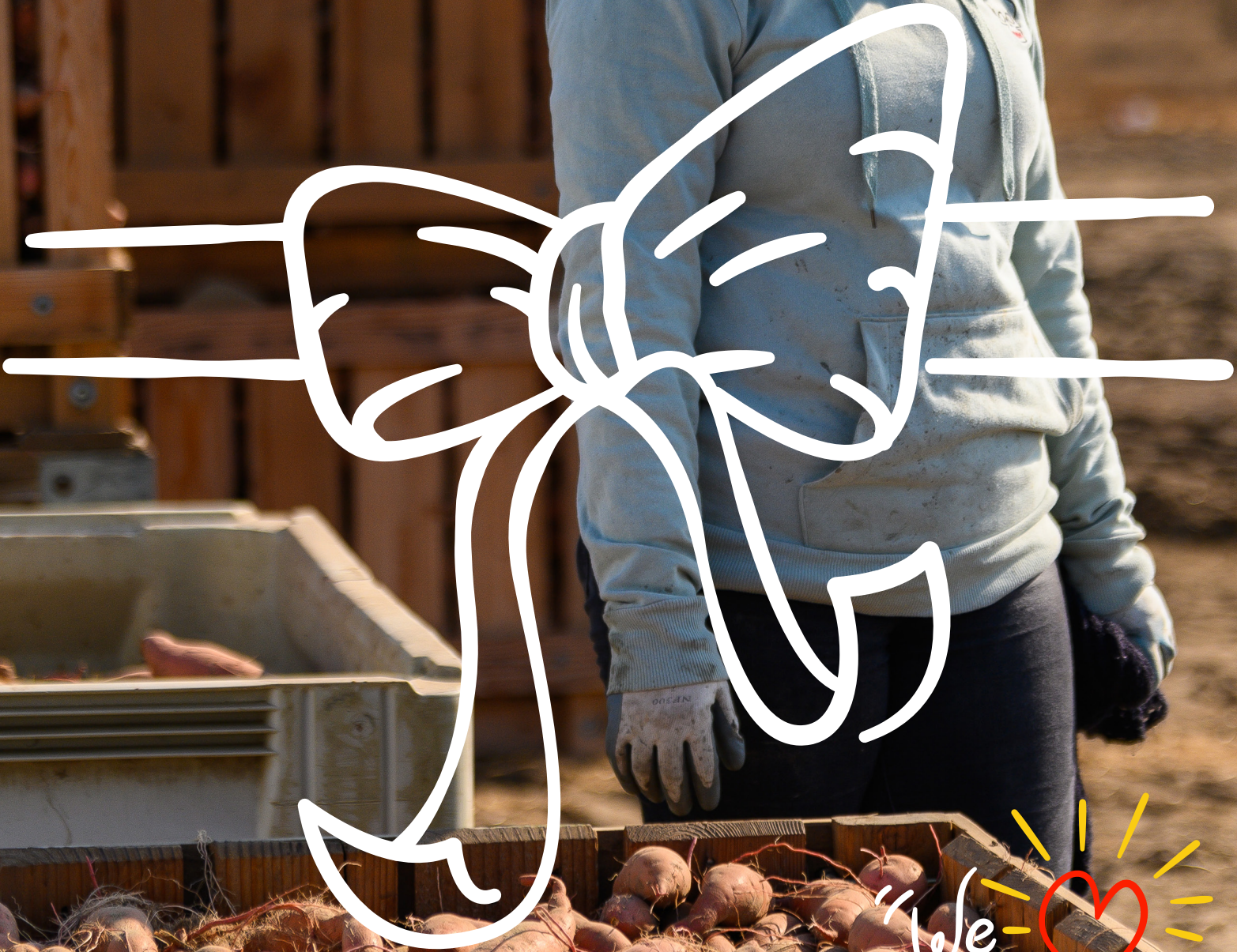




2020 ANNUAL REPORT



"We  
Love  
California",





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## CALIFORNIA GROWN MEMBERS

American Pistachio Growers

California Apple Commission

California Avocado Commission

California Blueberry Commission

California Cantaloupe Advisory Board

California Certified Organic Farmers

California Cherry Board

California Cling Peach Board

California Cut Flower Commission

California Farm Bureau Federation

California Fig Advisory Board/California Fresh Fig Growers Association

California Milk Advisory Board

California Olive Committee

California Olive Oil Council

California Pear Advisory Board

California Poultry Federation

California Prune Board

California State Beekeepers Association

California Sweetpotato Council

California Table Grape Commission

California Wild Rice Advisory Board

Certified Farmers Markets of Sacramento

Kiwifruit Administrative Committee

Olive Oil Commission of California

Plant California Alliance

Wine Institute

The California Grown movement would not be where it is today without the support from our commodity members. To our members,

## WE SAY THANK YOU!

## CA GROWN OFFICERS

**Donn Zea**  
Chairman

**Karla Stockli**  
Vice Chair

**Chris Zanobini**  
Secretary/Treasurer

## CALIFORNIA GROWN STAFF

**Cherie Watte Angulo**  
Executive Director

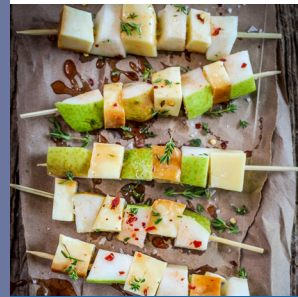
**Steve Burns**  
Strategic Consultant

**Nicole Helms**  
Associate Director

**K.C. Cornwell**  
Influencer and Micro Event Manager

**Connie Stukenberg**  
Retail Promotion  
Program Manager

**Adrienne Young**  
Creative Content Manager



## CONNECTING A CALIFORNIA GROWN COMMUNITY

California's unique landscape mirrors the diverse population of those that reside in the state. As the most ethnically diverse states in the nation, residents of California add to the state's magnificence. California agriculture flourishes in the state's unparalleled environment and microclimates contributing to the state's grandeur. From farmers and consumers in the fertile Central Valley, abundant urban areas, picturesque coastal communities, and vast mountain ranges, each person is fortunate to experience the bounty of California's multifarious agricultural production.

California's farmers, ranchers, and farmworkers are recognized as some of the most essential members of California's community of workers. Consumers appreciate the devotion put forth by those who work faithfully to ensure that Californians and people across the world can relish in the world class fruits, nuts, vegetables, proteins, and beverages produced.

## THE CALIFORNIA GROWN STORY

The Buy California Marketing Agreement was formed in 2001 to promote all California grown agricultural products. Through creative marketing, effective storytelling and leveraging of the "California Grown" brand, the organization reaches millions of consumers each year, encouraging them to look for and buy items grown and produced in the state.

California Grown helps ensure consumers understand the value of buying California grown agricultural products and what it brings to the state's communities and economy. The Buy California Marketing Agreement is the only agricultural marketing organization that promotes all California grown agricultural products. It is supported by 24 agricultural commissions, boards and associations, hundreds of farming families/companies, the California Department of Food and Agriculture, and federal grants.





## CALIFORNIA GROWN ADAPTS WITH COVID-19 MESSAGING

**The year 2020 brought many challenges that affected everyone, including the California agricultural industry. From securing personal protective equipment (PPE) in the fields and in production lines, to redirecting food from foodservice to retail, to ensuring food banks obtained enough food to feed those in need, the farming community in California rose to the challenge.**

In lockstep with the agricultural industry, the California Grown marketing program pivoted messaging and execution to meet consumers where they were during the pandemic. The campaign “Love, California” was reconstructed to better align with the messaging strategy during the pandemic. As a result, “We Love California” was launched. The “We Love California” campaign expressed gratitude for the agricultural sector who consistently worked through the pandemic to ensure a safe and stable food supply for families all over the country. The creative was launched in phases and considered consumer’s sentiments at the various stages of the pandemic crisis. The campaign was meant to inspire a sense of community and call for support of California specialty crops and specialty crop producers. California Grown deployed the “We Love California” campaign through its social media platforms, the California Grown blog and website, and consumer newsletters. Pre-existing content, as well as stakeholder and content provider sourced digital assets, were used in the campaign which launched in May 2020.





Due to the inability to promote purchasing California Grown products during in-person events, California Grown created an earned media campaign aimed at California consumers. The media campaign earned morning show and midday broadcast segments in the following markets: Bakersfield, Fresno, Modesto, Oakland, Sacramento, Stockton, San Francisco, and San Jose. During the broadcast segments, California Secretary of Food and Agriculture Karen Ross encouraged Californians to support their farmers and ranchers by purchasing California grown products and highlighted the quality and diversity of specialty crops.

Secretary Ross further urged Californians to continue buying California grown products in an open letter that ran in both print and digital versions of the publication. The letter appeared in connection with advertisements in the San Francisco Chronicle, the Los Angeles Times, the New York Times California newsletter, and McClatchy newspapers, including the Fresno Bee, Modesto Bee, and the Sacramento Bee.

Additionally, Buy California Marketing Agreement created a landing page for the media campaign, [www.buycagrown.com](http://www.buycagrown.com), offering steps on how consumers can find California Grown products, a seasonality chart, and a video where consumers are directed on how to find crops grown throughout the state.

## 2020 PROGRAM OVERVIEW

The COVID-19 pandemic required some elements of the 2020 promotional program to shift. Due to the pandemic preventing any in person events from occurring, California Grown created virtual events including a virtual Agri-tour with food and beverage influencers, a live-remote media campaign with Secretary Karen Ross of California Department of Food and Agriculture, a Virtual Ag Summit, and Live events on Facebook and Instagram.

The “We Love California” campaign began in May 2020 in phases. Introducing an outbreak response in May of “We’re in this together,” the response brought forth a digital campaign that fostered hope and a sense of community. From May to September 2020, messaging shifted to a “Soon, we’ll be together again,” with responsive brand awareness messaging including photo, video, or story assets that inspired purchasing during this time. Finally, as a recovery response, the messaging embraced “Welcome consumers when they feel ready,” and reintroduced the Buy California Grown messaging of Shop local, California needs your support.

In 2020, the retail program grew with the execution of 10 successful retail promotion events with over 20 retail activations generating notable sales lifts compared to the same periods the prior year. California Grown executed its largest commodity collaborative retail campaign with Raley’s Fine Family of Stores and California Grown partners including California Wines, Real California Milk, California Avocado Commission, California Fig Advisory Board, California Pear







Advisory Board, and the California Table Grape Commission. The Raley's "Happy Hour at Home" promotion aligned with the pandemic's response to consumers eating and drinking more at home, and created customized campaign-style recipes featuring California wine, cheese, and in-season produce.

October was officially named "California Grown Farmer and Farmworker Month" by the state's Governor Gavin Newsom. The month-long celebration is meant to highlight the contributions of California's farmers and farmworkers and was marked by social media and blog posts about the hard-working people that make up the agricultural industry, in addition to retail activations.

## WE LOVE CALIFORNIA

"We Love California" launched in response to the COVID-19 pandemic as a multi-platform digital marketing campaign. In 2020, the campaign targeted the "Joyful Cook," a high-value shopper with the mindset that cooking is a fun activity, who finds it enjoyable to be creative in the kitchen, and a way to celebrate and connect with their family and friends. During a time when most Californians were eating at home, it was important that the campaign entice the "Joyful Cook" to effect usage. The "We Love California" campaign delivered over 106.4 million total impressions across a digital media partner mix that consisted of social media presence, culinary endemic sites, and online television.

"We Love California" was launched May 4, 2020 and ran through November 30, 2020. Media advertising placements were created and customized for the following platforms: Google Display Network, Facebook, Instagram, Pinterest, Snapchat, YouTube, Yummly, Viant, and Adtheorent.

**Media performance metrics with all media partners combined are as follows:  
106.4 million impressions, 397,800 clicks, and 21 million videos views.**

The 2020 "We Love California" campaign's digital advertising reached over  
**106.4 MILLION IMPRESSIONS**  
through impactful social media, culinary endemic sites and introducing California Grown to online television.

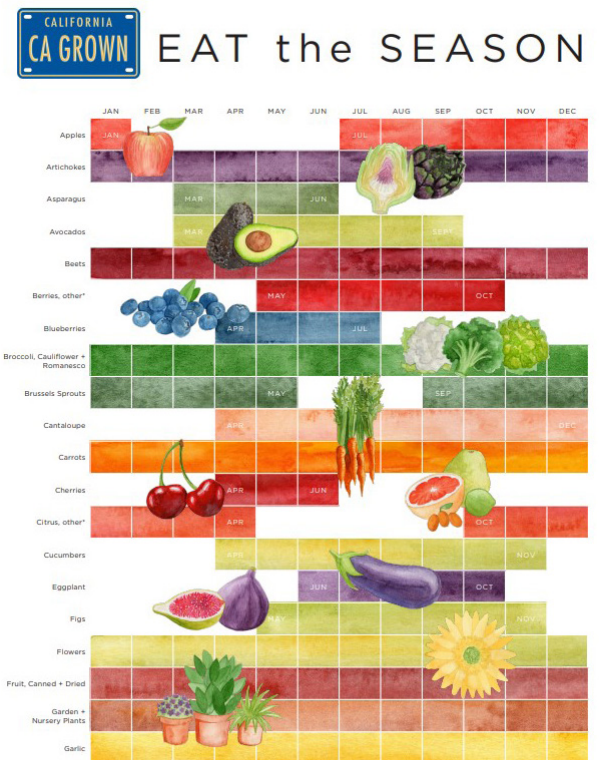




## 2020 SOCIAL MEDIA AND INFLUENCER MARKETING

California Grown continued to reach consumers through its owned social media channels. Recipes, farmer and farmworker stories, facts, and inspirational photos and videos were shared about California agriculture through daily social media posts on Facebook, Instagram, Twitter, and Pinterest. The content focused on the bounty and seasonality of California's fruits, vegetables, and floral crops, and encouraged consumers to look for and purchase produce, wine, and flowers grown and produced in the state. Additionally, content included recognizing and expressing gratitude toward farmers and farmworkers who worked on the frontlines during the pandemic to ensure consumers had access to a safe and abundant food supply.

Original content featuring California Grown crops was created by California Grown blogger Susan Phillips for the California Grown "Eat the Season" blog. The California Grown blog produced weekly recipes featuring what was fresh and in season at local stores, farm stands, and farmer's markets and the content was shared via social media and through a weekly consumer E-newsletter, "Californian," which reaches 20,000 subscribers. The recipe blog featured a wide variety of recipes including the following agricultural products:



blueberries  
avocados  
asparagus  
mushrooms  
spinach  
arugula  
pumpkin  
olive oil  
medjool dates  
walnuts  
sage

tangelos  
cara cara oranges  
navel oranges  
fennel  
onion  
mint  
cucumbers  
radish  
flowers  
pistachios  
wine

lemons  
cabbage  
carrots  
raisins  
pecans  
brussels sprouts  
prunes  
strawberries  
almonds  
tomatoes  
kiwifruit

tangerines  
pomegranates  
apples  
persimmons  
raspberries  
limes  
garlic and basil  
sweet potatoes  
mushrooms  
honeydew  
cauliflower

grapes  
fresh and  
canned peaches  
blackberries  
plums  
zucchini  
figs  
cherries  
chestnuts  
leafy greens  
and more...





Performance metrics for the foundational social media campaign were as follows and exceptional:

## FACEBOOK, INSTAGRAM & TWITTER

56M 742K 129K  
IMPRESSIONS ENGAGEMENT LINK CLICKS

 @CAGROWNOFFICIAL

## PINTEREST

22.9M 10.5M 773K  
IMPRESSIONS AUDIENCE ENGAGEMENT

 CA GROWN

## EXAMPLES OF HIGH-PERFORMING CONTENT ON SOCIAL MEDIA CHANNELS:



WHAT'S IN SEASON  
*in California?*  
[www.californiagrown.org](http://www.californiagrown.org)





## FEEDFEED

The feedfeed is the largest food and beverage community on Instagram, with over 5 million fans made up of home cooks, chefs and influencers. California Grown has continued our California Grown with feedfeed partner feed program, with over 65 content producers being featured with recipes utilizing diverse California Grown specialty crops and encouraging consumers to look for California Grown produce and use the #CAGROWN hashtag.

We also worked with the feedfeed to deliver two California Grown on-trend recipes made with California Grown ingredients and an IGTV video to their audience of over 2 million in early 2020 and partnered with them to promote the first of our COVID-19-response digital cooking classes to their audience in June.

## INFLUENCER RECIPE + VIDEO SERIES

In early 2020, California Grown began a recipe and video series with four of our influencers pivoting midway to produce “at home” and “easy to access” ingredients in response to most Californians staying in and cooking more frequently at home. Video was deployed on influencer channels and California Grown channels.

At the onset of the stay-at-home orders and school closures, we developed three California Grown “Kids Cooking” pieces for social deployment consisting of influencer content and collaborations: Fun Food Art, Healthy Dishes, and Fruity Desserts. These were well received by our “Joyful Cooks” audience.

## CALIFORNIA GROWN DIGITAL COOKING CLASSES

Monthly digital cooking classes co-hosted by Aida Mollenkamp (Food Network/Cooking Channel personality, founder of Salt & Wind) and Chef Kate Ramos (Better Homes & Gardens stylemaker, author of Hola Jalapeno blog) ran June through December of 2020. Over 600 guests attended these classes, featuring 4-6 recipes composed of in season California Grown ingredients and paired with California wines (public brand for Wine Institute). The series also provided digital content for all California Grown and partner channels, and countless digital mentions by Mollenkamp, Ramos, class attendees and California Grown members being featured. These classes were also used as a test for future integration in to retail promotions.

## WE LOVE CALIFORNIA GROWN PROMOTION

This promotion allowed our members to opt-in to additional California Grown influencer



response messaging, asking consumers to choose California Grown products, by sharing our shopping guide, seasonality chart, along with easy-to-prepare recipes featuring California Grown goods. There were 12 commodity boards who participated in the campaign, which earned over 2 million impressions, over 105 thousand engagements, and 40+ new content pieces developed. All messaging carried the We Love CA Grown messaging, some of which were featured in additional publications, including Katie Couric's newsletter, the feedfeed, Yummly and others. The campaign also secured additional non-grant funds for California Grown promotion and public relations activities. Each member who participated in the campaign received a full report of activities along with the content featuring their commodity.

## "WHAT GROWS TOGETHER GOES TOGETHER" INSTAGRAM SERIES

From September to November 2020, every Friday afternoon at 3 p.m., California Grown paired with California Wines for a live Instagram series featuring recipes made with ingredients grown in different regions of California and paired with wines from the same region. The series was cast on both the California Grown & California Wines channels, co-hosted by Aida Mollenkamp (Food Network/Cooking Channel personality, founder of Salt & Wind) and Amanda McCrossin (sommelier, and internet wine personality SommVivant). The series itself has over 10,000 views to date, along with well over 20,000 views of "preview" content on Mollenkamp's & McCrossin's channels and California Grown channels. Many people were "cooking & tasting" along with the series, posting their California Grown dishes or making that week's recipe (the recipes were posted the day prior so viewers could snack along with the hosts) and sharing their thoughts on the wines, or sharing their own pairing ideas. Over 45 California Grown specialty crops were featured and 15+ California wines highlighted, along with 12 regions of California.





## SAN JOAQUIN VALLEY AGRI-TOUR

California Grown hosted a virtual Agri-Tour for our influencers on November 18, 2020, highlighting the San Joaquin Valley and the production of sweetpotatoes at Tucker Farms and Mininger Farms in Atwater, specialty crops at Loquaci Farms in Madera, dairy at Fiscalini Dairy Farms in Modesto, and olive oil at The Mill in Sanger. During the virtual tour, agricultural production videos presenting the upcoming farm were played prior to shifting to a live stream video with the farmer who was introduced in the video. In each live stream, the farmers focused on an area of importance to their farm: sweetpotato farmer discussed the nutritional benefits of sweetpotatoes and how to cook with them, specialty crop producer focused on how the San Joaquin Valley feeds the world and California specialty crops, dairy farmer talked about cheese, dairy, and multi-generational farming, and olive oil producer provided insight on crushing olives for olive oil. After visiting those four farms, influencers virtually met with California Wines and California Sustainable Wine Alliance to learn about California wines and sustainability. Each influencer received a sample box with samples of each commodity that was represented on the tour. To round out the virtual tour, influencers met in a Zoom call for a virtual happy hour to taste all the commodities that were featured. Throughout the virtual tour, influencers posted and tagged the participating commodities, farmers, and California Grown on their social media channels. The combined social media following of all the influencers was well over 3 million.



## CALIFORNIA GROWN GOES INTO THE SPOONIVERSE

To extend our popular kid's cooking content, we partnered with California Grown influencer Jerry James Stone for a launch event of his comic book-cookbook, The Spooniverse. Three of our influencers made California Grown recipes inspired by recipes found in the comic book and produced videos with their kids cooking the recipes along with them. We also hosted a "meet the author" livestream on Facebook with Jerry James Stone and one of the influencers, Meg van der Kruik of This Mess Is Ours and her son, Kash, discussing how to get kids to learn math, science and problem solving, along with eating healthy by getting them in the kitchen with fun California Grown recipes.





## FARMER AND FARMWORKER MONTH

California Grown experienced many firsts during 2020; one of which included the declaration of October 2020 as Farmer and Farmworker Month. While many of our members have days, weeks, or months dedicated to celebrating their specific commodity, California Grown has never had such a program. As a finale to the COVID-19 pivot, California Grown added the honorary month celebrating the work of California's farmers, farmworkers, and everyone whose work helps to keep the food supply chain flowing to test how our various audiences would respond. The month was met with overwhelming support and success on all levels. The many consumers who engage with California Grown through our many social media channels have been asking for years for more information and content about California's farmworkers. Traditional



media outlets responded positively to the new deployment of Farmer and Farmworker Month, but the real win-win of the month was with retailers. The California Grown retail team was able to extend September promotions into October with retailers who appreciated the Farmer and Farmworker thematic, as well as implement new retail programs.

Throughout October 2020, California Grown partnered with nocrumbsleft to create and share videos and posts celebrating Farmer and Farmworker Month and asked our influencer team to help us spread the word. California Grown's social deployment in concert with our influencers netted over 400 thousand impressions and 20 thousand engagements. This was in addition to our paid positions and partnerships with Visit CA and retailers.

Support for Farmer and Farmworker Month was also generous at the governmental level, including call outs from California Department of Food and Agriculture. To top off the month, California Grown received an official proclamation from the state of California in recognition of the month (see page 14). California Grown expects to produce a more robust Farmer and Farmworker Month in October 2021.



**EXECUTIVE DEPARTMENT  
STATE OF CALIFORNIA**

**PROCLAMATION**

With the fall harvest underway, Californians are reminded of our deep debt of gratitude to the farmers and farmworkers working tirelessly through the pandemic and increasingly unhealthy air quality caused by wildfires and climate change to supply food to supermarket shelves, food banks and our tables. The hard work of these dedicated men and women who grow, produce, harvest and package our food ensures a stable and secure supply for our state and nation, sustaining us through these challenging times – and year-round.

As the largest agricultural state, farming in California supports more than 1.2 million jobs and provides \$263 billion in generated economic revenue. Agriculture is a critical economic driver for rural communities and regions throughout our state – from the great Central Valley to Siskiyou to Imperial County. California produces more than 400 different agricultural commodities, with California Grown (CA GROWN) recognized as an unsurpassed standard for quality, food safety and commitment to environmental stewardship.

Farming is a community that includes farmers, ranchers and the farmworkers who work and harvest the land. As front-line workers during the COVID-19 pandemic, our farm working communities bear an increased risk of exposure to the virus, and we are committed to ensuring their safety. We have built a pipeline of personal protective equipment to help workers stay safe on the job and provided necessary COVID-19 testing and treatment at no cost for undocumented or uninsured Californians. We have taken action to expand paid sick leave to food sector workers, create temporary housing options for agricultural workers to safely isolate and quarantine and provide detailed workplace safety and health guidance. In honor of the landmark movement pioneered by César Chávez, Dolores Huerta, Larry Itliong and other activists who fought tirelessly for the rights of workers and their families, we continue our efforts in partnership with the Legislature, community-based organizations and other stakeholders to further support our farmers and farmworkers.

Throughout the month of October, we celebrate the dedication and perseverance of California's farmers and farmworkers who work day in and day out to deliver the Golden State's bounty of fresh and nutritious products to our tables with care.

**NOW THEREFORE I, GAVIN NEWSOM**, Governor of the State of California, do hereby proclaim October 2020, as "California Farmers and Farmworkers Month."

**IN WITNESS WHEREOF** I have hereunto set my hand and caused the Great Seal of the State of California to be affixed this 8<sup>th</sup> day of October 2020.



  
GAVIN NEWSOM  
Governor of California

**ATTEST:**

  
ALEX PADILLA  
Secretary of State



In 2020, California Grown reconstructed retail promotions to fit and perform in a “new” retail arena during the COVID-19 pandemic. Access to retail produce decision makers was challenging as retailers took on many new duties in response to the pandemic. However, the California Grown team was able to collaborate with retailers to execute promotions throughout 2020. Promotions were applauded by retail decision makers who noted they are eager to partner with California Grown in 2021. “Raley’s is proud to sell more than 4,000 items that are either grown or produced right here in California!” said Chelsea Minor, Raley’s Corporate Director, Public Affairs. “We have been supporting local farmers and producers since our inception. We look forward to bringing ‘Happy Hour at Home’ to households across California to enjoy local food and wine pairings.”

## CUSTOM CALIFORNIA GROWN DISPLAY BINS: JULY THROUGH OCTOBER 2020

Albertsons, Vons, Ralphs, Bristol Farms, and Raley’s Fine Family of Stores utilized California Grown custom display bins to increase visibility, display space, and promotion of seasonal California specialty crop fruits and vegetables. The customize display bins not only added onsite display space, but also boosted impulse sales as California produce was featured in the display bins throughout the stores.

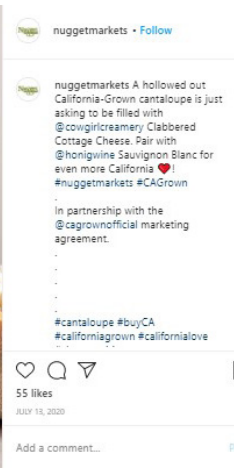
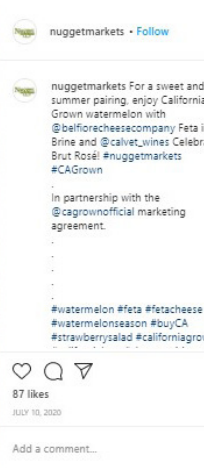
## COSTCO WHOLESALE

From July 6 - 21, 2020, California Grown executed an in-store and online promotion with 52 Southern California Costco stores featuring 22 seasonal specialty crop items and other California Grown products including nuts, meats, olive oil, and wine. In-store demos customary to Costco were not an option for this year due to restrictions from the pandemic. Activations included California Grown signage and California Grown video on Costco TV (PRN). Additionally, a Costco Quick & Easy Recipe video was featured on Costco’s Facebook and Costco’s website during July; this recipe was also highlighted in August as the recipe of the month.



## NUGGET MARKETS

17 Northern California Nugget Market stores that promoted over 19 California specialty crops varieties including California table grapes, melons, strawberries, and leaf lettuce. Activations included in-store displays, custom posters, digital ads, and a newsletter along with social postings. The California Milk Advisory Board and California Wines also partnered in this promotion. At the conclusion of the promotion, combined organic and conventional sales totaled 393,247 units with a 76% sales lift over last year.



## STATER BROS. MARKETS

Stater Bros. promoted California table grapes, peaches, nectarines, melons, and strawberries during the month of August in-store with displays, ads, and a digital campaign including an online giveaway. The Sweepstakes prize was a California Harvest Box including seasonal California fruits and Real California Cheese and dairy items. The California Milk Advisory Board was a partner in the Sweepstakes to amplify the giveaway on social media and added interest to the California Harvest Boxes. Stater Bros. reported that the Sweepstakes resulted in over 1,900 unique entries. Additionally, California Grown had over 600 new subscribers to California Grown's social media. Three random winners won a California Harvest Box valued at \$250 each.





## RALEY'S, BEL AIR AND NOB HILL

During the month of September, California Grown brought together four California specialty crop stakeholders for a California “Happy Hour at Home” co-promotion that would feature a different California Grown commodity each week of the month. The featured products promoted in-store in the custom California Grown display bins as well as online in Raley’s social media postings and the stakeholder’s social media channels. This collaboration included the California Table Grape Commission, the California Avocado Commission, the California Pear Advisory Board, and the California Fig Advisory Board. The campaign built on the existing California Wine Month with California Wines and the California Milk Advisory Board as anchor partners that shared the content of all participating commodity boards on their social media channels. California Grown provided recipe development with a custom photo shoot to supply Raley’s with campaign recipe photos and copy.

Activations from Raley’s “Happy Hour at Home” included an online sweepstakes, social media postings, ads, Good Day Sacramento TV segment and in-store displays with custom California Grown display bins. Local market viewership of Good Day Sacramento segment: 30,366 with Local Publicity Value of \$1,998.19 per 30 seconds and 323 sweepstakes entries overall. Raley’s reported a 26% sales lift over last year on the products featured during the promotion.



## CALIFORNIA FARMER & FARMWORKER MONTH RETAIL PROMOTIONS: OCTOBER 2020

Raley’s continued their promotion through October featuring California peaches, pears, sweetpotatoes, and pomegranates. In-store, California Grown display bins were utilized to promote the featured California specialty crops. Each week, Raley’s posted a California Grown recipe photo and copy on their social media.

Bristol Farms promoted 32 California specialty items through their Fall Passport to Savings Digital Program which ran from September 23 through November 17, 2020; this was a tie-in with California Farmer & Farmworker Month. Bristol Farms used the custom California Grown display bins to promote seasonal California specialty crops in store while promoting featured items digitally throughout the month. Produce Director Paul Dziedzic reported “Our unit sales were up 69% over last year on California produce items and we had a great promotion with California Grown’s support.”

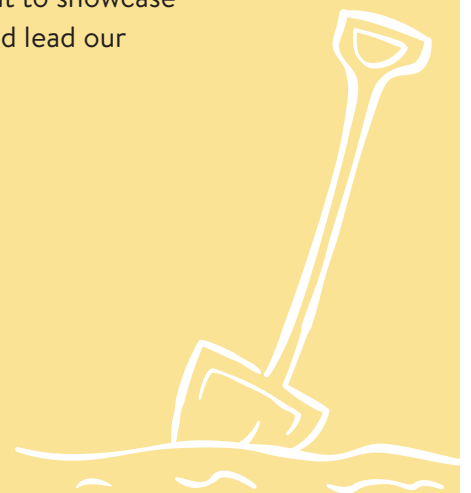
Nugget Markets ran a second in-store and digital retail promotion featuring 26 fall California specialty crop SKU’s. The specialty crops included California pomegranates, squash, organic table grapes, and persimmons during the month of October to support California Farmer & Farmworker Month. Along with in-store displays and custom posters, Nugget Markets displayed the featured items on their weekly social postings and digital newsletter. Nugget Markets reported their sales units were up 18% over last year.



# LOOKING AHEAD

California farmers, farmworkers, and ranchers are some of the most essential people in the world, dedicated to providing consumers with a safe, abundant, and healthy food supply. They encounter unprecedented challenges, yet they continue to produce the best fruits, nuts, and vegetables year after year.

In 2021, California Grown will continue to deliver engaging content to showcase the California Grown commodities that were *Grown to be Great* and lead our audience to discover their next new California Grown obsession.





**INCOME**

	<b>2018-2019</b>	<b>2019-2020</b>
Carry Forward	\$ 147,530.25	\$ (70,842.80)
Membership Dues	128,971.83	164,750.00
Membership Fees	37,758.33	21,550.00
Other Income Received	25,407.00	68,758.01
Member Opt In	---	80,000.00
Interest	72.91	31.18
Always in Season 14001	---	---
Always in Season 15001	134,047.72	---
Always in Season 16001	918,099.48	---
2017 Grant	1,244,018.30	61,858.00
2018 Grant	137,505.83	1,309,494.20
2019 Grant	---	---
2020 Grant	---	---
<b>Total Income</b>	<b>1,721,264.45</b>	<b>1,781,453.78</b>

**EXPENSES**

Operating Expenses	\$ 242,000.52	\$ 125,233.53
Additonal Marketing Program - AEB		24,731.94
Member Opt In Expenses		60,000.00
Always in Season 14001	---	---
Always in Season 15001	---	---
Always in Season 16001	76,112.00	---
2017 Grant	1,194,803.30	203,543.60
2018 Grant	137,505.83	1,309,494.20
2019 Grant	---	---
2020 Grant		---
<b>Total Expenses</b>	<b>1,650,421.65</b>	<b>1,663,003.28</b>
Account Balance	70,842.80	118,450.50

"We  
Love  
California,"

A red heart is positioned in the center of the text, with several yellow sun rays radiating from it, creating a bright, sunny effect.

[www.californiagrown.org](http://www.californiagrown.org)