

# Climate and Agricultural Preservation Plan

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## *Santa Clara Valley Agricultural Action Plan*

**SCVWD**  
**November 28, 2017**



# Santa Clara Valley Agricultural Action Plan

## **An Action Plan to Grow A Vibrant Regional Agricultural Economy**

- \* County of Santa Clara & Open Space Authority
- \* Ongoing Outreach – Technical Panels – Agriculturalists / Agency Reps.
- \* Funded by Sustainable Agricultural Land Conservation Grant

FOOD FROM  
**Santa Clara  
Valley**

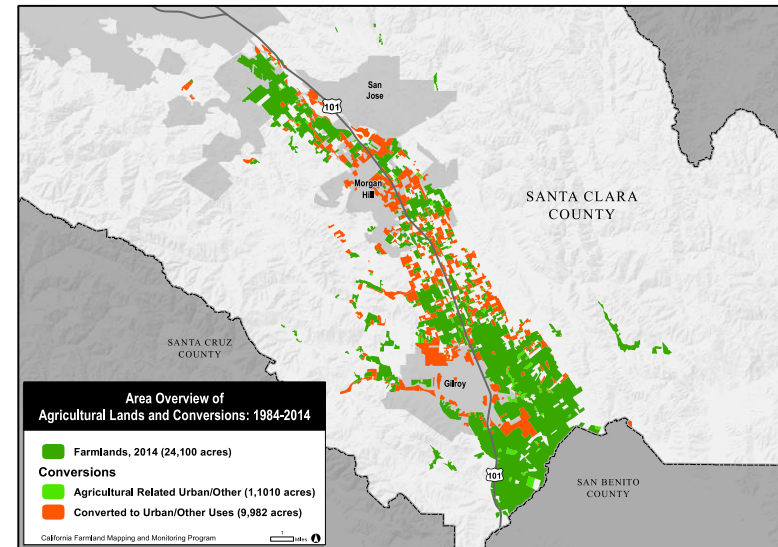
# Santa Clara Valley Agriculture Trends

## \* Land Conversions

- \* Approximately 10,000 acres converted since 1984
- \* City Annexations (42%) and Rural Development (58%)
- \* Rural Conversions – parcels < 10 acres

## \* Agricultural Economy Trends

- \* Increase in Production Value
- \* Higher Value Crops (Vegetables) less dependent upon open land (mushrooms, nurseries).
- \* Export Economy driven

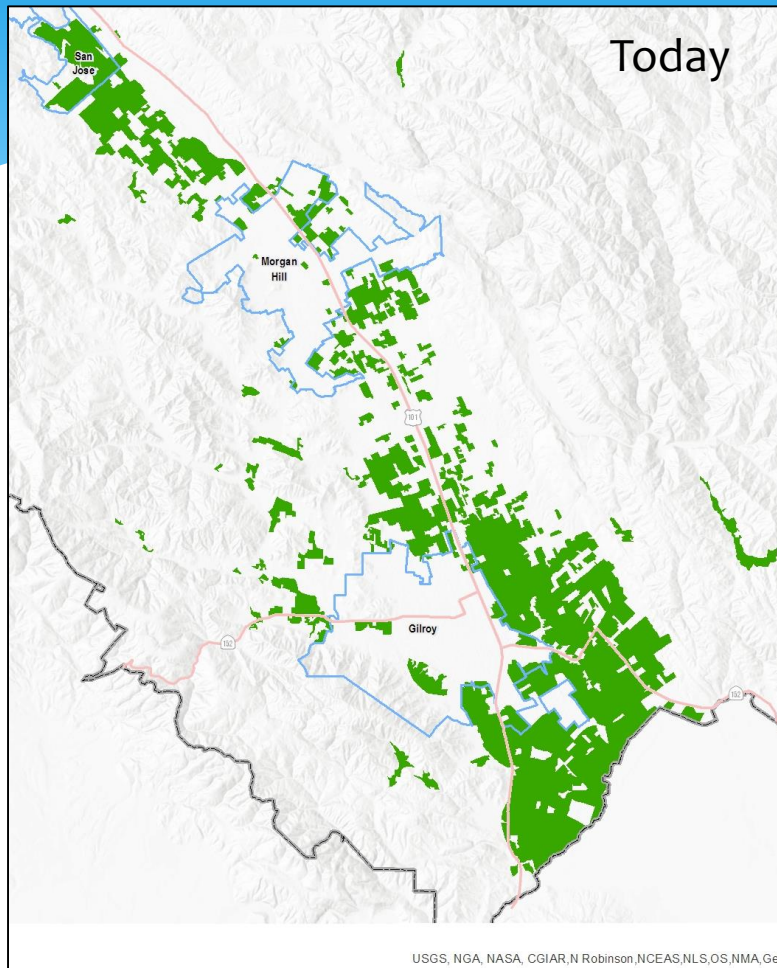


# Agriculture – Challenges Today

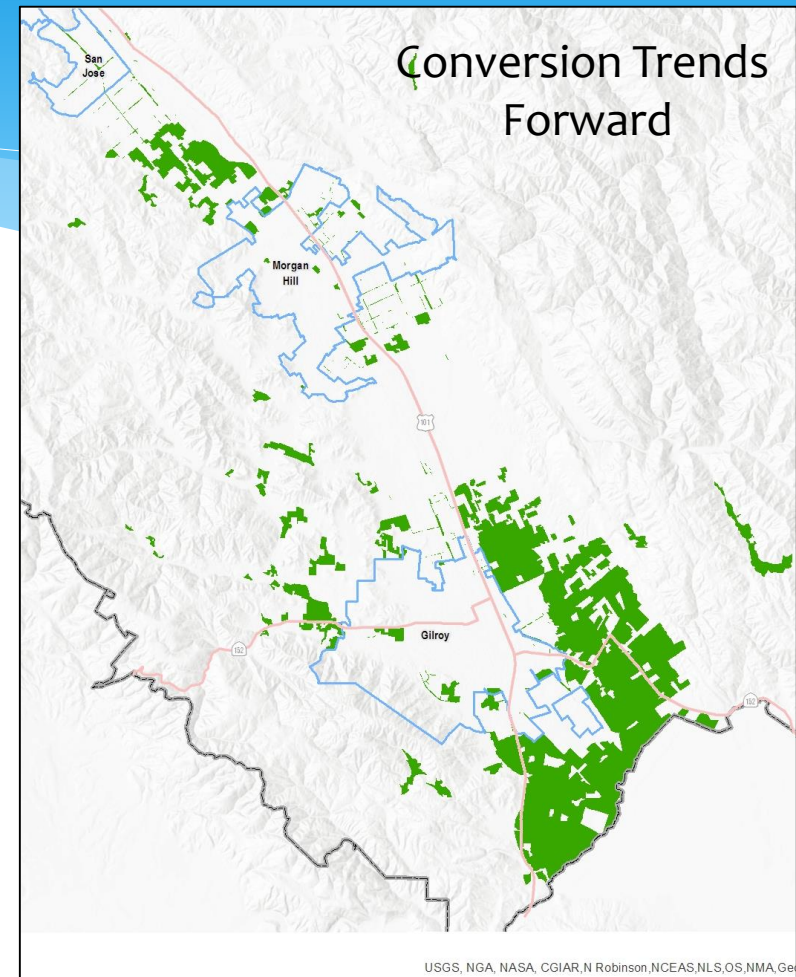
- \* Large number of small lots
- \* Parcels are not available
- \* Land held for speculation
- \* Urban Interface - (a) commuters (b) complaining neighbors
- \* Local Markets / direct marketing difficult
- \* Lack of Agricultural Worker Housing
- \* Regulations, Disease, Pests, Weather



# The Risk of Doing Nothing



**24,000 Acres in Farmland**  
**8,100 Jobs**  
**\$830 million in Economic Output**



**Loss of approximately 8,400  
acres (36% of farmlands)**

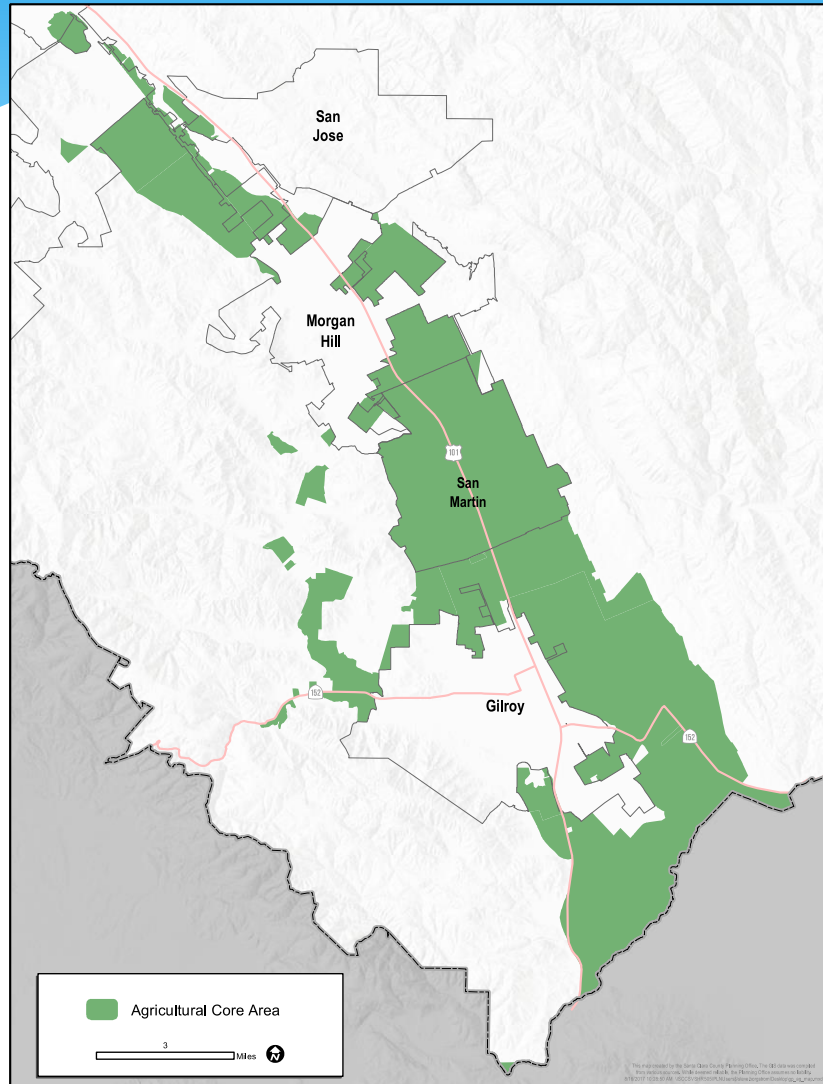
# Santa Clara Valley Agricultural Action Plan

- Keeping Lands in Ranching and Farming
- Protecting critical lands from conversion to Development
- Unified Regional Policy
- **Recognize Farming's Benefits to the Region**
  - Greenhouse Gas Reduction
  - Food Security
  - Groundwater, Flooding
  - Economic Importance



# Agricultural Resource Area

Agricultural Core Area



- \* A **priority area** that focuses all policies and programs
- \* Prime Farmland Soils
- \* Groundwater
- \* Outside Cities
- \* Large Contiguous tracts of farming

# Creating the ideal environment

- \* Large Lots
- \* Inexpensive Lots (leases / fee title)
- \* Good Soil
- \* Water available and inexpensive
- \* Seasonal and year-around labor – (housing)
- \* No urban interface
- \* Easy access to markets and customers
- \* Less “red-tape”
- \* Support System– packing, warehousing, distribution, equipment, farm supply



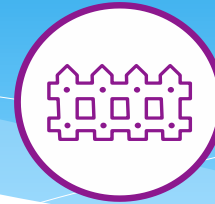


# VIBRANT AGRICULTURAL ECONOMY



# Vibrant Agricultural Economy

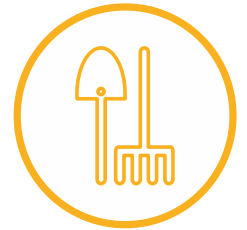
## LAND USE ORDINANCES & POLICIES



- \* General Plan & Zoning- Agricultural Resource Area
- \* Zoning Ordinance Changes
  - \* Rural Residential – size / location limitations
  - \* Restrict non-residential (non) agricultural development
  - \* Regulatory Reform – Agricultural Worker Housing, Ag Processing
- \* Agricultural Buffers
- \* Agricultural Conversion Fees / Mitigation Program
- \* Strengthen the Right to Farm<sub>10</sub> Ordinance

# Vibrant Agricultural Economy

## REGIONAL AGRICULTURAL CONSERVATION EASEMENT PROGRAM & VOLUNTARY FINANCIAL INCENTIVES



- \* Agricultural Conservation Easement (ACE) Purchase Program
- \* Farmland Security Zone (FSZ)
- \* Stewardship payment for Environmental Services



# Vibrant Agricultural Economy

## AGRICULTURAL ECONOMIC DEVELOPMENT STRATEGY



- \* Agricultural Enterprise Grant Program
- \* Small Farms Initiative Program
- \* Local Food Preference Procurement Policy
- \* Farmbudsperson
- \* Farmer Training Program

### \* Ag Incubator



Oregon State University



# Vibrant Agricultural Economy

## REGIONAL BRANDING, EDUCATION & AWARENESS STRATEGY

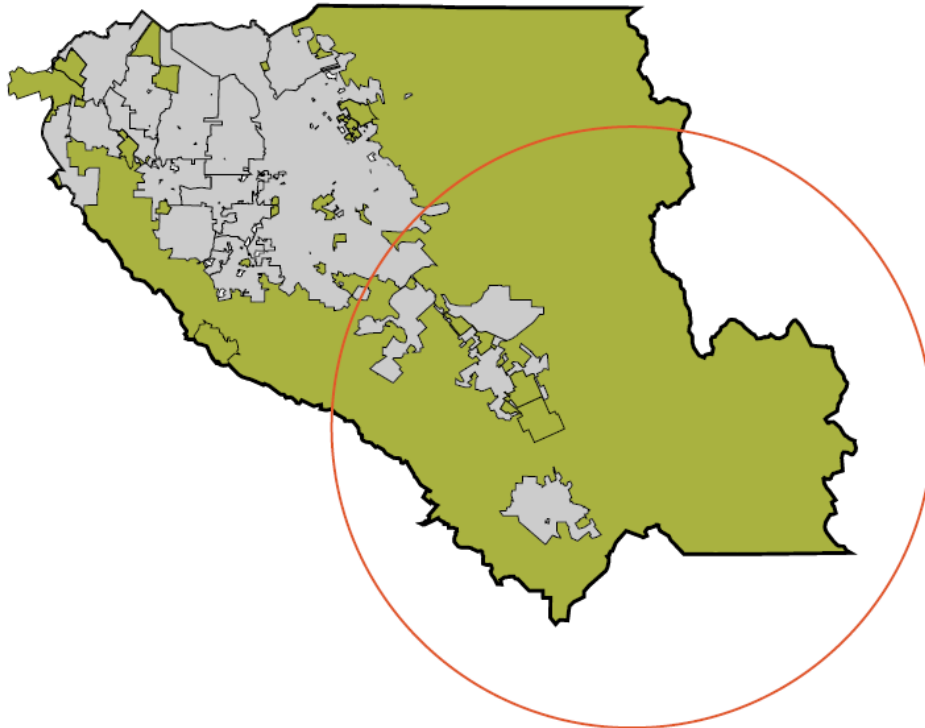
- \* Placemaking / Branding
- \* Recognizing Farmers
- \* Marketing local Agricultural products to tech companies and institutions
- \* Increasing Agricultural Tourism
- \* Education & Awareness of Santa Clara Valley Agriculture



## NAMING

### North County / Silicon Valley

- Urban
- Tech Economy
- Demand Side



### South County / Santa Clara Valley

- Rural
- Ag Economy
- Supply Side



LANDS AT WORK

# Santa Clara Valley

WORKING LANDS

# Santa Clara Valley

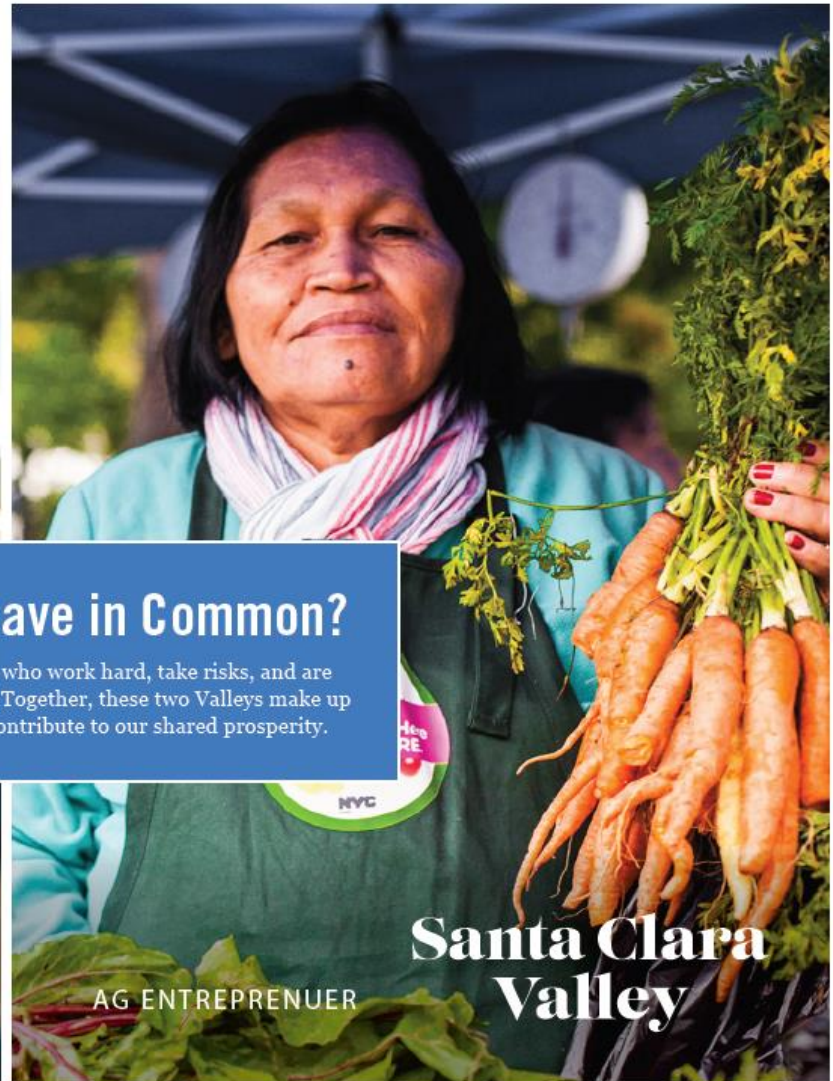


## AD / POSTER / BILLBOARD SERIES



**SILICON VALLEY**

TECH ENTREPRENEUR



**Santa Clara  
Valley**

AG ENTREPRENEUR

### What do they have in Common?

Both are home to entrepreneurs who work hard, take risks, and are committed to growing businesses. Together, these two Valleys make up the County of Santa Clara and contribute to our shared prosperity.

# VIBRANT AGRICULTURAL ECONOMY



# Next Steps

- \* SALC Grant for ACE Regional Purchasing Program
- \* Pending – Grant for ACE on 70 Acres of Agricultural Lands – Morgan Hill
- \* Grant for Marketing / Branding (CDFA)
- \* **Finalize Action Plan**
  - \* Meeting with Technical Panels – October 30<sup>th</sup>
  - \* OSA Adoption - December
- \* **Board of Supervisors Adoption – December**
  - \* Mid Year Budget
  - \* Task Force / Implementation

