

Capay Valley Vision

P.O. Box 799
Esparto, CA 95627

For Immediate Release

Thursday, January 31, 2002

For More Information

Contact: Sue Heitman
(530) 796-3005

CVV ECONOMIC DEVELOPMENT UPDATE

ESPARTO – The Economic Development Task Force for Capay Valley Vision, Inc. has been meeting monthly since September working on a variety of issues. Because of the group interest, sub-groups have emerged targeting key projects. The three key projects are:

- 1) A Community Kitchen to be developed for our farming by-products and possibly catering uses in the Valley. A Community Kitchen uses a certified kitchen with equipment for canning, pressing etc. on a rental basis freeing local farmers from the expense of developing their own kitchen and diversifying their products. Jamie Anderson developed a research project that examined the concept and practicality. Included in her project, the group interviewed existing Community Kitchens in the country as well as local farmers about their interest in a Community Kitchen. Jamie is now facilitating a sub-group focusing on a pilot project in the valley for 2002.
- 2) Brand/Trade marking Capay Valley products to help build local identity and market value. This project, under Mary Sconoma and Thomas Nelson is currently looking at trademarks and names with their sub-group.
- 3) The Rebirth of Esparto sub-group will examine the practicality of particular projects in downtown Esparto concentrating on the corner of the Train Depot. The group has reviewed the Esparto General Plan; new Economic Development report and talked to area residents about interest and need. Under the leadership of Cathie Wicks and Helen Voss, this sub-group will be hoping to develop a concrete business plan and work with the entire Task Force to develop investment partners.

The next full meeting will be February 26 at 7:00PM outside Esparto. For more information, contact Sue Heitman at 796-3005.

###