



Craig McNamara
Board President
Owner, Sierra Orchards

Joshua Eddy
Executive Director

Ashley Boren
Executive Director,
Sustainable Conservation

Donald Bransford, Owner
Bransford Farms

Don Cameron,
General Manager,
Terranova Ranch, Inc.

Nancy Casady
General Manager
Ocean Beach People's
Organic Food Co-Op

Helene Dillard, Dean
College of Agricultural
and Environmental
Sciences at the
University of California,
Davis

Bennet Drake, President
Drake Enterprises

Michael Gallo, Co-owner
Joseph Gallo Farms

Eric Holst,
Senior Director,
Environmental Defense
Fund

Bryce Lundberg,
Vice President,
Lundberg Family Farms

Martha Montoya,
President,
Los Kitos Produce

Joy Sterling, CEO
Iron Horse Vineyards

June 5, 2017

California Agricultural Marketing Programs
Division of Marketing Services
California Department of Food and Agriculture
1220 N Street
Sacramento, CA 95814

Dear Chairs:

As the State Board of Food and Agriculture, we have the opportunity to hear a diversity of issues impacting farming and ranching within our state. We are all very familiar with the evolving challenges related to water, the regulatory environment and labor, and we are working to help communicate and inform the Administration on the positive role and contributions farming and ranching continues to have in these critical areas.

Informing consumers, regulators and other interested individuals on the positive work and commitment we have to our workers and land is not easy. We struggle with this individually as farmers/businesses as well on the agricultural association level in which we all belong. Over the last few years, the State Board has had the opportunity to hear updates on the ongoing work of the Buy California Marketing Agreement (CA GROWN) in engaging and educating consumers on California agriculture. We believe this work has been critical in expanding consumer engagement and recognition of the great work we all do on and off farm. It is because of this work in communicating positive messaging to consumers, that we encourage your participation and membership in this collaborative program.

CA GROWN is also partnered with the California Travel and Tourism Commission (Visit California) to leverage marketing, communications and content development that can further connect farmers and ranchers with the more than \$33 billion annually in food store and food service visitor spending in the state. California is truly a place like no other and California farmers and ranchers are part of this iconic notion.

In addition to the partnership with Visit California, CA GROWN also benefits from continued investment in the program by CDFA through the Specialty Crop Block Grant Program (SCBGP) providing more than \$1 million annually to increase the competitiveness of the specialty crop sector. By joining CA GROWN – California Agricultural Marketing Programs can benefit by expanding the content and messaging to consumers on the importance of farming and ranching in our state and creating added value to the California brand.



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I encourage you to have a new discussion with CA GROWN and learn how it can benefit your organization and California farmers and ranchers in general.

Best regards,

A handwritten signature in blue ink that reads "Craig McNamara". The signature is written in a cursive style with a large initial "C" and "M".

Craig McNamara
President