

## Farms of Tuolumne County Marketing Association

This grant funded the development of a local organization to support and expand the sustainable community food system in Tuolumne County. The Farms of Tuolumne County (FOTC) is a new marketing and educational organization that informs distributors and local consumers of locally grown and processed foods; increases agriculture production, profitability and opportunity for producers; creates a more sustainable community; and enhances and increases economic development and stability in Tuolumne County. To support and promote the new organization, the University of California Cooperative Extension partnered with FOTC to produce several new marketing materials.

### New Marketing Tools:

- The project provided for the purchase of FOTC paraphernalia such as point of purchase cards, t-shirts, cloth shopping bags, and refrigerator magnets, all of which display the FOTC logo.
- Producers were given new metal road signs that can be used to indicate their membership and support of the organization.
- A popular new catalogue listing members and their products was developed that has been useful for distributors, local retail shops, the Tuolumne County visitors' bureau, and the producers themselves.
- The project has updated and improved the organization's Web site to promote producers' produce and assist consumers as they search for products.
- FOTC partnered with a local videographer to produce a 30 minute DVD highlighting agriculture in Tuolumne County. The video has received multiple showings on the local television network. It will also be used to promote FOTC and agriculture at Board of Supervisor meetings, City Council meetings, and meetings of local organizations.

The project has been enthusiastically received by the producers involved; many marketing tools, such as the Web site, product catalogue, and FOTC paraphernalia, would not have been otherwise developed by individual producers. Overall success of the organization will be measured over time by Web site visits, sales of FOTC materials, membership growth, and increases in product sales.



### More Information:

Please visit [www.farmsoftuolumnecounty.org](http://www.farmsoftuolumnecounty.org) for more information on FOTC and Tuolumne County agriculture.

### Contact Information:

Scott Oneto  
Farm Advisor  
University of California Cooperative  
Extension - Tuolumne County  
2 South Green Street, Sonora CA 95370  
Telephone: (209) 533-5686  
FAX: (209) 532-8978  
Email: [sroneto@ucdavis.edu](mailto:sroneto@ucdavis.edu)



### Citation:

Oneto, Scott and Ken Churches. (2007) *Farms of Tuolumne County Marketing Association*. Sustainable Agriculture Research and Education Program: Sonora, CA

