



The Discover the Delta Foundation





Discover the Delta Foundation Mission:

“To protect, preserve and promote the California Delta”

- Established in 2006 by Delta residents
- Educational/science based nonprofit organization with 501(c) 3 tax exempt status
- Focused on teaching people about the importance of the California Delta and stimulating the Delta economy



Discover the Delta Foundation - Key Projects

- California Delta Road Sign Project
- Delta Discovery Center & Delta Farmer's Market
- Discover the Delta Tower
- Scholarship Program
- Membership Rewards Card Program
- **Coming Soon:** Fresh Air Market



The Delta Discovery Center

- 8,000 sq. ft. 2 story state of the art educational facility on 5 acre project site – 25 outdoor learning centers
- Includes pond & stream, farm, native American village, energy, water, cultural and historic displays
- Off the grid for water and energy
- Located in the heart of the Delta
- Approximately 10 million vehicles pass the site each year
- Project cost \$8M, \$3M raised to date



“People will not get involved and fight to protect something, until they understand why it is important to them personally” Ken Scheidegger, Foundation President

- Establish the Delta as a destination – the new Apple Hill, the new Napa Valley, the new Yosemite
- Provide objective information in a fun and engaging way
- Be the hub of the wheel - Connect people to other Delta resources



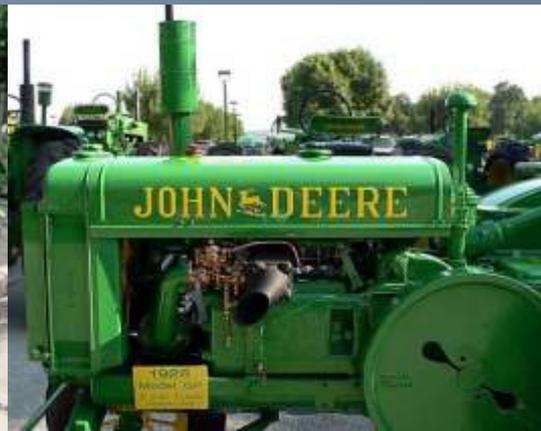
Welcome

What's Growing On



Delta Farmer's Market – Supporting Delta Agriculture

- Buying products from Delta and California farmers
- Employing Delta residents
- “Purchased in the California Delta” label
- 100% of profits go to support the Discover the Delta Foundation and Delta projects and programs
- Fresh Air Market – Provide a venue for farmers to sell direct



Delta Farmer's Market and Farmer's Garden



- Be hands on - show how things grow and where food comes from
- Teach people about the history and importance of Delta agriculture
- Explain the relationship between agriculture, water and energy
- Describe the nutritional and environmental benefits of buying locally

Delta Farmer's Market



Delta Farmer's Market





Welcome

What's Growing On



Delta Farmer's Market – Status

- Market currently closed for expansion – new wine room and temperature controlled room for deli items – 2x sales area
- Reopening March 2011
- License to sell local beer and wine
- Farmer's Garden will go in this spring
- Fresh Air Market will start in March
- Groundbreaking on information center this spring



QUESTIONS & DISCUSSION

Wendy Martin, Executive Director

Discover the Delta Foundation

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