



AG CONNECTIONS...A STRATEGIC RESOURCE NETWORK

Symposium Concept

PURPOSE: To provide a network or platform for agriculturally-related individuals, businesses and entities to connect.

El Dorado County's agriculture industry could benefit greatly with this potential for communication and team-building. The agriculture industry faces many challenges and enjoys many successes but how do we respond to the challenges and build on the successes to ensure a stronger and better understood industry?

ORIGIN: For 2 years this thread of conversation has occurred with multitudes of people, and within groups. We have identified the need to become a cohesive and informed group in order to support and ensure the future of the agriculture industry and all that is relative to it. The desire seems to be there, but any "connection" between the many county Ag groups has not been achieved or even attempted. The time may be right and this effort could provide the needed catalyst.

PLATFORM: Design and create a ½-day symposium where all ag-related entities are in one room, at one time, for a powerful meeting of the minds. Relationship, resource-building and idea sharing are foremost; assembly of an informed Ag network is key.

Identifying at least 3 professional, industry-related speakers and a brain-storming session will be included. A fast-track tempo is anticipated.

→Over

INVITEES: Farmers, ranchers, foresters, Chambers of Commerce, County departments (Agriculture, Transportation, Environmental Health, etc.), agri-tourism proponents, farmers' market coordinators, business and industry leaders and professionals, organizations, educators, restaurants, recreation and entertainment sectors, suppliers and others.

COST: \$25/person, lunch included. Speakers – gratis. Sponsors welcome.

ATTENDANCE GOAL: 1st Year - 75-100; 2nd Year – 100-150; subsequent years inclusive of other counties.

LEADERSHIP: Via an 'Ag Connections' committee, including the El Dorado County Farm Bureau. Volunteers will be recruited.

OUTCOMES: Committee determination.

RESPECTFULLY SUBMITTED BY: Reneé Hargrove, Executive Director, EDC Farm Bureau, December 15, 2016