



What do successful agricultural preservation and economic development programs have in common?

We need to set the table so that farming can thrive.

~ Justin Fields

What do successful agricultural preservation and economic development programs have in common?

1 Comprehensive Agriculture Economic Development Plan


Every successful program has an economic development strategy at its foundation to make the case for investment in the food system.

2 Balancing Agriculture & Development

Need for a bold land use policy structure that uses a blend of incentives, policies, and land use tools to be a “market maker” for agriculture so that the overall goal is to have a “vibrant agricultural economy”.

3 A Commitment to Agriculture’s Economic & Historical Importance

Successful programs emphasize the importance of their agricultural heritage both economically and culturally.



Plan should address how & where growth is possible.

~ Chris Kelly, Conservation Fund

What do successful agricultural preservation and economic development programs have in common?

4 Recognizing, Assessing & Capitalizing on Local Market Opportunity

Successful programs recognize and assess their market opportunity, and potential strategies to maximize agricultural production.

5 Enhancing & Preserving the Rural Neighborhood Character of Established Communities

Rural communities that develop around a vibrant and committed agriculture preservation and economic plan are important to the overall local economic cluster and long term neighborhood sustainability.

6 Strategic Transportation & Infrastructure Investments

Studies highlight the importance of analyzing transportation and infrastructure networks to assist in catalyzing the agricultural economy.



Make the case for investment in the food system

~ David Shabazian, SACOG

What do successful agricultural preservation and economic development programs have in common?

7 Education, Awareness & Training programs —


All programs include a multi-faceted education and awareness campaign aka “branding” effort.

8 Local Preference

Case studies emphasize that promoting and procuring foods and products from the local economy to strengthen the local economy, improved health and connected residents with the farming community.

9 Cooperative Planning Agreements

Regional or cooperative planning agreements were essential in implementing successful regional approaches to protecting farmland.



Instead of curtailing sprawl, County needs to think of the goal as having a vibrant agriculture economy.

~ Jeff Stump -
Marin Agricultural Land Trust



KEY SUCCESS FACTORS FOR **AGRICULTURAL PRESERVATION PROGRAMS:**

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|--------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------|
| <hr/> | <hr/> | <hr/> |
| 1. Comprehensive Agriculture
Economic Development Plan | 4. Recognizing, Assessing &
Capitalizing on Local Market
Opportunity | 7. Education, Awareness &
Training Programs — |
| 2. Balancing Agriculture &
Development | 5. Enhancing & Preserving
the Rural Neighborhood
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| 3. A Commitment to
Agriculture's Economic &
Historical Importance | 6. Strategic Transportation &
Infrastructure Investments | 9. Cooperative Planning
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CASE STUDY:

CITY OF BRENTWOOD

Four main strategies for catalyzing agriculture articulated in the Brentwood General Plan:

- » limit incompatible uses (i.e. schools, hospitals, and high-density residential) near agriculture
- » assist farmers with opportunities for local sales of agricultural products, and increasing access to local commodities markets
- » encourage attraction and expansion of agricultural support industries, including research, processing, distribution, manufacturing, shipping, and assembly of agricultural products
- » support initiatives to position Brentwood as a hub for agri-tourism activities

(Brentwood General Plan)

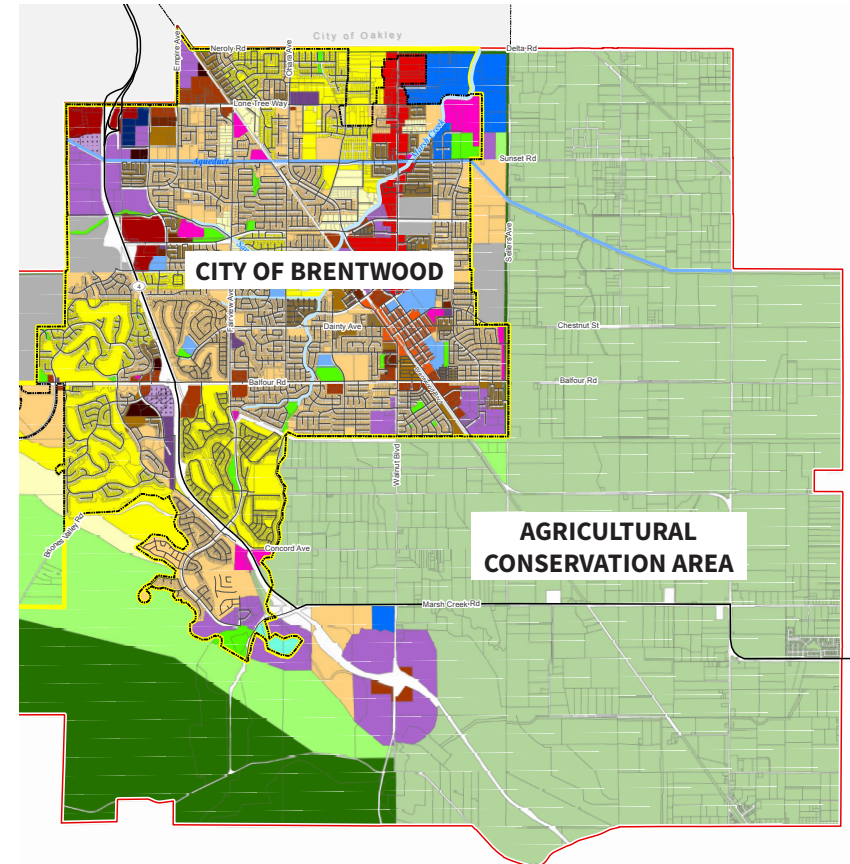


CASE STUDY:

CITY OF BRENTWOOD

To preserve agricultural land in the Agricultural Conservation Area, the Ordinance requires:

- » **Agricultural Mitigation Fee**
Developers required to pay an agricultural mitigation fee of \$5,500 for each acre of prime agricultural land converted to urban uses.
- » **Farmland Conservation.**
Agricultural mitigation fees used to purchase conservation easements and fee titles.
- » **Transferable Agricultural Credit Program (TAC).**
Provides two TAC credits for each acre preserved within a 2,600-acre agricultural area south of the City. Each credit may be used to build one additional unit above mid-range density in developments within the City.



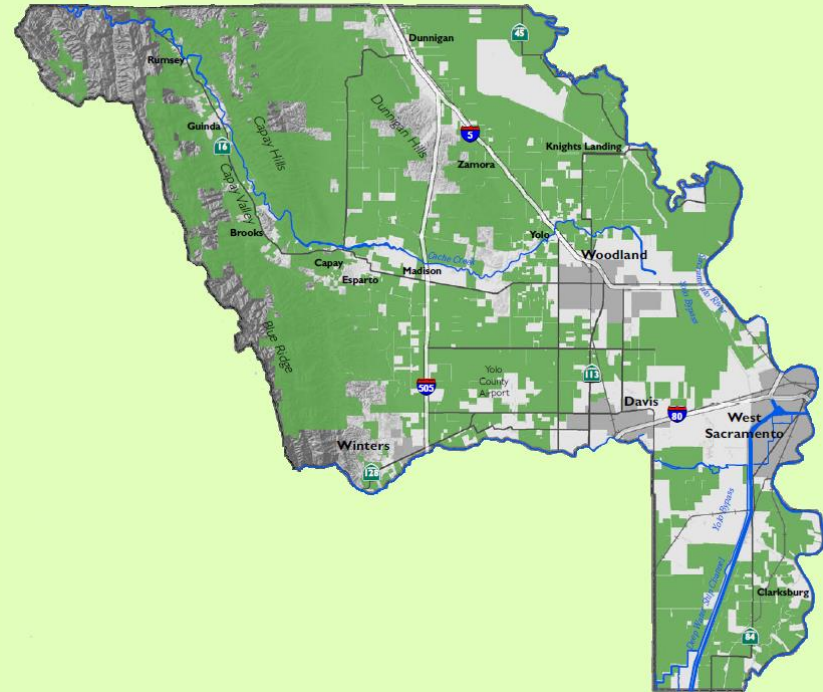
Strongest way to build trust with the farming community is agriculture enterprise programs.

~ Kathryn Lyddan

CASE STUDY - LESSONS LEARNED: **YOLO COUNTY**

Started with inclusion of Agriculture and Economic Development Element in General Plan. This provided the following:

- » The division of farmland for non-agricultural purposes was precluded
- » Reinforced the commitment to Agriculture as a prime business in Yolo.
- » Used Agriculture Conservation Easements and/or land dedication to mitigate for loss of farmland from non-agricultural development endeavors (Yolo County Farmland Conversion Mitigation Program).
- » Set up an Agricultural District program to promote agricultural endeavors in certain key emerging areas (Capay Valley is one of these Districts).
- » Set up a transfer of farm dwelling rights to other farmers for agriculturally related purposes.



CASE STUDY - LESSONS LEARNED: **YOLO COUNTY**

AGRICULTURAL DISTRICTS

Agricultural Districts are designed to protect and promote farming within distinct areas that share a common market or identity. Yolo County has established an existing Agricultural District in the Clarksburg region, and provided for the future creation of two other districts in the Capay Valley and the Dunnigan Hills. The basis for each district is its American Viticulture Area (AVA).

CAPAY VALLEY:

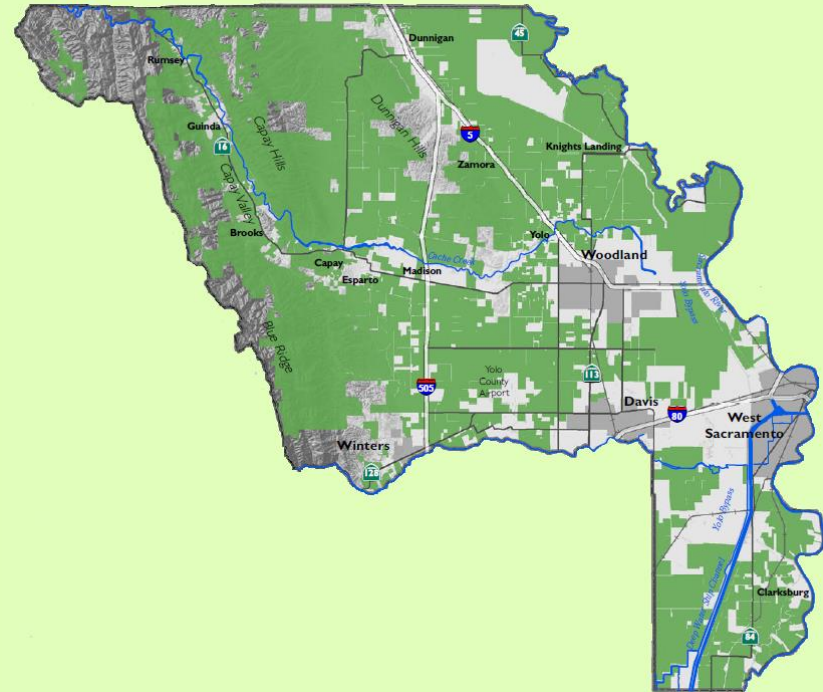
- » Organic farming
- » Outdoor recreation (hiking, rafting, camping)
- » Historic downtowns
- » Cache Creek Casino and Resort

CLARKSBURG:

- » Wineries and wine tasting
- » Historic mill site
- » River and Delta tourism

DUNNIGAN HILLS:

- » Almonds, walnuts, and olives
- » Eco-tourism potential



CASE STUDY - LESSONS LEARNED: **YOLO COUNTY**

Economic Development Plan specifically sets up a policy framework that focuses on catalyzing economic development, and in turn, investment in agricultural, including:

- » Community revitalization
- » Expansion of tourism
- » Economic diversity
- » Business assistance and training
- » Local preference
- » Education and awareness



CASE STUDY - LESSONS LEARNED: **CAPAY VALLEY**

Founded by a diverse group of residents in 2000, Capay Valley Vision (CVV) was created to:

- » provide a forum for ongoing communication within the community about the future of the Valley.
- » One local farmer, David Sheuring, played a crucial role in getting the organization started.
- » The group formed task forces to address the following concerns in their community:
 - Agriculture and Environment
 - Economic Development
 - Housing
 - Recreation
 - Transportation.



CASE STUDY - LESSONS LEARNED: **CAPAY VALLEY**

Out of the CVV efforts, in 2004, 23 farmers and ranchers came together to form Capay Valley Grown Their goals were:

- *To increase consumer awareness of their products,*
- *To increase their profitability, and*
- *To preserve and enhance the region's resources, rural character, and way of life.*
- » Capay Valley Grown is a brand that identifies a micro-region within Yolo County, encompassing the Western Yolo County communities of Madison, Esparto, Capay, Brooks, Guinda, and Rumsey.
- » Farms and ranches within the program benefit from shared marketing efforts, through a common regional label, promotional events and campaigns to raise the visibility of Capay Valley products.



Capay Valley Grown is an example of how a micro-region can begin to differentiate itself through a shared label/logo, shared marketing efforts, and promotional events that raise the visibility of their products.



THE TOOL BOX:

CREATING A VIBRANT AG ECONOMY

Land Use Policy Framework

- » Agriculture Element in GP
- » Permit Streamlining
- » Local Food Buying Policy ordinance
- » Conservation Easement Program
- » Zoning Updates
- » Agriculture District Program (to promote ad endeavors in priority areas)

Regional Branding, Education & Awareness Programs

- » Agriculture Tourism strategy
- » Branding Campaign
- » Farmer Training programs

Economic Development Strategies

- » Agriculture Enterprise Zones
- » Transportation and Infrastructure Investment Strategy
- » Local Preference
- » Institutional Purchasing
- » Rural Community Investment

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6. Strategic Transportation & Infrastructure Investments
7. Education, Awareness & Training Programs —
8. Local Preference
9. Cooperative Planning Agreements

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