

**Introduced by Senator Rubio**

**(Coauthors: Senators Berryhill, Evans, La Malfa, and Wolk)**

(Coauthors: Assembly Members Bill Berryhill, Blumenfield, Grove,  
Halderman, Ma, Olsen, Perea, Swanson, and Valadao)

February 14, 2011

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Senate Concurrent Resolution No. 9—Relative to the Fresno Food Expo.

LEGISLATIVE COUNSEL'S DIGEST

SCR 9, as introduced, Rubio. Fresno Food Expo.

This measure would declare March 11, 2011, as Fresno Food Expo Day, and honor the Central San Joaquin Valley for its contribution to California, the nation, and globally for its abundant production of agricultural goods and food production.

Fiscal committee: no.

- 1       WHEREAS, The City of Fresno has announced the Inaugural  
2 Fresno Food Expo, which will take place on March 11, 2011, and  
3 will showcase food and wine products that come out of the Central  
4 San Joaquin Valley; and  
5       WHEREAS, The Central San Joaquin Valley is internationally  
6 known as one of the world's most productive and distinctive  
7 agricultural regions; it is home to hundreds of food producers,  
8 growers, manufacturers, processors, winemakers, and brewers,  
9 reflecting its rich cultural diversity; and  
10       WHEREAS, The valley's agricultural bounty includes lettuce,  
11 tomatoes, carrots, eggplant, summer and winter squashes, corn,  
12 winegrapes and table grapes, strawberries, cherries, melons,

1 peppers, onions, garlic, artichokes, broccoli, cauliflower, beans,  
2 and many other crops and food commodities; and

3 WHEREAS, The wide variety of agriculture in the region is the  
4 foundation to the many finished food products that will be  
5 displayed at the Fresno Food Expo including breads, sauces,  
6 seasonings, olive oils, meats, cheeses, and much more; and

7 WHEREAS, The Central San Joaquin Valley food industry is  
8 one of Fresno’s largest export-oriented industries, bringing in new  
9 dollars from other domestic and international markets as well as  
10 keeping wealth in our area. Supporting the industry is a key element  
11 in the valley’s overall economic development strategy; and

12 WHEREAS, The Fresno Food Expo will boost economic  
13 development within the region by bringing together individuals  
14 and companies in the food industry and culinary arts to make key  
15 business contacts and provide avenues for them to extend their  
16 product outreach into the market in one convenient location; and

17 WHEREAS, The Fresno Food Expo will provide an opportunity  
18 for food professionals to introduce their products to retail buyers,  
19 restaurants, and chefs; now, therefore, be it

20 *Resolved by the Senate of the State of California, the Assembly*  
21 *thereof concurring,* That March 11, 2011, is Fresno Food Expo  
22 Day, and the Central San Joaquin Valley is to be honored for its  
23 contribution to California, the nation, and globally for its abundant  
24 production of agricultural goods and food production; and be it  
25 further

26 *Resolved,* That the Secretary of the Senate transmit copies of  
27 this resolution to the Governor, the Mayor and City Council of the  
28 City of Fresno, the Secretary of Food and Agriculture, the State  
29 Library and State Archives, and to the author for appropriate  
30 distribution.