the Auditor-Controller to make the budget adjustments included in Schedule A.

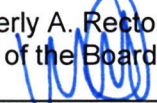
ACTION:4/5 Vote Required, Policy

Delia Cioc, Assistant Agricultural Commissioner. 5/13/2025

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Gutierrez, seconded by Supervisor Washington and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Medina, Spiegel, Washington, Perez and Gutierrez
Nays: None
Absent: None
Date: June 10, 2025
xc: Agricultural Commissioner

Kimberly A. Rector
Clerk of the Board
By: 
Deputy

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FINANCIAL DATA	Previous Fiscal Year:	Current Fiscal Year:	Total Cost:	Ongoing Cost
COST	\$ 15,000	\$ 0	\$ 15,000	\$ 0
NET COUNTY COST	\$ 15,000	\$ 0	\$ 15,000	\$ 0
SOURCE OF FUNDS: General Fund Contingency 100%			Budget Adjustment: Yes	
			For Fiscal Year: 2024/25	

C.E.O. RECOMMENDATION: Approve

BACKGROUND:

As part of its statutory responsibilities, the Riverside County Agricultural Commissioner’s Office produces an annual crop report in accordance with mandates from the California Department of Food and Agriculture (CDFA) and the United States Department of Agriculture (USDA). This report serves as an essential record of the county’s crop production, offering critical insight into the volume, variety, and value of agricultural commodities grown throughout the region.

However, the department recognizes that agriculture’s true impact extends far beyond the farm gate. To better reflect the broader contributions of the agricultural sector and support the continued growth and innovation of the industry, the Agricultural Commissioner’s Office is initiating the development of a more comprehensive Agricultural Economic Impact Report for Riverside County.

This report shall detail the economic contributions of the agricultural sector within Riverside County, including but not limited to job creation, market dynamics, import and export activity, innovation and technological advancements in agriculture, agro-tourism, and agriculture related community development. The analysis will include both countywide assessments and district-specific breakdowns. By meticulously integrating detailed quantitative data with qualitative insights, the report will illustrate agriculture’s multifaceted role, from job creation and community development to trade and sustainability. Through district-specific analysis, the document will reflect the unique characteristics, challenges, and opportunities within each region, serving as a strategic resource that can guide informed decision-making and targeted economic initiatives.

This expanded report will go beyond traditional crop data to analyze the county’s agricultural economy through a wider lens. The report will not merely be informative, but actionable, guiding strategic investments, supporting policy formulation, and promoting innovative agricultural practices to foster sustainable economic growth and community well-being across Riverside County.

The goal is to provide a clearer picture of the vital role agriculture plays in Riverside County’s economy—both today and into the future.

IMPACT ON RESIDENTS AND BUSINESSES:

By quantifying its economic footprint and highlighting its evolving nature, the report aims to generate broader public understanding, strategic support, and targeted funding for the county’s diverse agricultural businesses and industries.

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ADDITIONAL FISCAL INFORMATION:

This previously unfunded project will cost \$15,000, which will be covered by county contingency funds, if approved. The project will be led by the Riverside County Agricultural Commissioner's Office, and in collaboration with Erick Becerril, an economic leader in the area who has worked on similar projects in Coachella Valley.

ATTACHMENTS:

Attachment A: Economic Impact Report (2024) Proposal

Attachment B: Schedule A



Jason Farin, Principal Policy Analyst 6/4/2025



Aaron Gettis, Chief of Deputy County Counsel 5/23/2025

Proposal 2024

Riverside County

Agriculture Industry Economic Impact Report



Prepared by:
Erick Margarito Becerril, MPA

Prepared for:
Riverside County Agriculture
Commissioners Office

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Introduction

01

March 27, 2025

To: Commissioner Delia Cioc
Assistant Commissioner Misale Martinez
Riverside County Agricultural Commissioner's Office

Subject: Proposal for Research – Economic Impact Report on Riverside County's Agriculture Industry

Dear Commissioner Cioc and Assistant Commissioner Martinez,

Thank you for considering my proposal to conduct a Economic Impact Report on Riverside County's agriculture industry. My intention is to create a functional document that goes beyond mere data presentation. This report will apply an innovative approach to identify and articulate the key factors driving regional achievements in agriculture, clearly demonstrating its economic value and societal benefits.

Growing up as a child of farmworkers, my personal and professional experiences have given me deep insight into the economic impact of agricultural communities, particularly those within Riverside County. My objective is to leverage this unique combination of lived experience, academic rigor, and public service expertise to produce a comprehensive report that effectively captures agriculture's diverse and profound impacts across Riverside County. This research and report will illustrate agriculture's pivotal role in economic vitality, community cohesion, and regional identity, placing particular emphasis on farmworker housing initiatives and their transformative economic and social effects.

Sincerely,
Erick Becerril, MPA

✉ Erickmargaritobecerril@gmail.com

☎ 760-397-3085

Research Approach

Economic Impact Report

This research will adopt an economic development perspective, analyzing agriculture's significant contributions to employment, tax revenue, community enhancement, and infrastructure investment. Each Agricultural Commissioner's district will receive targeted analysis, highlighting distinct regional characteristics and contributions:



District 1 (Supervisor Jose Medina):

Analysis of agriculture in Riverside, Perris, and surrounding communities, focusing on specialty crops, urban agriculture initiatives, local market dynamics, and community-based agriculture programs.



District 3 (Supervisor Chuck Washington):

Detailed overview of wine production, vineyards, agri-tourism, hospitality sectors, and real estate implications within Temecula, Murrieta, Hemet, and San Jacinto, including unique regional branding.



District 5 (Supervisor Yxstian Gutierrez):

Assessment of agricultural practices around Moreno Valley, Menifee, Beaumont, and surrounding communities, including dairy farming, nursery products, and rural-suburban agricultural integration, emphasizing local market connections and community impact.

District 2 (Supervisor Karen Spiegel):

Examination of agricultural operations around Corona, Norco, and Eastvale; highlighting nursery production, dairy, equestrian agriculture, and the integration of agricultural businesses within suburban communities.



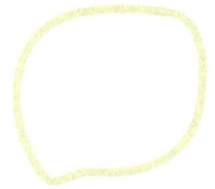
District 4 (Supervisor V. Manuel Perez):

Comprehensive analysis of Coachella Valley agriculture, including dates, citrus, grapes, leafy greens; agri-tourism, educational programs, international trade significance, and extensive impacts on regional employment and economic growth.



Key Areas of Focus

03



Economic Contribution and Job Creation

Quantifying direct, indirect, and induced economic impacts from agricultural activities, including employment statistics, wages generated, GDP contributions, and multiplier effects on other industries.



Market Dynamics, Imports, and Exports

Analyzing detailed data on commodity production, pricing trends, export volumes, import dependencies, trade balances, and identification of key domestic and international market partners and opportunities.



Agricultural Innovation and Technology

Assessing investments in Ag-Tech initiatives, technological advancements in agriculture, productivity increases, return on investment (ROI), and economic impacts of innovation-driven agricultural practices.



Agro-tourism and Community Development

Evaluating economic outcomes from agro-tourism activities, community educational programs, vocational and workforce training, their contributions to economic diversification, tourism-related revenue generation, and regional branding.



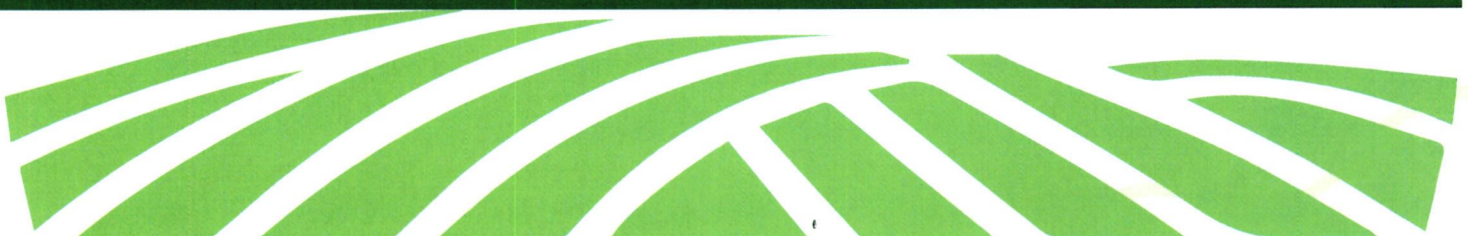
Collaboration and Data



The effectiveness of this research relies significantly on collaboration with your office. To complete this report comprehensively, I kindly request your support in accessing the following essential data and resources:

- Crop production records: Historical and current agricultural outputs, commodity types, yields, and productivity trends.
- Agricultural tax revenue data: Information on property taxes, sales taxes, special assessments, and other agriculture-related fiscal contributions.
- Agricultural land use and infrastructure: Data on land zoning, changes in agricultural land usage, and investments in infrastructure such as irrigation, storage, and processing facilities.
- Farmworker housing data: Documentation on housing programs, investment totals, units built, occupancy, and economic impacts.
- Community and educational initiatives: Records on agricultural training programs, agro-tourism, educational outreach, and their economic impacts.
- Trade and market data: Domestic and international trade statistics, export/import volumes, market trends, commodity pricing, and trade partners.
- Historical data and visual documentation: Access to historical agricultural reports, economic analyses, photographs, maps, and visual resources.
- Environmental and sustainability metrics: Data on sustainable practices, water usage, conservation programs, and environmental assessments.

Your assistance in obtaining these resources, along with any other relevant databases or studies available to your office, will greatly enhance the depth and effectiveness of this report. I look forward to your insights and collaboration in producing a comprehensive and impactful document highlighting agriculture's importance to Riverside County.





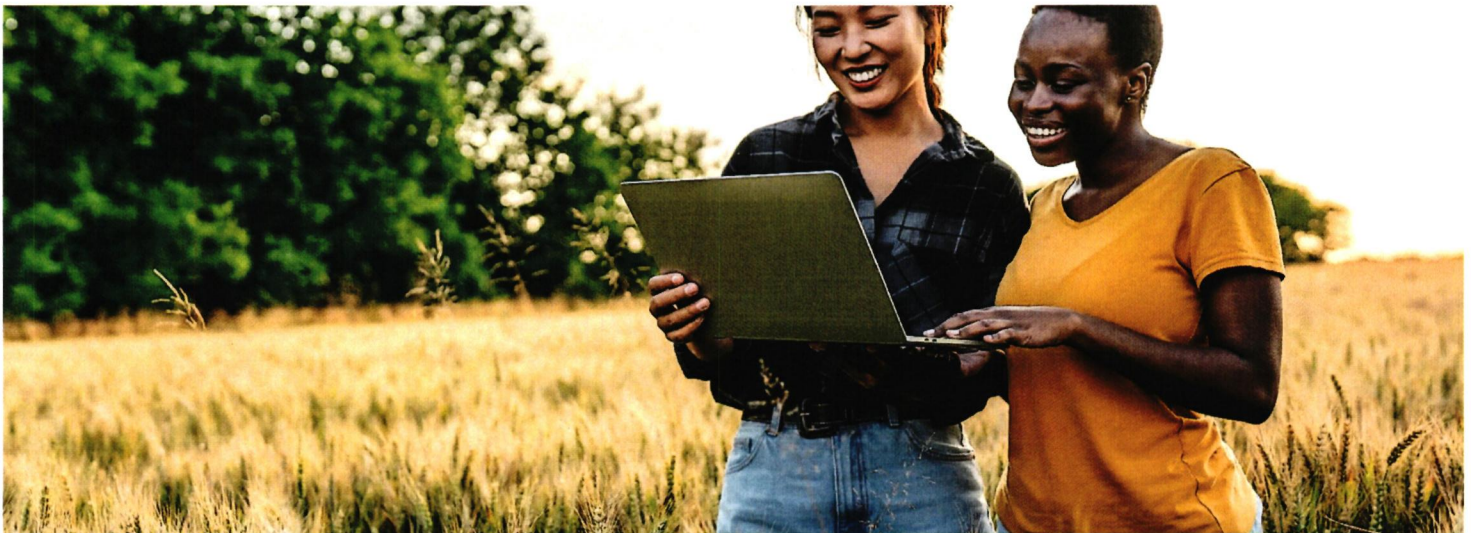
Project Timeline and Deliverables

To ensure timely completion and thorough analysis, the project will adhere to the following schedule:

- **April 1-30, 2025:**
 - Project initiation and staff engagement
 - Compilation and review of preliminary data
 - Initial data collection and organization phase
- **May 31, 2025:**
 - Drafting of the full report, integrating district-specific insights and economic metrics
 - Submission of draft report for initial review and feedback
 - Presentation of draft report to stakeholders for feedback and suggested refinements
- **June 30, 2025:**
 - Submission of the finalized Economic Impact Report
 - Submission of powerpoint presentation of findings
 - Presentation to Board of Supervisors (Date TBD)

Budget and Funding Estimate

The total budget for the completion of this research initiative is set at \$15,000, structured into milestone-based payments to ensure accountability and clarity of progress. The milestone dates are estimates and the completed report and presentation would be completed.



2025

April 1

Project Initiation which will be dependent on receiving data.

\$5,000

Invoice Due April 1 or project start date

May 31

Completion of preliminary data compilation and submission of draft

\$5,000

Invoice Due May 31 or at time of first draft submittal

June 30

Delivery of final Comprehensive Economic Impact Report

\$5,000

Invoice Due June 30 or at time of final draft submittal

Total

- April 1: \$5,000
- May 31: \$5,000
- June 30: \$5,000

\$15,000

Conclusion and Next Steps

This proposal is dedicated to creating a comprehensive, data-driven Economic Impact Report that highlights the essential contributions of Riverside County's agriculture industry to the regional economy. By meticulously integrating detailed quantitative data with qualitative insights, the report will illustrate agriculture's multifaceted role, from job creation and community development to trade and sustainability. Through district-specific analysis, the document will reflect the unique characteristics, challenges, and opportunities within each region, serving as a strategic resource that can guide informed decision-making and targeted economic initiatives.

The success and value of this report will be significantly amplified through your office's collaboration. By providing access to essential resources, historical data, and practical insights, your team will greatly enhance the report's depth, accuracy, and relevance. Together, we can ensure the resulting document is not merely informative, but actionable, guiding strategic investments, supporting policy formulation, and promoting innovative agricultural practices to foster sustainable economic growth and community well-being across Riverside County.

I sincerely appreciate your thoughtful consideration of this proposal and look forward to our continued dialogue. Through our partnership, we have an exceptional opportunity to elevate the understanding of agriculture's profound impacts and to highlight Riverside County as a leader in agricultural innovation, economic vitality, and community development. I am enthusiastic about the potential of this collaborative effort and committed to delivering a meaningful and impactful resource that will benefit stakeholders throughout our region.

Sincerely,

Erick Becerril, MPA

Author for Economic Impact Report

✉ Erickmargaritobecerril@gmail.com

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Schedule A

Budget Adjustment

Schedule A – Budget Adjustment

Anticipated Use of Unassigned Fund Balance:

10000-2800000000-370100 Unassigned Fund Balance \$15,000

Increase in Appropriations:

10000-2800000000-525140 Professional Services \$15,000

Decrease Appropriations:

10000-1109000000-581000 Appropriation for Contingency \$15,000

Anticipated Increase in Unassigned Fund Balance:

10000-1109000000-370100 Unassigned Fund Balance \$15,000