



August 22, 2024

Re: Measure J, Sonoma County

To Whom It May Concern:

On behalf of the City of Santa Rosa, I am writing to express our opposition to Measure J, a county-wide ballot measure before all Sonoma County voters on the November 5 general election ballot. The City is proud to join our partners at the County of Sonoma, City of Rohnert Park, City of Petaluma, and City of Healdsburg to oppose Measure J.

According to a May 2024 report compiled by California State University, Chico Agribusiness institute, Measure J would result in \$259 million loss in agricultural products in the County and \$38 million in the reduction of spending. While there are no Concentrated Animal Feeding Operations (CAFOs) within Santa Rosa city limits and the measure does not regulate CAFOs in incorporated parts of the County, the broader economic impacts to the City would be significant if the measure passes. In addition to the 60 farms and businesses County-wide that would be directly impacted by Measure J, many other businesses that support the agricultural industry would be harmed economically. Santa Rosa is home to many of these businesses and their employees.

NATALIE ROGERS  
Mayor

MARK STAPP  
Vice Mayor

EDDIE ALVAREZ

VICTORIA FLEMING

DIANNA MACDONALD

JEFF OKREPKIE

CHRIS ROGERS

Measure J was placed on the ballot by an outside group that does not want local agriculture to survive in our community. The proponents of Measure J are not concerned with the severe economic impacts this measure would have on the City if passed. Local employees would be out of work, our agricultural businesses in the local supply chain could close, and our City's general fund would be negatively impacted. Measure J's proponents are not local to our community and do not understand the rich history of agriculture in Sonoma County, nor the culture of innovative animal welfare practices that are a model for other regions.

This measure is poorly crafted, uninformed, and will lead to deeply regrettable consequences for our community and residents. The City of Santa Rosa urges all residents to vote "no" on Measure J.

Sincerely,

Natalie Rogers  
Mayor