

Capay Valley Vision

P.O. Box 799
Esparto, CA 95627

For Immediate Release

Wednesday, March 24, 2004

For More Information

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

APRIL AG GATHERING & BBQ

ESPARTO – Join fellow farmers, ranchers, and residents to socialize, share information, and shape strategies to enhance agriculture in the region. The Capay Valley-Esparto Agriculture Gathering & BBQ Potluck is Thursday, April 8th, 2004 from 5:30 – 9:00 p.m. at the Western Yolo Grange in Guinda.

Co-hosted by Capay Valley Vision, Community Alliance with Family Farmers, NAU-California Crop Insurance Services, and Western Yolo Grange, the event features:
Potluck and BBQ starting at 5:30pm – bring a dish or meat to grill,
Presentation & roundtable discussion on market-based initiatives including Capay Valley Grown, Crop Breakouts on beef and livestock niche marketing with UC Farm Advisor Roger Ingram, nuts, and fresh produce and specialty crops.

For more information, contact CVV Agriculture Task Force chair Paul Muller at (530) 796-2214.

Transportation Report Released

The Capay Valley Highway 16 transportation planning study reported on in last month's *Valley Voice* is now available. The 89-page report provides a snapshot of the region's key transportation-related needs, reviews current and planned projects to address them, and presents community-based concepts to inform projects being planned or considered. Copies are available through the CVV office at the cost of \$10. A four-page summary of concepts reviewed in the study is available upon request by email or mail at no charge.

Capay Valley Items Available

Buy a hat and help preserve the Capay Valley Region's sense of place. A variety of warm weather items sporting the Capay Valley brand—baseball caps, t-shirts, tote bags, and other goods—are now available at locations around the valley.

The Capay Valley brand is a community-designed strategy to help differentiate products originating from the region in the marketplace. Launched last fall in partnership with the region's farms and ranches, the brand is being used to increase consumer awareness and access to the region's year-round and seasonal agricultural products.

Capay Valley items may be purchased at The Corner Store in Guinda, Cache Creek Mini-Mart, and Esparto's Java Station. All proceeds benefit Capay Valley Vision in its mission to establish a shared vision for the future of the region and to facilitate an ongoing collaborative process for planning.

For more information or to order any of the above items direct from CVV, call Thomas at (530) 796-4160 or email info@capayvalleyvision.org.

###