



Placer Farm & Barn Tour

-- and other PlacerGROWN campaigns

Angela Tahti
Arts Council of Placer County for
Placer County Arts, Heritage, and Agriculture Network

A SALUTE TO THE *Arts*

Celebrating Placer County's Visual, Performing & Cultural Arts

AGR Art Carnivale



GOLD COUNTRY FAIR

PHOTO BY KEITH SUTTER

What's a girl like me doing at a conference like this??

- ☀ I live in Placer County, California
- ☀ I run a nonprofit arts council on a budget of less than \$300,000
- ☀ My mother grew up on a farm
- ☀ I want my children and theirs to know and enjoy fresh, locally grown produce
- ☀ Placer is the fastest growing county in the State – farm land is “endangered”
- ☀ I must *do* something!

I am not alone!

- ☀ *Did I mention my mother grew up on a farm?*
- ☀ So did **Joanne Neft**, the mother of all ag marketing campaigns in Placer County
 - Joanne is our Ag Marketing Coordinator
- ☀ She works for **Christine Turner**
 - our County Ag CommissionerChristine lives on a ranch and loves horses!



Finally, an Ag Commissioner
who gets it!!!

Did I mention that my **mother-in-law** grew up on a ranch?



Yes, my mother-in-law...

- ✦ **Jane Tahti**, serves on the Ag Commission, she is a 6th generation rancher – she is devoted to defending and preserving ag land in Western Placer County.

There are *others* like us...

- ☀ **Dan Macon**, High Sierra Beef
- ☀ **Christina Abuelo**, Foothill Farmers Market
- ☀ **Cindy Fake**, UC Davis Extension
- ☀ **Molly Johnson**, PlacerGROWN
- ☀ **NancyJo Reiske**, SlowFood Placer Convivium
- ☀ **Jonelle Norton**, Placer Valley Tourism
- ☀ **Dr. Lindell Grey**, Historic Fruitvale School House

“Stakeholder” Demographics

- ✦ Passionate!
- ✦ Predominantly female
- ✦ Age range 36-75; Average age 55
- ✦ Community-minded
- ✦ Fun-loving
- ✦ No one is misplaced – each love and believe in their professional and voluntary work

History of Partnership

Foothill Farmers Market 1989	AGROart™ Festival 1995	Placer Farm & Barn Festival 2004 www.placerfarmandbarnfestival.com
PlacerGROWN (brand) 1994	Placer Legacy (open space) 1998-2000	Mountain Mandarin Tour 2004
Mountain Mandarin Festival 1994	Ag Marketing Program 2001	Slow Food Placer Convivium 2004

Attributes of Partner Agencies

Mix of nonprofit and public

Minimally staffed

Generally small operations and budgets

Supported by much volunteerism;
grassroots driven;
organically grown



Placer Farm & Barn Tour

- ☀ One-day event
- ☀ Sunday, October 8, 2006
- ☀ 9 AM – 5 PM
- ☀ Multiple locations & diverse activities
- ☀ Self-guided, *experiential* driving tour
- ☀ \$5 per person; kids free
- ☀ Advance order PlacerGROWN lunch \$8

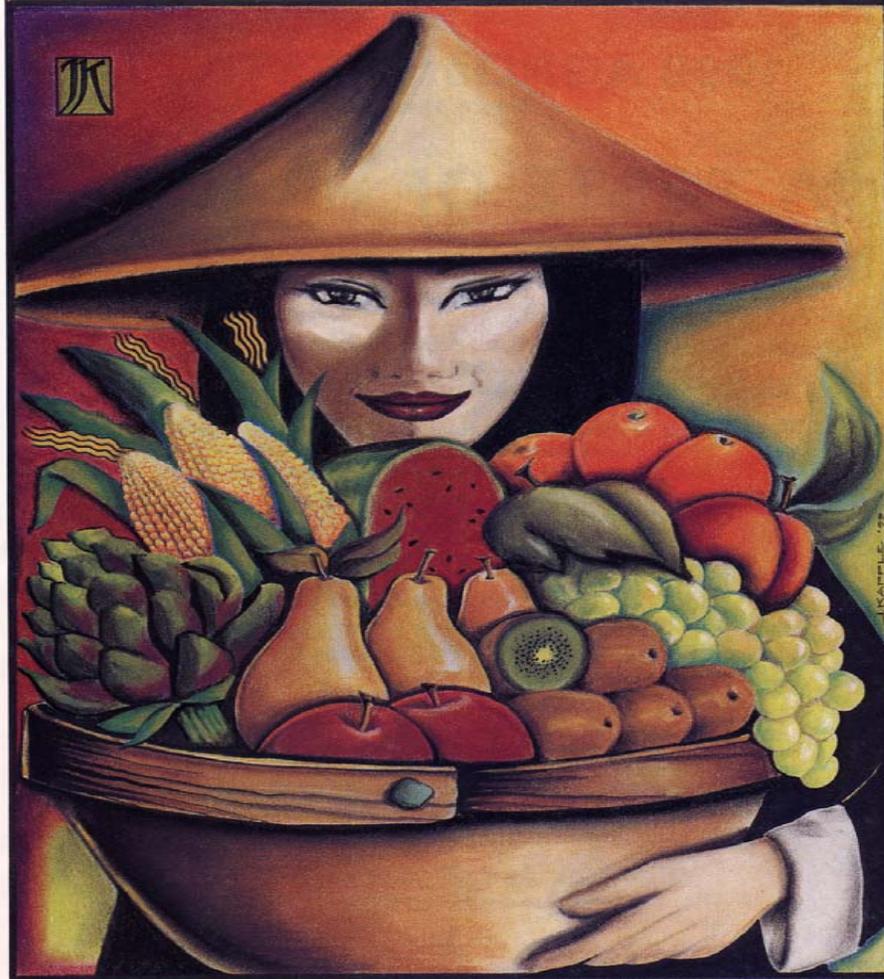


Farm & Barn activity mix

- ☀ Real walking, talking farmers and ranchers
- ☀ Animal displays and demos
- ☀ Antique tractors
- ☀ Visual & performing artists + hands on crafts
- ☀ Blacksmith demo
- ☀ Bonsai Demo
- ☀ Cattle working demo
- ☀ Cooking demos & tasting
- ☀ Historic country school class
- ☀ Period costume competition
- ☀ Orchard / pasture walks
- ☀ Persimmon drying
- ☀ Pumpkin picking
- ☀ Wagon rides
- ☀ Vineyard tour & wine tasting
- ☀ Barn Photo Contest
- ☀ AGROart™ Competition

Jan Kapple

A F E A S T F O R T H E E Y E S



AGRO ART

FESTIVAL

SATURDAY OCT 9, 1999 10AM-4PM

FRUIT AND VEGETABLE SCULPTURE COMPETITION
FOOD MUSIC ART HANDS-ON ACTIVITIES FOR KIDS
GRIFFITH QUARRY PARK TAYLOR AND ROCK SPRINGS ROAD

■ P E N R Y N ■

PRESENTED BY THE ARTS COUNCIL OF PLACER COUNTY
FOR MORE INFO., CALL 530 885 8569 OR www.agroart.org

AGRO
art

ARTWORK AND POSTER DESIGN BY JAN KAPPLE
PRINTING AND PRODUCTION BY AUBURN OAKS PRINTING



What the heck is AGROart™?

- ☀ 3-dimensional artwork made with fruits and vegetables
- ☀ A celebration of agriculture and art
- ☀ Fun! Yes, it's fun, easy, and different -- and it's a great media attention-getter
- ☀ A means to teach, or “transfer” information about farming & produce, design, sculpture & creativity
- ☀ It has multiple, year-round applications...

AGROart™ Competition



Ali Houser



Produce Playgarden



...year-round applications

Other Festivals	Fairs & Expositions
Farmers Markets & Downtown Marketplaces	Schools
Special Events & Showcases	Kitchens & Cafeterias

Jeffrey Tornich



Other PlacerGROWN Campaigns

<p><i>Hoshigaki</i>: The ancient Japanese art of persimmon drying</p>	<p>Merry Mountain Mandarins!</p> <p><i>Christmas in a Glass</i></p>
<p>Mountain Mandarin Tour</p>	<p>Auburn 2005: Portraits of a Place</p>
<p>PlacerGROWN “brand” brown bags; T-shirts...</p>	<p><i>Slow Food Placer Dining & Fundraising</i></p>
<p>Placer Wine & Grape Growers Auburn Wine Fest</p>	<p>Green Hand Award</p>



*Food isn't everything, but
it's in the middle of anything
memorable.*

-- MFK Fischer

Producer Restaurant Connection

- ☀ Slow Food Placer Convivium
- ☀ Bootleggers Restaurant
- ☀ Produce Markets: Newcastle and Lincoln
- ☀ Auburn Golf Club restaurant
- ☀ Sheridan Country School cafeteria
- ☀ Auburn 2005: Portraits of a Place = Raleys grocery store!



Media Relations - Everyday!

- ☀ Print Media partners provide support via
 - numerous pre- & post event articles
 - discounted or contributed ads space
 - photo contest
- ☀ TV and Radio partners provide support via
 - local “talk” show invitations
 - public service announcements
 - free calendar listings
 - discounted or contributed ad space

Operative word: **Relations**

Build relationships, trust, and support in an ongoing way!

AGROart Duty





Guiding Principals

- ☀ Authenticity

- ☀ Aesthetic Excellence

- ☀ Activism

- ☀ Agreement

Two suggestions, three books

☀ Be patient

☀ Persevere

☀ Freakonomics

Steven D. Levitt & Stephen J. Dubner

☀ The Tipping Point

Malcom Gladwell

☀ Blink

Malcom Gladwell

Whatever you do, have fun!

