



# Sonoma County Agricultural Business Council

*Now accepting application for  
council members*



*Our mission is to help foster agricultural business  
growth by providing an open channel of  
communication among leaders in the industry*



## KEY OBJECTIVES

1. Identify key challenges and opportunities facing the industry
2. Develop a vision and strategic action plan for the agricultural sector
3. Strengthen and develop high impact initiatives
4. Support the local agricultural sector by providing business development opportunities for businesses and the sector as a whole
5. Strengthen the voices of those working in the industry



## COUNCIL OPPORTUNITIES

### CONNECTION

- Be a part of this new industry partnership, supported by a growing network of organizations and business leaders.
- Stay updated on current issues and trends surrounding your industry.

### COMMUNICATION

- Promote and build effective communication networks

### COLLABORATION

- Enjoy the benefits of shared resources and experience.
- Develop high-impact initiatives to cultivate the agricultural industry.

### COORDINATION

- Uncover common skill challenges within industry clusters and apply pooled resources to address them

# APPLICANT INFORMATION



## RESPONSIBILITIES

- Guide the activities of the Agricultural Business Council to serve the goal of further growing Sonoma County's agriculture sector
- Represent the Agricultural Business Council and act as an ambassador for the programs to the community
- Suggest programs and policies to guide the services of Agricultural Business Council
- Provide and leverage resources to advance the mission of the Agricultural Business Council

## REQUIRED/PREFERRED BACKGROUND

- Extensive professional experience with leadership accomplishments in the agricultural industry
- Experience in or a critical understanding of the agricultural industry in Sonoma County and elsewhere
- Demonstrated ability to leverage resources within and across sectors
- Highly developed network of professional resources that can advance the Agricultural Business Council objectives
- Diplomatic skills and a natural affinity for cultivating relationships and persuading, convening, facilitating and building consensus among diverse individuals

## TERM/TIME COMMITMENT

Membership terms last three years. Recommendations are put forth by the Economic Development Board and then appointed by the Sonoma County Board of Supervisors.

Members will be required to attend board meetings and any meetings of committees to which she/he is assigned. Total meeting time commitment is approximately 12 hours annually.

**Sonoma County's agriculture** has long been recognized as one of its leading sectors, boasting a total production value of \$899 million in 2014. The county ranked 33rd in the United States and 14th in the State of California in agricultural productivity. About 70 percent of total production is attributed to wine grapes, although other prominent crops include dairy, poultry, livestock, nurseries, vegetables, cattle, sheep/lamb, apples, and others.

## CONNECTIVITY

While there are many groups supporting various aspects of the agricultural industry, there is currently no infrastructure through which these groups can connect and act on crucial business development challenges and opportunities. In 2015, the Sonoma County Economic Development board convened a series of focus groups with agricultural businesses to gauge the challenges and opportunities presented within the county's agricultural sector. The formation of a 12-member Agricultural Business Council in Sonoma County will lead to collaborative efforts to address market conditions and increase commercial activity for agricultural businesses.



The Agricultural Business Council is meant to strengthen existing agricultural businesses, nurture the growth of new agriculture startups, and create an environment that addresses the concerns of their agricultural community. The result will be a more robust agriculture economy that supports the needs of local agriculture and businesses that foster future vitality.

Million Dollar Crops

1	Winegrapes - All	\$605,068,400
2	Market Milk	\$88,964,200
3	Miscellaneous Poultry	\$47,256,400
4	Misc. Livestock and Poultry Products	\$27,315,400
5	Nursery - Miscellaneous	\$12,974,800
6	Vegetables	\$12,927,100
7	Cattle and Calves	\$11,639,200
8	Nursery - Ornamentals	\$9,127,000
9	Sheep and Lambs	\$6,001,400
10	Nursery - Cut Flowers	\$3,786,600
11	Nursery - Bedding Plants	\$3,593,100
12	Apples - Late Varieties	\$3,269,100
13	Oat Hay	\$2,654,200
14	Apples - Gravenstein	\$2,559,500
15	Oat Silage	\$1,822,400
16	Field Crops - Miscellaneous	\$1,141,400

Source: Sonoma County Crop Report. [www.sonoma-county.org/agcomm/crop\\_report.htm](http://www.sonoma-county.org/agcomm/crop_report.htm)

*An Agricultural Business Council will lead to collaborative projects that address challenges in the Sonoma County Agriculture sector*

**Sonoma County Agricultural Business Council  
Board Member Application Form**

Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Telephone (Home/Work/Cell) \_\_\_\_\_

Current Position and Employer \_\_\_\_\_

Employer's Type of Business and Location \_\_\_\_\_

\_\_\_\_\_

Please list boards and committees that you serve on, or have served on (business, non-profit, community, etc.)

Organization	Role/Title	Dates of Service
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Please select the area(s) of expertise/contribution you feel you can make to further the mission of Agricultural Business Council:

- Strategic Planning
- Marketing
- Outreach and Communications
- Program Evaluation
- Other(s) \_\_\_\_\_
- Community Influence
- Finance
- Networks
- Technology

Why are you interested in serving on the Sonoma County Agricultural Council?

What type of leadership roles have you held, and what is your leadership style?

What experience do you have in the agricultural sector?

List three goals that you would like to help the Agricultural Business Council achieve as a Council Board Member:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Three goals you hope to gain from your experience as an Agricultural Business Council Board member:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Please tell us anything else you'd like to share.

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**Please attach your resume with this application and return by  
Monday, February 29, 2016  
[Bryan.Gross@sonoma-county.org](mailto:Bryan.Gross@sonoma-county.org)  
Fax: (707) 565-7231  
141 Stony Circle, Ste. 110  
Santa Rosa, CA 95401**

# STAY CONNECTED

*We would like to thank our partners*



**TO LEARN ABOUT THIS INITIATIVE & FOLLOW ITS DEVELOPMENT**  
contact the Economic Development Board

Project Coordinator: Bryan Gross  
Email: [Bryan.Gross@sonoma-county.org](mailto:Bryan.Gross@sonoma-county.org)  
Phone: 707-565-7223

*The Agricultural Business Council is an initiative of*

