



Board Agenda Item 24

DATE: November 4, 2025

TO: Board of Supervisors

SUBMITTED BY: Melissa Cregan, Agricultural Commissioner/Sealer of Weights & Measures

SUBJECT: Community Outreach Participation at Hmong New Year

RECOMMENDED ACTION(S):

Approve and authorize the Department of Agriculture's community outreach participation and related expenditures at the 2025 Fresno Hmong New Year, per Administrative Policy No. 80 and Management Directive, Chapter 3300.

Approval of the recommended action will authorize the Department of Agriculture (Department) to participate in the 2025 Fresno Hmong New Year event in Fresno, taking place from December 26 through December 29, 2025, and to incur related expenditures associated with this outreach activity. The event is organized by The Hmong Inc. Although the celebration is being held at the Fresno Fairgrounds in District 3, this item is countywide.

ALTERNATIVE ACTION(S):

Your Board may choose not to authorize participation, which would prevent the Department from conducting community outreach at the Hmong New Year event.

FISCAL IMPACT:

There is no increase in Net County Cost associated with the recommended action. The cost of participation, including booth rental and materials, will be submitted to the California Department of Pesticide Regulation for reimbursement from its outreach fund. Sufficient appropriations and estimated revenues are included in the Department's Org 4010 Adopted Budget.

DISCUSSION:

In accordance with Administrative Policy No. 80 and Management Directive 3300, the Department requests authorization to participate in the Hmong New Year event to conduct community outreach and education among the Hmong community. Fresno County is home to one of the largest Hmong populations in the United States, many of whom are engaged in family farming and small-scale agricultural production. The Department regularly serves a significant number of Hmong growers and producers.

Participation in this event supports public awareness, education, compliance, and prevention efforts related to agricultural regulations and promotes departmental programs and services. It provides an important opportunity to reach a community with strong ties to agriculture and to strengthen communication and partnership with Hmong farmers.

Event-related expenditures include booth rental, parking and informational materials. The Department will

distribute existing flyers; no new items will be purchased specifically for this event. All costs will be submitted to the California Department of Pesticide Regulation for reimbursement.

ATTACHMENTS INCLUDED AND/OR ON FILE:

On file with Clerk - Department Contribution Approval Form

CAO ANALYST:

Amy Ryals