



- ✓ The East Stanislaus Resource Conservation District is nearing the launch of our countywide agricultural marketing campaign: **Stanislaus Grown!**
- ✓ Our Mission is to promote local agricultural products and the heritage of Stanislaus County through a cohesive and recognizable local brand supported with a marketing and education campaign

Projects Goals include:

- ✓ This program aims to increase consumer awareness and increase support for our local farmers.
 - Need for more direct-to-consumer opportunities, especially with in the food deserts,
 - Broad-based marketing campaign to increase awareness and support of local food
 - An educational movement that will positively influence the direction of consumer preferences towards supporting Stanislaus County small producers.
 - An increase in local producer appearances at direct-to-consumer markets, such as Certified Farmers Markets.
 - An increase in consumer purchases of fresh, healthy, and local produce at direct-to-consumer events in Stanislaus County
 - Overall community pride in Stanislaus County, and engagement of the entire community
 - Assist Stanislaus County producers with certification to be able to sell at Certified Markets

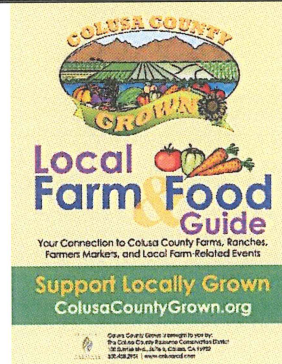
Outreach and Marketing Materials:

✓ To launch, we will be hosting a Certified Farmers Market at Sciabica's Olive Oil on the second and fourth Tuesdays from May 27th-Sept 23rd. Marketing will include a brochure, signs & the below:

www.stanislausgrown.org

Local Food & Farm Guide

Stanislaus Co Fair



How Can You Help?

- Help us distribute our Producer Survey OR Consumer Survey
- Serve in our focus group and development workshop tentatively planned for April
- Provide space at your event to do community outreach and marketing campaign

Contact Trina Walley at ESRCD at (209) 491-9320 ext. 139 or StanGrown@gmail.com