



**STANISLAUS  
COUNTY  
AGRITOURISM**



# Existing

- Farmers' Markets (Modesto, Turlock, Oakdale)
- U Pick Farms (Ott, VanderHelm, Dutch Hollow)
- Seasonal Attractions (RAM Farms, Fantozzi)
- Farm Stands (Bloomingcamp, J&J, Cipponeri)
- Tours (Oakdale Cheese, Sciabica's Olive Oil)
- Events (Denair Farm & Family, Hughson Fruit & Nut)
- Retail (Rodin Ranch Market, Stewart & Jasper)
- Dining (Farm to Table dinners, restaurant menus)



# Clustering Creates a Destination

- Start small with a few neighbors (Combines, Bovines, & Fine Wines)
- Develop a Cluster (Clarksburg Wine Country)
- Signature Events (Sacramento River Delta Grown)
- Come Together under a Brand (America's Farm to Fork Capital)



# *Stanislaus Grown*

EAST STANISLAUS RESOURCE CONSERVATION DISTRICT





# **WHAT IS STANISLAUS GROWN?**



# Mission Statement

- To PROMOTE local agricultural products and the heritage of Stanislaus County through the use of a recognizable local brand supported with a marketing and education campaign.



# Who can use the Stanislaus Grown label?

- Farmers
  - grow produce in Stanislaus County
- Ranchers
  - raise livestock/poultry in Stanislaus County
- Food Makers / Processors / Packagers
  - source local foods for products
- Retailers
  - feature local foods (fresh and/or packaged)
- Restaurants
  - source local foods for your menu



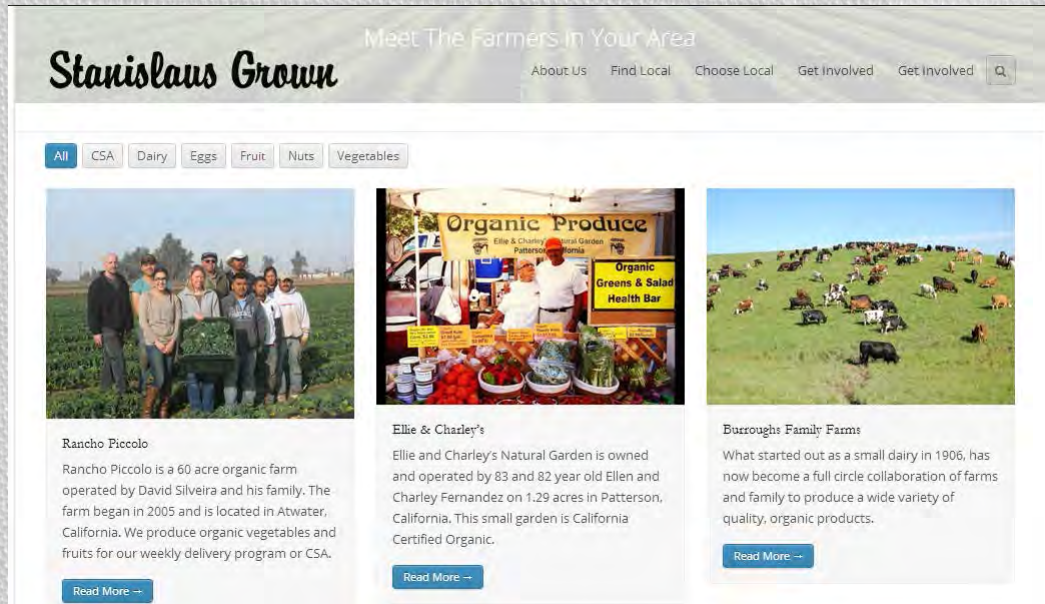
# Affordable Annual Membership Fees

- Producer Member – farmer, rancher
  - \$100/yr (basic) – Listing on our website and in printed materials
  - \$200/yr (advertiser) – Listing, Events plus biz card ad in Directory
- Sustaining Member – ag related business, retail, restaurant
  - \$200/yr (basic) – Listing on our website and in printed materials plus Biz Card ad
- Membership Fees support projects that are available to members, continued countywide collaborations, and marketing materials for the public. Coming this year will be resources for farm-to-school, and value added products.



# Marketing & Outreach

- Stanislaus Food & Nutrition Network
- Workshops (UCCE)
- Partnerships (Ag Link)
- Events (Farmers Markets, Festivals, etc)
- Social Media
- Website
- Printed Guide



The screenshot shows the Stanislaus Grown website interface. At the top, the logo "Stanislaus Grown" is displayed in a stylized font. To its right, the text "Meet The Farmers In Your Area" is visible. Below the logo, there are navigation links: "About Us", "Find Local", "Choose Local", "Get Involved", and "Get Involved" with a search icon. A category filter bar contains buttons for "All", "CSA", "Dairy", "Eggs", "Fruit", "Nuts", and "Vegetables". The main content area features three farm profiles, each with a photo and a "Read More" button.

**Rancho Piccolo**  
Rancho Piccolo is a 60 acre organic farm operated by David Silveira and his family. The farm began in 2005 and is located in Atwater, California. We produce organic vegetables and fruits for our weekly delivery program or CSA.

**Ellie & Charley's**  
Ellie and Charley's Natural Garden is owned and operated by 83 and 82 year old Ellen and Charley Fernandez on 1.29 acres in Patterson, California. This small garden is California Certified Organic.

**Bustroughs Family Farms**  
What started out as a small dairy in 1906, has now become a full circle collaboration of farms and family to produce a wide variety of quality, organic products.

[www.stanislausgrown.org](http://www.stanislausgrown.org)





## ***Stanislaus Grown Local Food & Farm Guide***

*"Eating is an agricultural act..."* Wendell Berry

As consumers have become savvy to shopping local so has their awareness of buying local foods resulting in a growing popularity of Farmers Markets and CSA's. ***Stanislaus Grown*** aims to bring a sense of community pride to our Stanislaus County agricultural heritage through connecting our residents with our local food options and farmers.





## ***2016 Stanislaus Grown Local Food & Farm Guide***

*“Eating is an agricultural act...”* Wendell Berry

**Stanislaus Grown** has been growing by leaps and bounds since the launch in July 2014. The program has brought a sense of community pride with our Local Food & Farm Guide that has helped connect our residents with our local food options and farmers.

- Local Food & Farm Guide Reaches Over 40,000 Engaged Readers per year
- StanislausGrown.org engages over 4,000 new users every year
- Stanislaus Grown followers have an interest in supporting local businesses





**CONNECTING  
FARM  
TO  
COMMUNITY**



# A Healthy Farm – A Healthy Community

- **Farms need to have markets to get food to tables:**
  - Wholesale – Almonds & Dairy
  - Food Processor – Tomatoes & Grapes
  - Direct-to-Consumer – Farm Stands, Farmers Markets
  - Retail – Grocery & Specialty Stores
  - Restaurant – Seasonal menus



# How Stanislaus Grown connects?

- **Actively search for new opportunities:**
  - **New Farmers Markets & New Vendors**
    - Small & Medium farms that do not have local option
    - Low Income areas that have support for new markets
  - **New Direct-to-Consumer**
    - Ag Link Home Delivery
    - Health Services Agency
  - **Retail Partners**
    - Grocery stores
    - Neighborhood stores





**ANNUAL  
MEMBER  
BREAKFAST  
MARCH 4TH**



# Stanislaus Grown Member Breakfast



Stanislaus County Ag Center  
Harvest Hall  
Friday – March 4th, 2016  
8:30AM-11:00AM

Come Enjoy a Farm-to-School Breakfast by Turlock Unified School District!

## Goal

Supporting our Stanislaus  
County Producers & Preserving  
our Agricultural Heritage

## FEATURED TOPICS INCLUDE:

- Local Farm-to-School Efforts through SFNN
- Successful Farms Panel
- Market Needs Farmer Roundtable
- Local Food Expo

RSVP for Breakfast by Feb. 26 to  
Trina Walley, Programs Coordinator:  
[stangrown@gmail.com](mailto:stangrown@gmail.com)  
(209) 491-9320 ext. 139

Location:  
3800 Cornucopia Way  
Modesto, CA 95358

