WELCOME

Welcome to the Great Valley Center's website.

The Great Valley Center is a nonprofit organization that supports activities and organizations benefiting the economic, social and environmental well-being of California's Great Central Valley. We operate leadership development programs, organize regional events and provide information to nonprofits, policymakers and businesses.

As one of California's fastest growing regions, the Valley is faced with the challenge of creating modern, livable communities, sustaining agricultural production, preserving natural resources and building a globally competitive economy.

Our goal is to help communities throughout the region to develop a healthy and sustainable future by encouraging coordination and cooperation among the region's diverse interests.

WHAT WE DO

The Great Valley Center is a nonprofit organization focused on California's Great Central Valley. We provide information and data, organize conferences and regional events and operate leadership development programs. Our areas of interest include Agriculture, Resources, Energy, Infrastructure, Community Design, Economic Development and Technology.

WHY WE EXIST

The Great Central Valley is the 450-mile long region that forms California's interior. And by 2050, state demographers project the population of the Valley will double in size to more than 12 million people.

Accomodating this growth requires citizens and policymakes to make serious choices about the region's economic, social and environmental future.

The Great Valley Center provides resources and organizes regional events to help citizens and decisionmakers make informed choices.

HISTORY

The Great Valley Center was founded in 1997. Initial support for GVC was made possible through a cooperative philanthropic effort by the David and Lucile Packard Foundation, The James Irvine Foundation and the William and Flora Hewlett Foundation.

GVC's Grand Opening, 1997

Today, working in partnership with the University of California, Merced, the Great Valley Center continues to be supported by foundations, individuals and corporations who have an interest in improving the Great Central Valley's quality of life.

GVC's Board of Directors has adopted a policy of non-advocacy. Therefore, the Great Valley Center does not endorse candidates or ballot initiatives.

Our Logo

"It looks like one of those old fruit crate labels!" That's what most people say when they first see the Center's logo. And they're right!

Before World War II, produce was shipped in wooden crates pasted with bright lithograph designs identifying its contents, place of origin, and colored to catch the buyer's eye. Today, produce is shipped in pre-printed cardboard boxes.

We've created a "label" that respects the Center's vision of a future Great Central Valley that balances the best of the past, present, and what's to come.