PROCLAMATION

Presented by San Diego County Supervisor Ron Roberts

HONORING Jimbo’s... Naturally!

WHEREAS, the health, safety and well-being of residents is of primary concern for the County of San Diego and on July 13, 2010, the San Diego County Board of Supervisors adopted the Live Well San Diego initiative to achieve the County’s vision of safe, healthy and thriving communities; and

WHEREAS, the Live Well San Diego initiative is about uniting all sectors—business, schools, military and veteran’s organizations, community- and faith-based organizations, and all levels of government—in order to bring about positive change; and

WHEREAS, since 1984, Jimbo’s... Naturally! has lived up to its mission of providing the highest quality organic and natural foods to the San Diego community and carries one of the largest selections of organic produce anywhere in the country.

WHEREAS, from the first day they opened their doors, Jimbo’s... Naturally! has been committed to supporting local organic farmers and organic growing practices; and

WHEREAS, for the past two years, Jimbo’s... Naturally! has been a sponsor/partner of the County’s More on the Menu (MOM) program, which provides fresh produce to homebound seniors, resulting in $15,000 in new donations; and

WHEREAS, Jimbo’s... Naturally! holds an annual summer food drive supplying nutrient-dense organic foods to the Kids Back Pack Programs; and

WHEREAS, Jimbo’s... Naturally! has made more than $1 million in donations to various San Diego County-based nonprofits, showing a strong dedication to our community; and

WHEREAS, Jimbo’s... Naturally! is committed to continuing to advance Live Well San Diego into the future, and is embracing strategies of this initiative in ways illustrated here:

• Supporting Positive Choices in a variety of way by:
  o offering free monthly nutrition seminars and organic cooking classes;
  o creating a monthly Kids Club Newsletter that contains healthy and fun facts, puzzles, recipes and coupons; and,
  o providing a discount to employees and customers age 60 and older to encourage them to choose organic, healthier options.

• Pursuing Policy and Environmental Change by eliminating the use of plastic shopping bags at the register by providing customers paper bags or the option to use their own reusable shopping bags.

BE IT PROCLAIMED by Chairwoman Dianne Jacob and all members of the San Diego Board of Supervisors on this 21st day of July 2014 that they commend Jimbo’s... Naturally! for its outstanding service, leadership, and commitment to the health and wellness of county residents, and do hereby declare this day to be the “Jimbo’s... Naturally! LIVE WELL SAN DIEGO DAY.”