

Proclamation

WHEREAS, *farmers and ranchers provide citizens with access to healthful, locally, and regionally produced foods through farmers markets, which are expanding and evolving to accommodate the demand for a diverse array of agricultural products; and,*

WHEREAS, *farmers markets and other agricultural direct marketing outlets provide infrastructure to assist in the distribution of farm and value-added products, thereby contributing approximately \$9 billion each year to the U.S. economy; and,*

WHEREAS, *farmers markets serve as significant outlets by which small-to-medium, new and beginning, and veteran agricultural producers market agricultural products, generating revenue that supports the sustainability of family farms and the revitalization of rural communities nationwide; and,*

WHEREAS, *the City of Henderson recognizes the importance of expanding agricultural marketing opportunities that assist and encourage the next generation of farmers and ranchers; generate farm income to help stimulate business development and job creation; build community connections through rural and urban linkages; and,*

WHEREAS, *according to the 2017 USDA Ag Census Data, farmers markets generate \$24 billion dollars in sales for American farmers; and,*

WHEREAS, *if Americans boosted their average daily consumption of fruits and vegetables by just one additional portion per day, it would save the U.S. more than \$2.7 trillion in healthcare costs based on studies by the Union of Concerned Scientists; and,*

WHEREAS, *we encourage residents to get fit, stay healthy and visit the numerous farmers markets held throughout the city, including Fresh52 Market held each Sunday in Sansone Plaza; and,*

WHEREAS, *the City of Henderson has a mission to provide services and resources that enhance the quality of life to those who live, learn, work and play in our city;*

NOW, THEREFORE, I, Debra March, as Mayor of the City of Henderson, Nevada, do hereby proclaim the week of August 2-8, 2020, as

Farmers Market Week

and encourage all Henderson residents to celebrate the variety of farmers markets and the healthy food options the provide.

IN WITNESS WHEREOF, I have set my hand and caused the Great Seal of the City of Henderson, Nevada, to be affixed this second day of August 2020.



Debra March

DEBRA MARCH
Mayor, City of Henderson

ATTEST:

Sabrina Mercadante

SABRINA MERCADANTE, MMC
City Clerk