

Senate Concurrent Resolution No. 9

RESOLUTION CHAPTER 4

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

[Filed with Secretary of State March 10, 2011.]

LEGISLATIVE COUNSEL'S DIGEST

SCR 9, 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.

WHEREAS, The City of Fresno has announced the Inaugural Fresno Food Expo, which will take place on March 11, 2011, and will showcase food and wine products that come out of the Central San Joaquin Valley; and

WHEREAS, The Central San Joaquin Valley is internationally known as one of the world's most productive and distinctive agricultural regions; it is home to hundreds of food producers, growers, manufacturers, processors, winemakers, and brewers, reflecting its rich cultural diversity; and

WHEREAS, The valley's agricultural bounty includes lettuce, tomatoes, carrots, eggplant, summer and winter squashes, corn, winegrapes and table grapes, strawberries, cherries, melons, peppers, onions, garlic, artichokes, broccoli, cauliflower, beans, and many other crops and food commodities; and

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

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

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

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

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

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