



Santa Barbara County Ag Promotion

September 15, 2009

Agricultural Commissioner William Gillette
Communications Director William Boyer

Agriculture Awareness & Promotion Committee

- Joni Gray
 - *Santa Barbara County Fourth District Supervisor*
- Linda Williams
 - *Fourth District Staff*
- Kevin Merrill
 - *Santa Barbara County Farm Bureau*
- Steve Lavagnino
 - *District Representative, U.S. Rep. Elton Gallegly*
- William Boyer
 - *County Communications Director*
- William Gillette
 - *County Agricultural Commissioner*

Agriculture Awareness & Promotion Strategy

Coordinate Public Education
and Information With:

- Educational Videos
- Participation by County
Board of Supervisors
- Resolutions
- Special Events & Exhibits

Ag Video: Grapes & Wine Making November 2008

Karen Steinwachs, Buttonwood Winery



Ag Video: Nursery and Flowers December 2008

Lauris Rose, Cal Orchid

Ed VanWingerden, Ever-bloom Nursery

First District Supervisor Salud Carbajal



Ag Video: Broccoli

March 2009

- Craig Reade
 - Betteravia Farms
- Richard Quandt,
 - Grower/Shipper Assoc.
- Lupe Alvarez
 - Mayor, Guadalupe
- Fifth District Supervisor
Joe Centeno



Ag Video: Lemons

April 2009



- Ken Doty
- Sam Alfano
 - Goleta Valley Historical Society
- Kristen Amyx
 - Goleta Chamber of Commerce
- Second District Supervisor Janet Wolf

Ag Video: Cattle

June 2009

- Jim Poett, Rancho San Julian
- Ernie Righetti
- Jerry Williams, Jr., Williams Ranch
- Third District Supervisor Doreen Farr



Ag Video: Strawberries

August 2009

- Daren Gee, DB Specialty Farms
- Fourth District Supervisor Joni Gray



Ag Videos: County and State Fairs

September 2009

- Santa Barbara County's 4H Youth & Our Future Farmers & Ranchers
- Santa Barbara Conference & Visitors Bureau



Ag Videos Produced By County TV Channel 20 Staff

- Reporters
 - Dominique Blocker
 - Josh Karl
 - Lael Wageneck
- Station Manager
 - Silvio Motto
- Executive Producer
 - William Boyer





California
State Fair

AUG. 21-SEPT. 7, 2009

BIG FUN!

California State Fair 2009



Santa Barbara County Returns to State Fair After 10-year Absence



Exhibit
Promotes
County's
Ag &
Tourism
Industries



Collaborative Project With Santa Barbara Conference & Visitors Bureau





Exhibit Featured
Hi-Def, BluRay
“Best of Santa
Barbara County”
Film also on
Display in the
State Capitol
Building

Results:
Gold Ribbon for
Overall Excellence
&
Blue Ribbon
Best Marketing
Of All
County Exhibits at
State Fair



State Fair Exhibit Committee & Contributors

- Catherine Puccino

Santa Barbara Conference & Visitors Bureau and Film Commission

- Kathy Vreeland

Buellton Visitors Bureau & Chamber of Commerce

- Pat Kistler

Carpinteria Valley Chamber of Commerce

- Kristen Miller Amyx

Goleta Valley Chamber of Commerce

- Gina Keough

Santa Maria Valley Chamber of Commerce & Visitor & Convention Bureau

- Mary Harris

Santa Ynez Valley Visitors Association

- Tracy Farhad

Solvang Conference & Visitors Bureau

- Richard Gomez

Chumash Tribe

State Fair Exhibit Back Home!

- We're "Green" & We Recycle
- Visit County's award-winning exhibit on First Floor of County Building
- Exhibit here through September 25



State Fair Exhibit Back Home!

- Special Thanks to General Services Department for unloading & helping to re-create exhibit, especially:

Mike Snyder
Mike Johnson
Dave Rauch
Bob Clarke
Joe Sewell
Jack Williams
Scott Hosking

Ag Awareness

- Reception in Board Conference Room
- Thanks!

