

Capay Valley Vision

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For Immediate Release

Friday, October 10, 2003

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CAPAY VALLEY VISION LAUNCHES LOCAL LABEL Partners with Area Producers

ESPARTO – Agricultural producers and artists in the Capay Valley-Esparto Region have a new marketing tool and ally.

In partnership with area farmers, ranchers, and artists, the nonprofit Capay Valley Vision (CVV) has initiated a label and branding strategy to distinguish products grown and made in the region.

The project is being introduced to the public at a series of events this fall, including the on-farm “Taste of Capay Valley” meal last Sunday, October 5, that featured a four-course menu by Sacramento chefs Rick Mahan of The Waterboy and Patrick Mulvaney of Culinary Specialists.

“We have created a label for each category of products,” said Paul Muller, chair of the CVV Agriculture and Environment Task Force that helped to spearhead the effort.” “Labels include grown, handmade, crafted, or inspired, depending on the products,” says Paul Muller, chair of the CVV Agriculture and Environment Task Force that helped to spearhead the effort. The label was developed by a team of local residents working with two graphic artists who donated their time.

CVV teamed up with the Davis-based Community Alliance with Family Farmers to secure a grant from the California Food and Farming Futures group to specifically help publicize the “Capay Valley Grown” label.

“At a series of events this fall and next spring,” says CVV’s Board President Sue Heitman, we will be educating consumers that the Capay Valley is the source of the best farm products they’ll ever taste.”

The branding project is one of several community-designed strategies to help preserve the rural character and sense of place of the Capay Valley-Esparto Region. For more information, contact Capay Valley Vision at (530) 796-4160.

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