

Joanne Neft



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1936-

Neft's love of the land and products of Placer County have been illustrated by her many years in the public arena. She served on the Placer County Planning Commission and wrote several successful cookbooks. She founded the Foothill Farmers Markets in 1989 and the Mountain Mandarin Festival in 1994. The festive which brought in 1,500 people the first year now draws tens of thousands. Neft even convinced the CDC to promote the health benefits of Placer mandarins. She created the concept of the PlacerGrown project promoting Placer agriculture. She has been the recipient of many awards included in 2024 the coveted McCann Award. She is dedicated to protecting "our farmland, scenic outlooks and waterways."

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