

Capay Valley Vision

P.O. Box 799
Esparto, CA 95627

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For More Information

Contact: Thomas Nelson
(530) 796-4160
thomas@capayvalleyvision.org

CVV SEEKS TO PRESERVE THE VALLEY'S SENSE OF PLACE

ESPARTO – The Almond Festival is a great opportunity to take pride in sharing the special assets of our rural communities with visitors from across California. The same goal is embodied in the new Capay Valley label that seeks to brand an identity of value and authenticity for food and art products of the region. At the festival, Capay Valley Vision (CVV) will have booths in Esparto and Rumsey to showcase the new regional label including a variety of items on hand for visitors to learn about the Valley and to take home. Local community members will staff the booths helping with sales of t-shirts, hats, and tote bags.

CVV is exploring partnerships with agricultural producers, artists, craftspeople, and businesses to develop the Capay Valley brand as a common regional identity. For example, ag producers interested to complement their label with the regional identity can become a charter partner with the Capay Valley Grown project. More than a dozen farms and ranches have already signed up. CVV developed the label through meetings co-sponsored by the Western Yolo Grange and Community Alliance with Family Farmers and in cooperation with members of the Esparto Chamber of Commerce and Capay Valley Artists. Contact the CVV office for partnership details.

In other CVV news, the nonprofit organization has been awarded a grant by Yolo County to conduct a participatory, community-based affordable housing study for the region. Working under the guidance and land use designations of the area plans for Capay Valley and Esparto, the project seeks to recommend locally acceptable affordable housing options. The one-year housing project will include research into best practices dealing with workforce solutions in rural areas impacted by tourism-related activity. Community meetings will be held to present options for review and will help to shape a written plan of action.

The regional transportation study of the Capay Valley Highway 16 Corridor worked on by community members and consultants through CVV last year is scheduled to be published later this month.

For more information about CVV's work or to volunteer for a festival booth shift, please call Thomas at 796-4160 or email info@capayvalleyvision.org.

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