

Connecting

CONSUMERS WITH THEIR FOOD

California family farmers and ranchers produce more than 400 different crops, providing consumers with a wide variety of healthy, fresh and affordable food. With only 2 percent of the nation's population involved in production agriculture, there is a growing need to re-connect those who produce and consume agricultural products.

This is why Farm Bureau places a high priority on assuring consumer confidence in the products California farmers and ranchers grow and helping consumers understand where their food comes from.

{ Farm Bureau Encourages }



- ▶ Local marketing of agricultural products at farmers' markets and other venues where consumers can connect with farmers and ranchers
- ▶ Country-of-origin food labeling that provides consumers with the information needed to make informed purchasing decisions
- ▶ Effective research and development to continue improving the taste, quality and convenience of California-grown food and fiber products
- ▶ Development of good agricultural practices and regulations that will have a meaningful impact on food safety while preserving the economic sustainability of farms and ranches
- ▶ Research, education and public outreach through California Bountiful, a non-profit foundation whose purpose and goal is to bridge the gap between food producers and consumers
- ▶ Showcasing the work of California's family farms and ranches through the California Country magazine and television program
- ▶ Efforts by the California Foundation for Agriculture in the Classroom to educate students and teachers on how their food is grown and marketed