



Be Californian Buy California Grown™

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HOME DEPOT PROVIDES CONSUMERS SOLID FRAMEWORK TO CHOOSE “CALIFORNIA GROWN” PRODUCTS

SACRAMENTO, Calif. (March 10, 2004) — Home Depot, the world’s largest home improvement retailer, now features consumer information about California-grown wood products next to redwood lumber in its 174 California stores and in catalogue advertising as part of the statewide “California Grown” campaign.

The campaign is implemented under the Buy California Marketing Agreement (BCMA), a joint effort of 28 industry groups representing the products of California’s farms, ranches, forests, and fisheries that aims to increase the awareness, consumption and value of California agricultural products.

“Most people think of fruit and vegetables when they think of agriculture, but California’s private forestland owners raise a crop like any farmer – only with growing cycles measured in decades, not seasons,” said Donn Zea, chairman of BCMA and president of the California Forest Products Commission, one of the industry groups involved in the program. “Wood products are a vital part of the state’s agricultural resources and the ‘California Grown’ campaign – from fir, pine and cedar to redwood, the most recognizable and fastest-growing California-grown species.”

California is the third-largest producer of softwood lumber in the country behind Oregon and Washington, producing 3.1 billion board feet of lumber annually, or enough to build about 207,000 standard-sized homes. A recent study by California Polytechnic University, San Luis Obispo found that the state’s forestry companies meet the highest standards for the protection of fish and wildlife as well as soil, air and water quality. By purchasing California-grown wood products,

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consumers also support the state’s economy – from rural communities where the forest products are grown to urban areas where they are sold and used for home construction, decking and countless do-it-yourself projects.

“Our customers come to Home Depot for our large selection of high quality products,” commented Ron Jarvis, vice president of merchandising lumber at Home Depot. “We are proud to support the ‘California Grown’ campaign and to give our California customers the chance to invest in their state’s economy by purchasing wood products produced here.”

“By choosing redwood lumber made from trees grown in California for their next home improvement project, consumers can support the jobs and prosperity of us all – and make their house truly Californian by using the state’s signature tree,” said Scott Horsfall, chief operating officer at BCMA. “Our retail partners like Home Depot are a vital part of the “California Grown” program. They help consumers understand the real power of their purchasing decisions and recognize the quality and diversity of the products grown here in our state.”

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About The Buy California Marketing Agreement

The Buy California Marketing Agreement is a joint effort of 28 industry groups representing the products of California’s farms, ranches, forests and fisheries. Working as an advisory board to the California Department of Food and Agriculture, BCMA brings together industry and government resources to increase the awareness, consumption and value of California agricultural products, helping the state’s consumers enjoy the best of the California lifestyle.

The “California Grown” campaign is funded through public and private contributions by the U.S. Department of Agriculture, the California Department of Food and Agriculture, and the following California agricultural organizations:

- *California Apple Commission*
- *California Aquaculture Association*
- *California Asparagus Commission*
- *California Association of Wine Grape Growers*
- *California Avocado Commission*
- *California Cherry Advisory Board*
- *California Citrus Mutual*
- *California Cling Peach Board*
- *California Cut Flower Commission*
- *California Dried Plum Board*
- *California Fig Advisory Board*
- *California Forest Products Commission*
- *California Garlic Producers Association*
- *California Kiwifruit Commission*
- *California Milk Advisory Board*
- *California Nectarine Administrative Committee*
- *California Olive Committee*
- *California Peach Commodity Committee*
- *California Pear Advisory Board*
- *California Plum Marketing Board*
- *California Poultry Federation*
- *California Raisin Marketing Board*
- *California Salmon Council*
- *California Sheep Commission*
- *California Strawberry Commission*
- *California Table Grape Commission*
- *California Tomato Commission*
- *California Walnut Commission*

For more information, visit www.californiagrown.org.

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