

AGRO-PRODUCT DEVELOPMENT FACILITY

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Overview:

A facility located on the Plumas-Sierra County Fairgrounds designed to help produce, develop and market specialty and value added agricultural products.

Concept:

Create a facility that can be used for research to identify potential crops especially suited to our service area. Then, use the facility to further process those crops into finished products. A portion of the project will include a packaging facility to make the products market ready. The final step of the concept is to develop a marketing plan to bring these products to market on a regional level.

Goals:

To improve the economic impact of agriculture in Plumas and Sierra Counties by expanding the variety of crops and marketing those crops to the end consumer. By offering a “start to finish” process, this facility could greatly expand the opportunities for micro-producers, creating a synergy that would significantly impact the local economy. As those micro-producers become developed, an added opportunity for agro-tourism would be created.

Facility Description:

The range cattle pens located on the northwest corner of the Plumas Sierra County Fairgrounds are currently underutilized. The proposal suggests converting approximately 50% of those covered pens into commercial greenhouses. Immediately to the west of the pens, a building would be constructed containing a large commercial kitchen, commercial cold storage, a small packaging facility, a demonstration area, and a meeting area, probably in the form of a covered, outdoor patio with cooking options.

Services Offered:

The greenhouses could be rented out on a square foot basis to commercial growers for research projects or actual production. They could also be marketed to individual growers wishing to grow food for their own consumption, or contribute to a co-op of the facility.

The commercial kitchen would be made available to producers to experiment with ways to develop crops into retail products and then actually process the crops. The kitchen could also be made available for rent to local caterers or commercial food processors.

Cold storage can be used to store finished products ready for distribution as well as seasonable use for Junior Livestock Auction processed meats.

A packaging plant can process products developed in-house as well as outside products on a contract basis.

The meeting area and demonstration areas would be used as part of the agro-tourism aspect of the project; offering production demos, cooking demonstrations and classes on topics like sustainability, marketing, growing techniques, healthy food preparation, and food safety. A patio area could also be rented out for meetings or parties.

Organizational Structure:

Funding Sources:

Specialty Crop Block Grant/CDFA

Value Added Grant/ATTR

Property/Plumas Sierra County Fairgrounds