



IN PARTNERSHIP WITH THE CITY AND COMMUNITY OF RIVERSIDE

GROW
RIVERSIDE

CITRUS AND BEYOND!
MARCH 19 & 20



Cultivating Community Prosperity Through Sustainable Agriculture

August 20, 2014

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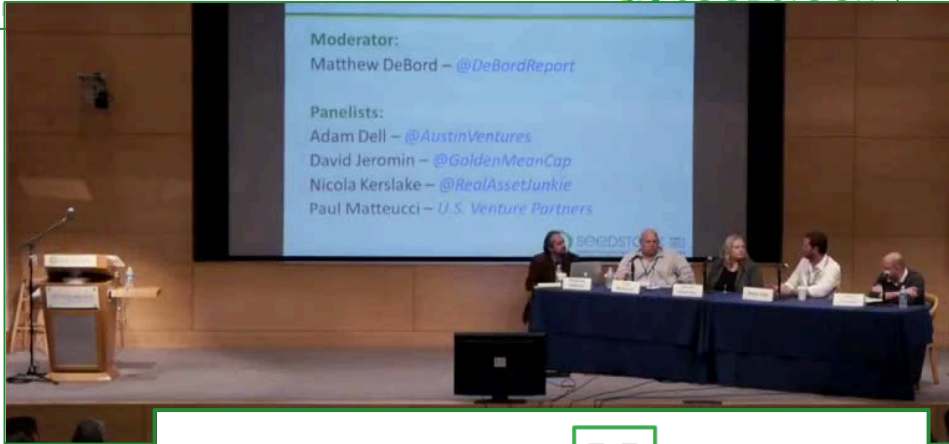
ABOUT SEEDSTOCK



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PRESENTED BY
SEEDSTOCK

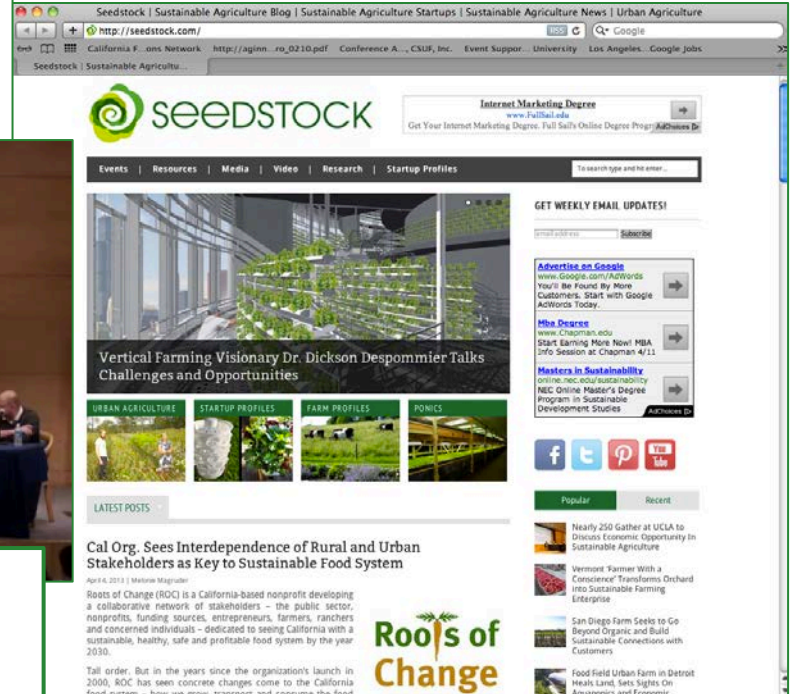


Reintegrating Agriculture: 2014

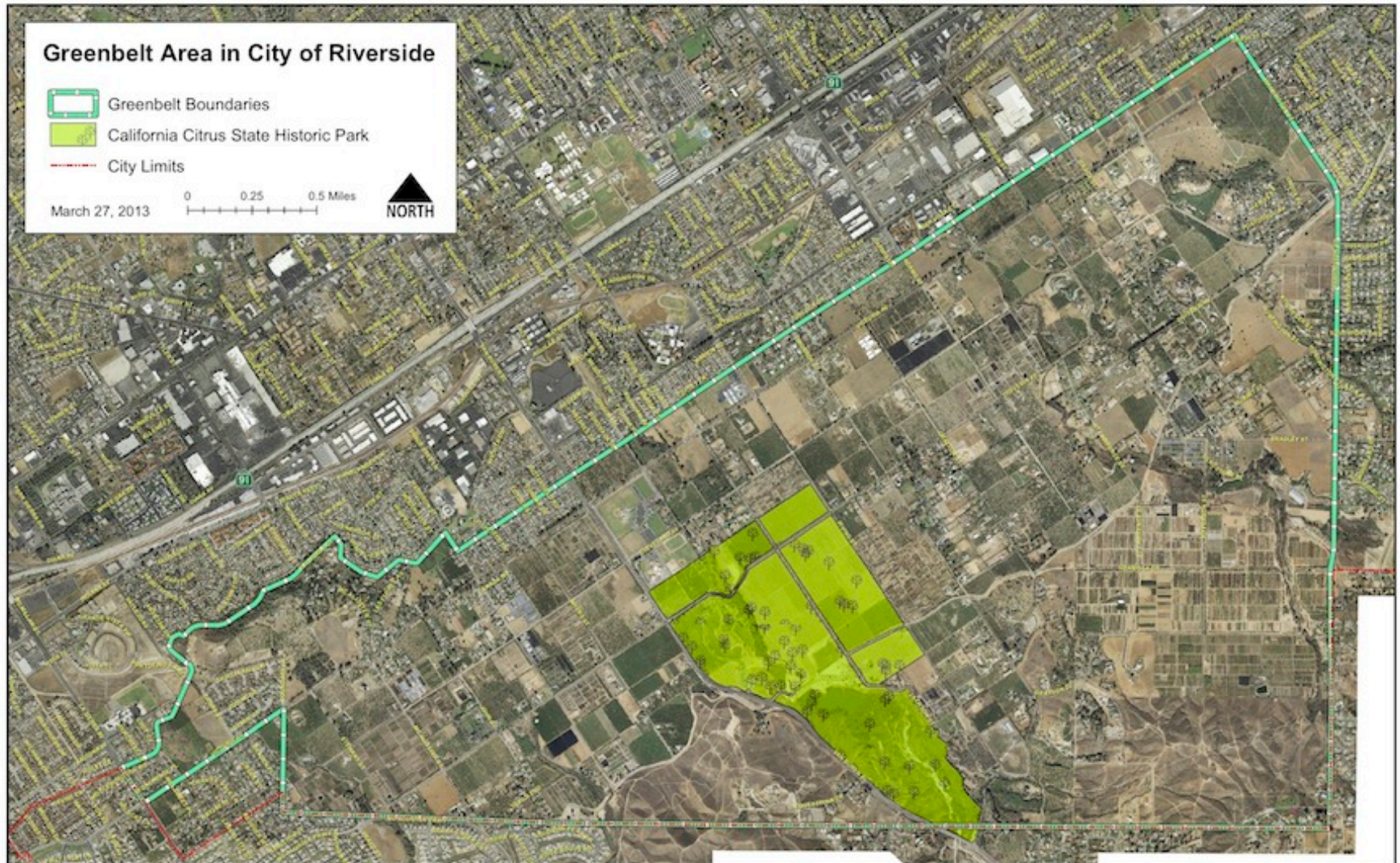
Local Food Systems and the Future of Cities November 11 & 12

3rd Annual Seedstock Sustainable Agriculture Innovation Conference

UCLA Anderson School of Management | Los Angeles



THE CATALYST: REINVIGORATING THE CITY OF RIVERSIDE'S 'GREENBELT'



PROGRAM DEVELOPMENT: GrowRIVERSIDE - Citrus and Beyond!

1. A Call For Action

- Initiated by City of Riverside under the leadership of Councilmember Chris MacArthur of Ward 5 and Former Mayor Ronald O. Loveridge

2. Solution Development

- **GrowRIVERSIDE** – Concept and conference to reinvigorate ag land by exploring the community and economic benefits of a robust local food infrastructure

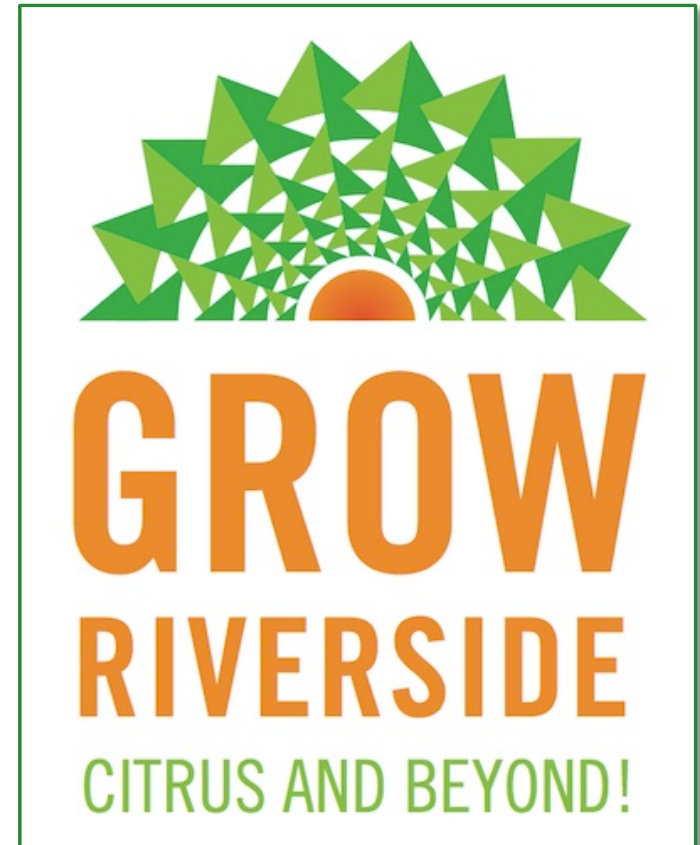
3. Community Outreach and Engagement

- Assembly of Stakeholders - “The Meeting of the Minds”
- Growers, Public Sector, Private Sector, Non-Profits, Universities, Advocates, Residents and Farming Organizations

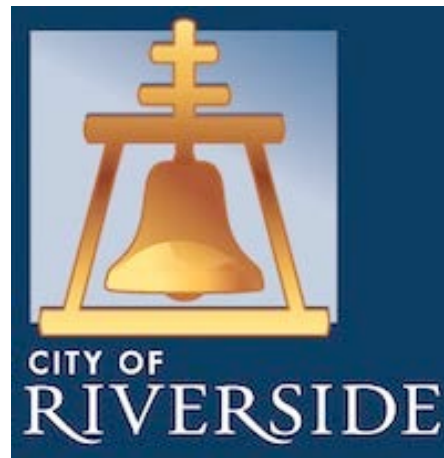
4. Development of the conference content in association with stakeholders

5. Marketing and selling GrowRIVERSIDE

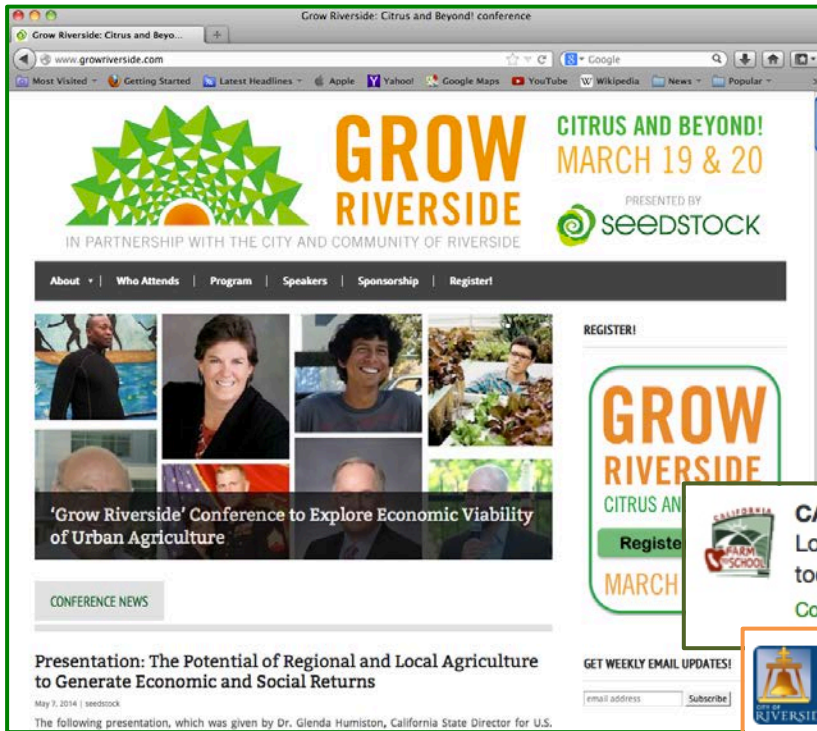
6. Project Execution



THE STAKEHOLDERS: GrowRIVERSIDE - Citrus and Beyond!



CONFERENCE DETAILS: GrowRIVERSIDE - Citrus and Beyond!

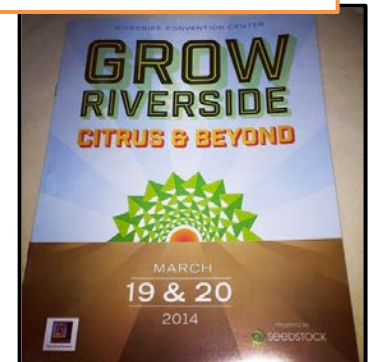


CA Farm to School @CAfarmtoschool · 19h
Looks like some amazing things are being said and shared at #growriverside today and we love it!
Collapse Reply Retweet Favorite More

Office of Econ Dev @RiversideOED · Mar 19
"Riverside has all the key components to make a local ag system happen"
Rickey Smith, @urbangreenla #growriverside
from Riverside, CA Reply Retweet Favorite More

Select Participants Included:

- Dr. Glenda Humiston** - California State Director for USDA Rural Development
- Representative Mark Takano** - California's 41st Congressional District
- Curt Covington** - Managing Director, Agribusiness Banking Division at Bank of the West
- Former Mayor Ronald O. Loveridge** – City of Riverside
- Gregg Warren** - American AgCredit
- Val Dolcini** - State Executive Director of the USDA's Farm Service Agency (FSA)
- Paula Daniels** - Founder of the Los Angeles Food Policy Council
- Don Nishiguchi** - Whole Foods Market
- Pierre Sleiman** - Founder of Go Green Agriculture
- Rodney K. Taylor** - Director of Nutrition Services, for Riverside Unified School District



THE RESULTS: GrowRIVERSIDE - Citrus and Beyond!

- A sell out audience of over 420 attendees from Riverside and across California
- 14.3 Million media impressions via press releases, news articles, social media and Seedstock.com
- Over 54 Sponsors to cover costs associated with the event
- Generation of new business leads for the City of Riverside
- Momentum to move the City of Riverside's Local Food System forward
 - Formation of a Food Policy Council
 - New positions within City of Riverside and the EDA focused on agriculture bus. dev.
 - Increased community involvement and engagement
 - Understanding of New Market Opportunities for Growers