

Ron –

I'd like to add these thoughts for consideration for the Monday Ag Workshop:

1. **DIRECT MARKETING:** Explicitly allow Ranch Marketing (RM) for a longer period of time. In the County's current RM ordinance there is no limit on the Ranch Marketing period, but I saw in the draft new RM ordinance that a RM time period might be considered. I'd like to see the RM time period made explicit if there must be one. Currently, most RM is done between Labor Day and Christmas. We should try to expand the RM season to begin in May to include the spring and summer fruits and vegetables.
2. **DIRECT MARKETING:** Allow RM locations with good locations to rent/lease space to other growers in the county that have less desirable locations. Maybe allow Christmas tree, pumpkin growers, as well as fruits and vegetables, to sell at more visible RM locations. The idea is to allow good location RM's to work with less visible growers to sell their agricultural products. The idea would be to allow RM operations to sell the same types of products being sold at local Farmers' markets.
3. **DIRECT MARKETING:** Allow wineries to have Ranch Marketing operations (provided of course that they meet both RM and Winery ordinance land use criteria). I don't see anything in the current RM or Winery ordinances that prevents this, but it might be a good idea to make it explicit.
4. **AG HOUSING:** Designate and train at least one person in both the Building and Planning departments to help land owners with the ag housing permit processing. As you know, there is nothing more frustrating than wasting time and money because of poor or conflicting information.

I agree that tourism is EDC's strongest economic growth driver. I'm very pleased to see the BOS pursue this effort to encourage more ag tourism growth.

Jim Moore – Moore-Mathews Vineyard, Camino

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