

# Mission

The mission of Project 17 is to support the growth of the agricultural industry and technologies that advance higher-paying agricultural jobs, national food security, food and agricultural-technology exports, and investment in agriculture and advanced agricultural technologies in the tri-county region of the Monterey Bay Area, including Monterey, San Benito and Santa Cruz Counties.



Together we will grow an industry.

Project 17 is a project of  
Barich Business Services

## PROJECT 17

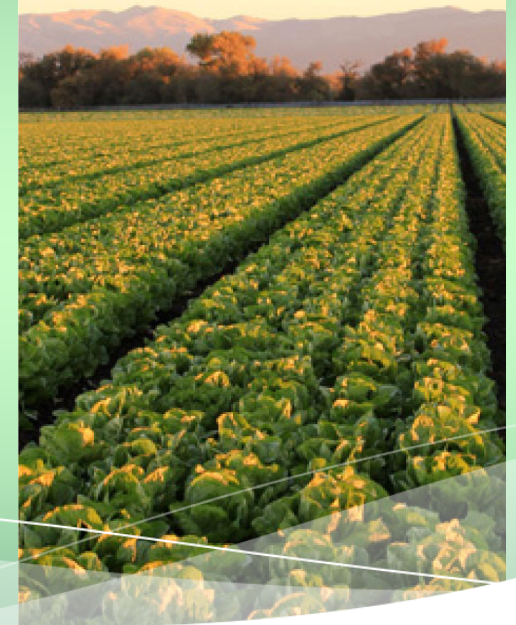
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<http://www.Project17-MontereyBay.com>



# PROJECT 17

AGRICULTURAL  
TECHNOLOGY CLUSTER



## GROWING BUSINESSES GROWING JOBS

# The Nation's Agricultural Heart

Project 17 is geographically inclusive of U.S. Congressional District 17; Highway 17, linking the region to Silicon Valley in the north; and 17 Mile Drive in Carmel, emblematic of the region's unique and sophisticated beauty. In September, 2010, the United States Small Business Administration identified the Monterey Bay Area counties as the federally designated Regional Innovative Cluster or RIC for the nation's agricultural industry.



## Creating Jobs in The World's Largest Fresh Network



The Project 17 region provides 85% of the nation's fresh vegetables, lettuces, cabbages, Brussels sprouts and herbs. It grows 15% of the world's fresh vegetables. These California growers provide 90% of the nation's strawberries.

Project 17 is dedicated to creating a critical mass of new businesses that provide technology solutions to the water, agronomy, energy, food-safety, compliance, processing, shipping, trace-ability and other challenges faced by the industry. These small and emerging businesses will create jobs for the region while helping growers and shippers to increase their bottom-line profitability – and keep California growing and green.

Project 17 Initiatives include:

- Ag-Tech Association to promote technical standards, education and knowledge exchange
- Ag-Tech Venture Fund to provide seed funding for start-up and emerging companies
- Think-Tank Sessions to discover new solutions and markets
- Inventory of regional assets and resources to provide information and support to businesses
- Coalitions of colleges, universities and business to garner grant funding
- Robotics Initiative to promote education and research into uses of robotics in agriculture
- Monterey Bay Regional Business Plan Competition to provide access to seasoned entrepreneurs and investor networks