



History

Select San Joaquin, a program developed in collaboration with County staff, local grocers, and the agricultural industry, was designed to encourage San Joaquin County consumers to support local agriculture by selecting County-grown produce when they shop. Additionally, the Program highlights the importance of agriculture to the local economy and promotes the healthy benefits of eating freshly grown, local produce.

Select San Joaquin began as a pilot program in 2004 with Point-of-Sale promotions of locally-grown asparagus and cherries at selected grocery stores and a display booth at the San Joaquin County Fair. The Program has since expanded into a year-round promotion of San Joaquin County agriculture. The Program not only focuses on County consumers, but on educating our youth with educational field trips and on-site demonstrations, on the importance of agriculture.

Ag Venture

Ag Venture is an educational field trip for local third graders, designed to give children a behind-the-scene experience into the world of agriculture. The Select San Joaquin Steering Committee, in collaboration with local farmers and businesses, invite children to *“explore the journey from the farm to their fridge”* by providing hands-on exhibits to demonstrate the different aspects of farming. Children are able to interact with farm animals, see many different types of equipment used on a ranch, learn how crops are grown and harvested, and much more.



Point-of-Sale

The Point-of-Sale Program aims to promote locally-grown produce to consumers while they shop. In partnership with local grocers, taste testing booths are set up in grocery stores that highlight a feature commodity and provide the shopper with a recipe card, nutritional benefits, agriculture facts, and a coupon from the grocer.

School Snack Program

The School Snack Program was designed to educate children on the importance of a diet rich in fresh fruits and vegetables. Local agricultural produce is featured as school snacks for elementary school students while presentations are given about the commodity to show how it is grown, prepared, and its nutritional value.

Ag in the Class

As an expansion to the School Snack Program, Ag in the Class is a series of detailed demonstrations over a period of several weeks. The Program starts by giving the children, 1st and 4th grade students, a pre-evaluation quiz on the featured commodities. In the second week students learn about production, processing, handling, and the nutritional value by presenters and volunteers of the agriculture community. The third week of instruction allows the children to sample different commodities while learning preparation tips. Additionally, a makeshift farmers market is set-up for the children to shop. The goal is to provide students with an overview on the process of getting produce into the household.