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Agenda Item: ID#15-853 (2-A)

Date: 9/24/15

CITY CLERK, FRESNO, CA

FRESNO CITY COUNCIL



Supplemental Information Packet

Agenda Related Item(s) – ID#15-853 (2-A)

Contents of Supplement: PowerPoint Presentation

Item(s)

Recommend City Council approve an extension to the current agreement between the City of Fresno and the Fresno Food Exposition, 501(c)(6), for the use of the Fresno Food Convention for five years, starting in July 2016 through 2021

Supplemental Information:

Any agenda related public documents received and distributed to a majority of the City Council after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available for public inspection in the City Clerk's Office, 2600 Fresno Street, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2)). In addition, Supplemental Packets are available for public review at the City Council meeting in the City Council Chambers, 2600 Fresno Street. Supplemental Packets are also available on-line on the City Clerk's website.

Americans with Disabilities Act (ADA):

The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, sign language interpreters, assistive listening devices, or translators should be made one week prior to the meeting. Please call City Clerk's Office at 621-7650. Please keep the doorways, aisles and wheelchair seating areas open and accessible. If you need assistance with seating because of a disability, please see Security.

FRESNO FOOD EXPO

PRESENTED BY



FRESNO FOOD EXPO

The Fresno Food Expo was launched as an economic development initiative in 2011 by the Swarengin Administration to provide food and beverage companies in the San Joaquin Valley a platform to **network**, share **industry relationships**, create **new business contacts** and increase their exposure to **broader sales opportunities**.



INDUSTRY ADVISORY COMMITTEE

Certified Meat Products & JD Food

Wawona Frozen Foods

Busseto Foods

Fowler Packing

La Tapatia

Gerawan Farming

Baker, Peterson, Franklin, CPA

Valley Lahvosh Baking Company

Enzo Olive Oil



FIRST ANNUAL FRESNO FOOD EXPO

At our first annual Fresno Food Expo in 2011 we brought together **65** exhibitors, welcomed **198** buyers, and had **476** members of the public attend. .



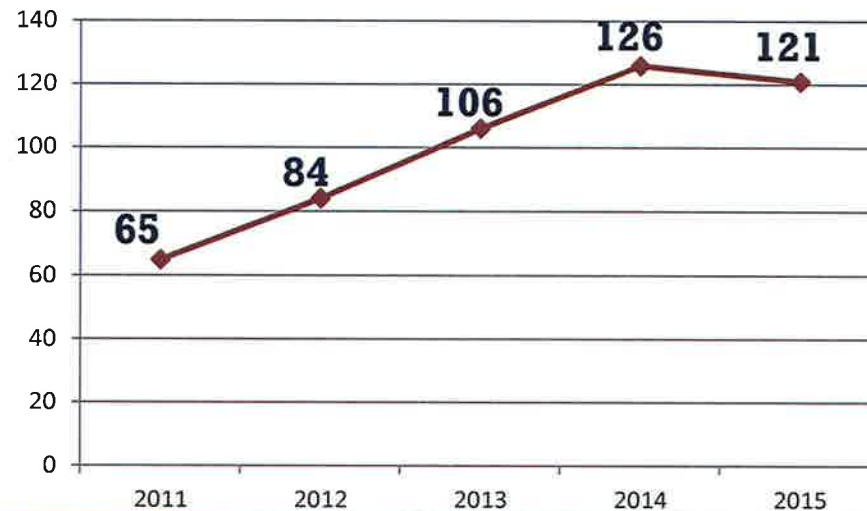
FIFTH ANNUAL FRESNO FOOD EXPO

At the 5th annual Fresno Food Expo
this past July we brought together
121 exhibitors, welcomed **914** buyers,
and had **1,161** members of the public
attend.



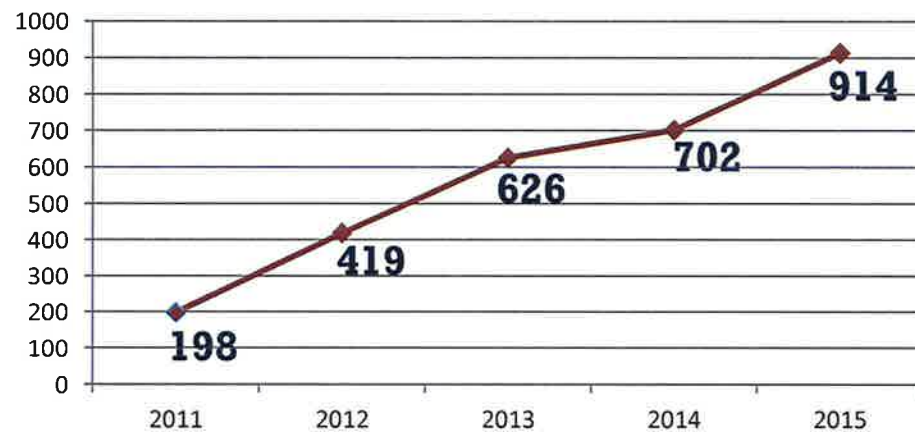
EXHIBITOR PARTICIPATION

The number of **San Joaquin Valley based food and beverage companies** who have participated in the Fresno Food Expo has increased by **186%** in our first five years.



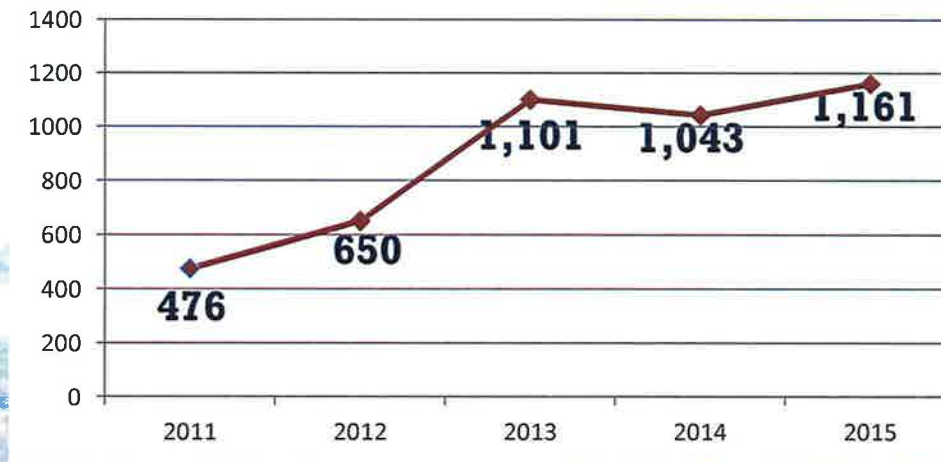
BUYER PARTICIPATION

The number of **Buyers** who have participated in the Fresno Food Expo has increased by **460%** in our first five years.



COMMUNITY SUPPORT

The number of attendees at the **Fresno Food Expo Public Event** has increased by **244%**.



THE RESULTS

Deb's Gourmet – Launched her business at the 2011 Fresno Food Expo...

Now in approximately 400 retail stores in six states, has sold 80,000 jars, and she will be in 40 Save Mart stores by the end of September as a result of the Fresno Food Expo.

Dairy Goddess – After participating for the first time in 2012...

Met Whole Foods and is now in 35 Northern California Whole Foods stores, resulting in a 35% increase to overall company sales

Rosa Brothers - Started participating in 2013, after being in business for 6 months...

Met Save Mart, Safeway and Vons. Now in over 50 large retail stores and over 50 independent retail stores.

Heart Ridge Farms - Participated in 2015 with new line of organic flavored almonds...

Met buyers from Vallarta, Whole Foods and Costco who they are already in discussions with to sell their products and following up with export companies who are interested in exporting their products to China, Japan and Korea.



OUR VISION

To become a leading **food industry trade show** exhibiting products from the **breadbasket of the world**, positioning the San Joaquin Valley as the **richest food region in the world.**

