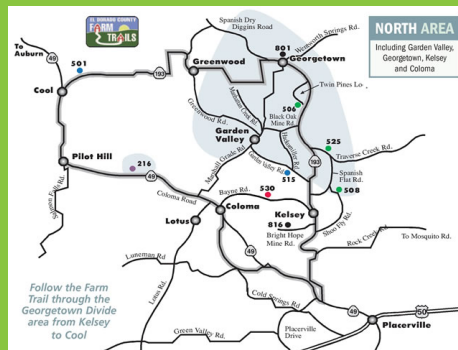
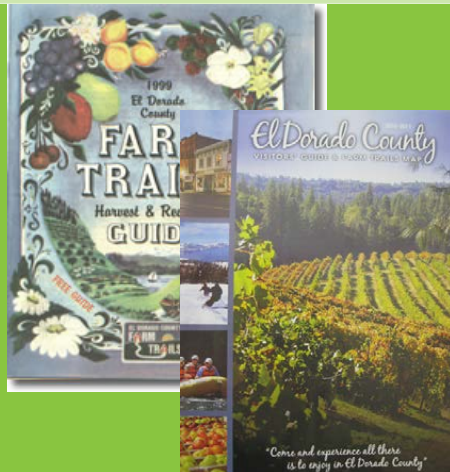




Promoting the preservation of the county's small farms and ranches and showcasing their activities and products.



What Farm Trails does:

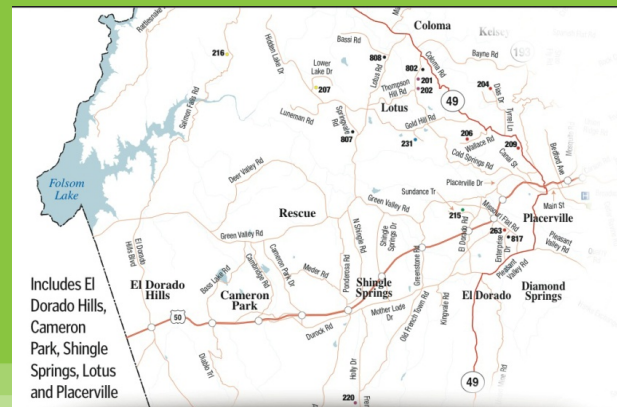
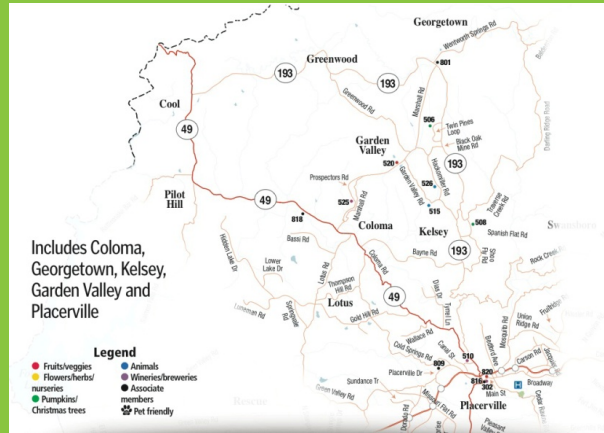
- ⊗ EDC Farm Trails and Visitor's Guide
- ⊗ Keep membership informed about political proceedings that effect agriculture and small farms and offer representation on their behalf.
- ⊗ Sponsor and support programs which enhance the knowledge of the agricultural activities and opportunities in the county; such as the Ag Roundtable and Ag Tour
- ⊗ Promote public awareness of the county's fruits, vegetables, and other agricultural products and promote appropriate marketing activities for members, such as Farmers' Markets.



- ⚙ Farm Trails is a county wide organization not bound to a specific geographic area.
- ⚙ Our membership has been extended to include not only farms but also businesses that promote farming in the community like flower shops, bakeries, bed & breakfasts and restaurants.
- ⚙ Provide Certified Farmers Markets to the public allowing local farmers to sell their products to the community and to provide the community with a chance to “Know where their food comes from.”
- ⚙ Give the small farmer a place where their voice can be heard.



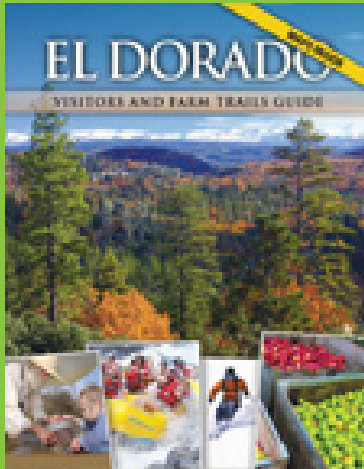
The Farm Trail



Provide marked "trails" covering the county that people can follow to experience all our county has to offer.



Farm Trails and Visitor's Guide



- ⚙ Partnered with the Visitors Authority and Chamber of Commerce to produce the El Dorado County Visitors and Farm Trails Guide
- ⚙ Over 125,000 distributed annually.
- ⚙ Encourages Agri-Tourism
- ⚙ Promotes local business
- ⚙ Supports county wide tourism



Certified Farmers' Markets



- ⚙ Developed several Certified Farmers' Markets over the last twenty one years.
- ⚙ Create Certified Farmers' Markets promoting locally grown products giving everyone a chance to buy local, and support the community.



The Future of Farm Trails



- ⚙️ Promote all types agriculture and support local farmers..
- ⚙️ Research grant opportunities to assist farmers with extending their customer reach, adding value added products and producing CSA's
- ⚙️ Raise awareness of locally bought produce and the importance of knowing where your food comes from.
- ⚙️ Expand Certified Farmers' Markets in El Dorado County.



Potential Problems, Obstacles, and Opportunities



- ⚙ By letting non-residents have access to the same privileges and ease of access that the Board offers El Dorado County residents revenue that should be realized here is transferred elsewhere and opens the door on retail leakage.
- ⚙ Entrepreneurs and non-profits that are based in other counties are taking advantage of this welcoming economic environment and taking money that would normally be made by residents in our jurisdiction and then returning to their counties.
- ⚙ Having too many farmers' markets in one area can damage the farming community.



Potential Problems, Obstacles, and Opportunities cont...

- ⊗ With no fees imposed on the market sponsors they are free to start markets wherever they can find a spot and they don't have to risk their money.
- ⊗ A non-profit does charity work for the county in which they reside. If they raise money for a non-profit in another county they take that money back to their county and spend it there, which provides no benefit to El Dorado County.
- ⊗ We're not suggesting that El Dorado County ban non-residents from doing business here; we just want our Supervisors to be aware of the money our county, our businesses, and our farmers are losing by giving non-residents the same privileges as residents.

