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Peter Tateishi
Sacramento Metro Chamber

January 20, 2017

Councilmember Rick Jennings, II

City Hall

915 I Street, 5th Floor,

Sacramento, CA 95814

Dear Councilmember Jennings,

In today's extremely competitive municipal landscape for positioning and identity, branding is key. We have learned through our numerous study missions that if we do not create and project our city's identity, clearly and completely, others will do so for us. A key component of that is branding. It's clear that Sacramento stands at an incredible moment in time: our economy is rebounding, our inner city is growing, and our innovation sector is blossoming. From citywide redevelopment, to explosive food and public art scenes, there is a renewed sense of energy flowing everywhere you turn. At this critical juncture, Sacramento needs a regional and national identity that can serve as an all-encompassing unifier for the entire community – an identity that honors our rich history while paving the way for greatness to come. While we have tried several approaches, the identifier that has taken hold, and galvanized our region, is America's Farm-to-Fork Capital.

Many like to say that Sacramento was farm-to-fork long before the concept had a name, and the reach of our fresh food goes well beyond a 5-star restaurant. Our regional interface with agriculture, and the farmland that surrounds our city, makes us unique, and fuels everything from our markets to our food banks. Culinary talent from across the world are choosing to make our city their home, and national media are raving about our fresh cuisine. Ag-tech innovation is booming and our non-profits are leading the way in addressing national issues like childhood obesity and food insecurity. Even our state-of-the-art arena has made local sourcing a cornerstone of its operations and our award-winning ballpark is growing produce in an interactive farm just steps from home plate. In short – farm-to-fork is already a common thread that is woven throughout our community, and our application of it speaks clearly about the role of innovation in our marketplace.

We urge you to seize upon this momentum in Sacramento and formally adopt America's Farm-to-Fork Capital as the regional identity that binds all of us. There are plenty of innovative partnership possibilities with this brand, and as we have already seen, it will serve us well as a catalyst to what lies ahead.

Sincerely,

Peter Tateishi
President & CEO



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