

Memorandum



Date: November 6, 2023

To: Honorable Chairman Oliver G. Gilbert, III
and Members, Board of County Commissioners

Agenda Item No. 2(B)(4)
December 12, 2023

From: Daniella Levine Cava
Mayor

A handwritten signature in blue ink that reads "Daniella Levine Cava".

Subject: Report regarding National Agriculture Day (NAD) and National Agriculture Week (NAW) in Miami-Dade County – Directive No. 230212

Executive Summary

The following report is in response to Resolution No. R-217-23, sponsored by Commissioner Kionne McGhee and approved by the Board of County Commissioners on March 7, 2023, recognizing March 21, 2023, as National Agriculture Day and March 21, 2023, through March 27, 2023, as National Agriculture Week in Miami-Dade County; and recognizing National Agriculture Day and National Agriculture Week in Miami-Dade County each year thereafter. \$2,500.00 will be made available from the Fiscal Year 2022-2023 Miami Rescue Plan Funds - Economic Development Activities.

The resolution directs the County Mayor or County Mayor's designee to engage the Greater Miami Convention and Visitors Bureau (GMCVB) and relevant community-based organizations to conduct an awareness campaign for NAW in 2024 and each year thereafter; include funding for the campaign in the County Mayor's proposed budget for fiscal year 2023-2024 and each year thereafter for such purposes; and provide a report.

Recommendation

The NAD and NAW programs are organized nationally by the Agriculture Council of America (ACA) who is dedicated to increasing the public awareness of agriculture's vital role in our society. The ACA and the NAD program was started in 1973. In Miami-Dade this program will highlight the significance of our local agriculture industry and its contributions to the county. The ACA provides an assortment of resources that can be used in print, online, and other forms of media to simplify the process of promoting NAD/NAW. They aid in developing programs and events as well as social media content such as graphics, videos, and posts. Miami-Dade County will leverage the expertise and resources of the ACA.

The GMCVB will be a partner to the County in this program and has provided a strategic outline of the proposal for the NAD/NAW campaign (attached) with a messaging focused on:

- Highlighting local farms/farmers markets
- Showcase experiences related to farms/farming in Miami-Dade
- Boast businesses in Miami's Countryside to bring awareness to the importance of supporting local agriculture.

The County's Agricultural Manager's Office and GMCVB will work with County Commission District 9 to develop a list of stakeholders and arrange for this group to meet beginning in the fall of 2023 to develop further programs and promotions for NAD/NAW.

The County's Agricultural Manager's Office, along with other relevant departments, will be collaborating with the GMCVB and the ACA to execute the NAD/NAW programs and create more opportunities with local agricultural groups, schools, farm worker representatives, and other stakeholders. Events that will be proposed include:

- Discounts on local agricultural products and agritourism locations
- Educational tours
- Culinary demonstrations and competition
- Farm to Table events
- Farmer's Markets
- Programs for local schools

Fiscal Impact/Funding Sources

The GMCVB will provide the resources for their marketing strategy. Miami-Dade County will utilize staff time and current resources to develop programs. Hosting specific events, such as farmers' markets, will require additional funding. \$2,500.00 will be made available from the Fiscal Year 2022-2023 Miami Rescue Plan Funds - Economic Development Activities.

Should you require additional information, please contact Charles LaPradd, Agricultural Manager, within the Department of Regulatory and Economic Resources, at 305-971-5091 or lapradd@miamidade.gov.

In accordance with Ordinance No. 14-65, this report will be placed in the next available Board meeting agenda.

Attachment

c: Geri Bonzon-Keenan, County Attorney
Gerald K. Sanchez, First Assistant County Attorney
Jess M. McCarty, Executive Assistant County Attorney
Office of the Mayor Senior Staff
Adeyinka Majekodunmi, Commission Auditor
David Clodfelter, Director, Office of Management and Budget
Lourdes Gomez, Director, Department of Regulatory and Economic Resources
Francesca de Quesada Covey, Chief Innovation and Economic Development Officer
Jennifer Moon, Chief, Office of Policy and Budgetary Affairs
Basia Pruna, Director, Clerk of the Board
Eugene Love, Agenda Coordinator
Charles LaPradd, Agricultural Manager, Department of Regulatory and Economic Resources