

Update Albany County Agricultural and Farmland Protection Plan

Kick Off Meeting Presentation

March 20, 2017

Today's Agenda

- Team introduction
- Review proposal contents
 - Outcomes and processes
 - Tasks and timelines
- Discuss/approve concept public participation program
- Review data
- Goal setting

Team Introduction

- J. Philip Gottwals
 - Background:
 - USDA, TMD
 - ACDS, LLC
 - Friends & Farms
 - University of Maryland, College of Agriculture and Natural Resources
 - Project Role: Research team leader
 - Contact info: pgottwals@acds-llc.com T: 410-340-6883
- Anna Jensen
 - Background
 - Texas Association of Dairymen
 - Texas Dept. of Agriculture
 - NY Agribusiness Development Corporation
 - ACDS, LLC
 - Project Role: Contract manager
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Tasks

- Task 1: Assess the County's current agricultural economy and determine the County's Goals for Agricultural Protection
- Task 2: Identify, select, and map the location of any lands or areas that are proposed to be protected
- Task 3: Analyze lands to be protected with respect to their value to the agricultural economy, open space, level of conversion pressure, and consequences of conversion
- Task 4: Identify and select goals and strategies to enhance the County's agricultural economy including financing of implementation
- Task 5: Identify other county and municipal planning and land use programs' consistent with the agricultural and farmland protection plan
- Task 6: Involve the farm community and interested citizens in development of the plan

Advisory Committee

- AFPB has already completed a Task 6 component: create advisory committee
- Key element in maintaining community involvement
- Members reflect scope requirements
- ACDS will meet with the advisory committee every other month via conference call or in person.

Work Plan and Schedule

Work Unit	Project Month											
	March 2017	April	May	June	July	August	Sept	Oct	Dec	Jan 2018	Feb	March
Kick-Off	Active											
Task 1	Active	Active	Active									
Task 2		Active	Active	Active	Active							
Task 3		Active	Active	Active	Active	Active	Active					
Task 4					Active	Active	Active	Active				
Task 5		Active	Active				Active	Active	Active			
Task 6	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active
Progress Meetings	Active		Active		Active		Active		Active		Active	
Memo's & Draft			Active	Active	Active	Active	Active	Active	Active	Active		
Final										Active	Active	Active

Local Support Is Critical

- Local context
 - Community culture
 - Political context
 - Policy context and history
- Technical assistance
 - Data sourcing
 - Mapping
 - Editing documents
 - Site search
- Public participation
 - Community engagement
 - Public meetings/outreach
 - Interviews
 - Targeting
 - Scheduling

Public Participation Plan - General

- Four primary audiences – Four outreach plans
 - Public
 - Media announcements - County
 - Beginning of plan
 - Announcing social media outlets
 - Public input sessions
 - Facebook page – AFPB
 - Instagram page - AFPB
 - Open Google Form survey for simple public input
 - Farmland attributes
 - Community attributes
 - Farmers' markets and direct market attributes
 - Opt-in e-mail list for future use
 - Policymakers
 - Email updates
 - One-on-one visits
 - Ag tour
 - Industry
 - Direct outreach Interviews from contact purchased list
 - Google Form closed survey
 - Opt-out email list for future use

Participation Plan – Farmers and Landowners

- List-serve beginning with agency lists including an email opt-out
 - General project outreach – per industry best practices
 - Short topical surveys using Google Forms – per industry best practices
- Option - Closed Member Facebook Group
 - Announcements
 - Feedback
 - Survey reporting
 - Email opt-in
- In person interviews
 - Snowball methodology for choosing interviewees
 - Direct market farmers including farmers market and CSA farmers
 - Commodity farmers
 - Govt. officials - Extension agents, Soil and Water Officials, etc.
 - Restaurant owners or chefs using local products on their menu
 - Farmers with value-added operations
 - Extension agents
 - Farm Bureau regional reps
 - Local Chamber or Economic Development officials with an interest in the topic
 - Others the committee deem important

INTRODUCTION TO DATA

Critical Data Elements

- Land Use
 - Soils
 - Topography
 - Zoning
 - Development areas
 - Environmental areas
- Demographic
 - Population
 - Income
 - Age
 - Educational attainment
 - Tapestry segment
 - Channel preference
 - Purchasing patterns
 - At home
 - Away from home
 - By commodity segment
 - Food consumption
- Industrial
 - Value Chain structure
 - Cluster strength
 - Performance benchmarks
- Production
 - Value
 - Acreage
 - Profitability
 - Tenure and demographics
- Economic Impact
 - Input-output
 - Employment
 - Tax base
 - COCS
 - Revenue contribution

Base Demographics-Region

	Albany County	Region
<i>Population</i>	307,463	1.1 million
<i>Bachelor's or higher</i>	37.8%	33%
<i>Students</i>	36,439	65,000
<i>Employment</i>	155,220	515,000
<i>Unemployment</i>	6.4%	2.7%
<i>Average wage</i>	\$59,887	\$50,155
<i>HH income over \$75K</i>	39.8%	38.3%

Agriculture Production Data

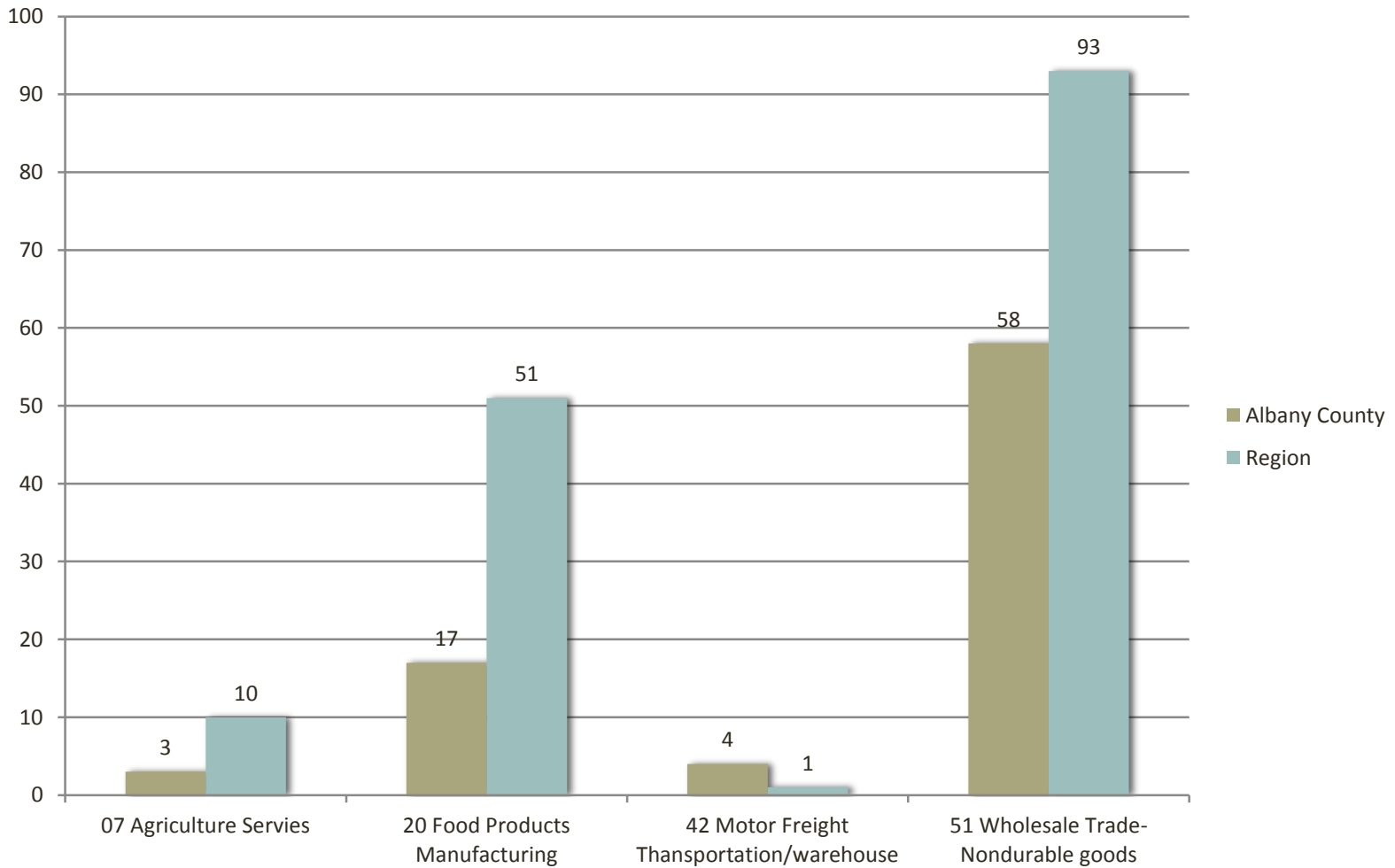
	Albany County	Region
<i>Market Value (2012)</i>	\$45,957,000	\$199,087,000
<i>Number of Farms</i>	494	2546
<i>Total Number of Acres</i>	63,394	392,229

Highest Value Commodities – Value in \$1,000s (Percent Change from 2007)

	Albany County	Region
<i>Dairy</i>	\$5,239 (-8.8%)	\$79,558 (-4.7%)
<i>Nursery/Greenhouse</i>	\$21,856 (208.7%)	\$39,545 (105.4%)
<i>Grains</i>	\$1,983 (375.5%)	\$25,435 (281%)
<i>Cattle/Calf</i>	\$7,273 (D)	\$21,577 (52.7%)

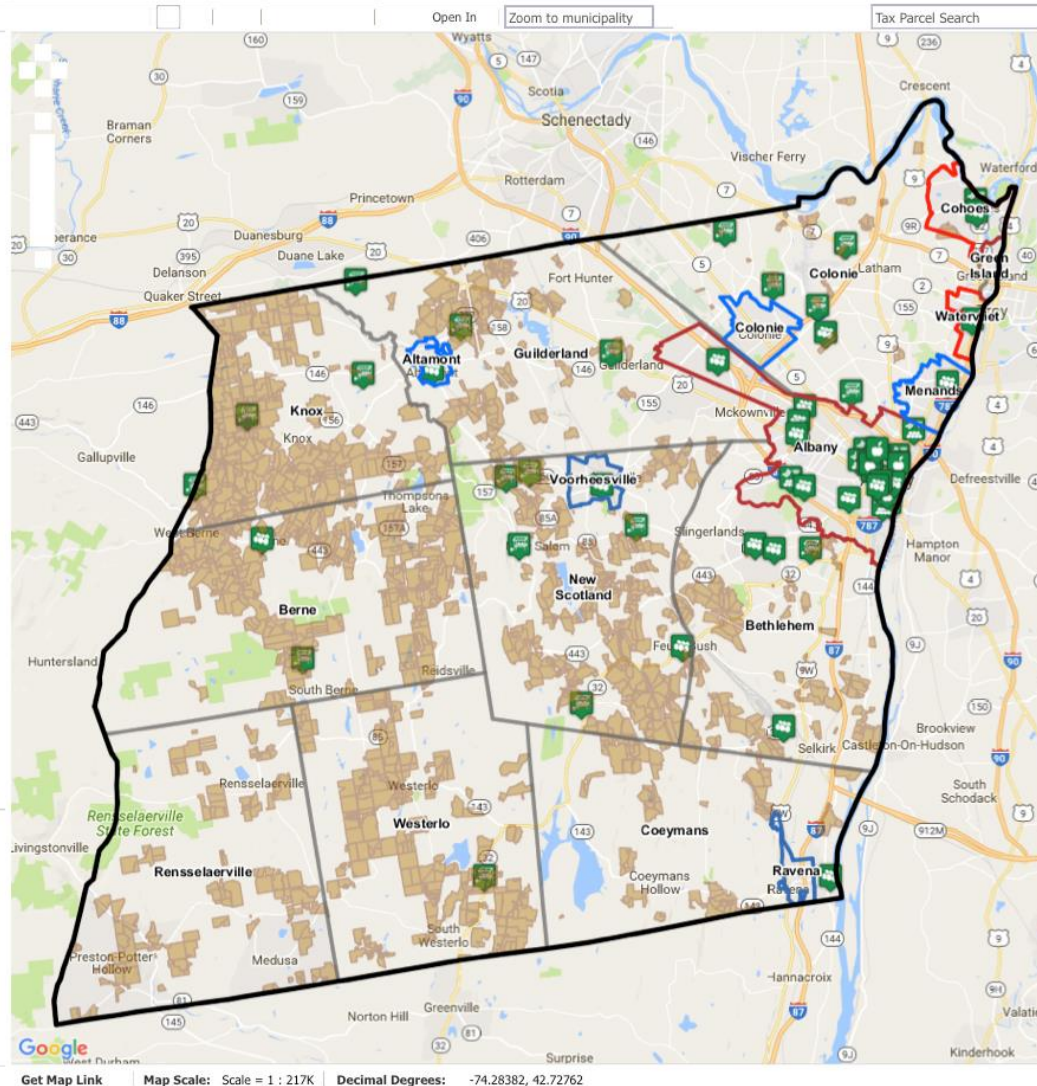
(D) Withheld to avoid disclosing date for individual farms

Industrial Activities



Ag District with Markets Overlay

3/14/17, 8:29 PM



- Rural-urban connections are clear
- District concentration is meaningful

PROJECT GOAL SETTING

Project Objectives

- Desired outcomes:
 - Update plan to align with current conditions and requirements of Ag and Markets Law
 - Update policy recommendations reflecting best practices
 - Create a short-term framework to guide new programming
 - Long-term strategy supporting agriculture
- Proposed Processes:
 - Gather relevant data
 - Interview leaders and stakeholders
 - Analyze local issues within local context
 - Make recommendations
 - Present, discuss, and revise

Balancing Goals and Outcomes

State Goals

- Meet requirements of 25-AA
 - Reduce farmland conversion
 - Incentivize private conservation practices
 - Protect farming activities
- Support state priorities
- Encourage economic development around agriculture

Community Goals

- Protect community identity
- Meet community planning goals
- Promote livable communities
- Support economic growth
- Enhance tax base

PROJECT DELIVERABLES AND THEIR USE

Deliverables & Uses

- Deliverables and uses must be compatible
- Deliverables are currently defined
 - Assessment of agriculture economy
 - Assessment and ranking of threatened farmland
 - Strategies and goals to enhance agriculture economy
 - Identify existing public programs supporting agriculture
- Some deliverable uses are known
 - Ag & Markets Law 25AA
- Others are not
 - Best to know the use before defining the product...