Outline

1. SALC / CAPP / Program Context
2. Agricultural Trends – Key Findings
3. CAPP Action Plan
   1. Agricultural Core
   2. Program Elements
4. Next steps
CAPP – Climate and Agricultural Preservation Program

- New Regional program for sustaining farming and farmland in Southern Santa Clara County
- County of Santa Clara & Open Space Authority
- Ongoing Outreach – Technical Panels – Agriculturalists / Agency Reps.

Funded by SALC Grant – Sustainable Agricultural Land Conservation

- Greenhouse Gas Reduction Funds / Strategic Growth Council
- Agricultural Land Preservation to reduce Greenhouse Gas Emissions
Agriculture – Past to Present

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

* **Agricultural Economy**
  * Higher Value Crops (Vegetables)
  * Higher value crops 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

Today

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

Conversion Trends Forward

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

An Action Plan to grow a Vibrant Regional Food Economy in Santa Clara Valley

FOOD FROM
Santa Clara Valley

CLIMATE AND AGRICULTURAL PRESERVATION PROGRAM
Objectives

* Keeping Lands in Ranching and Farming
* Protecting critical lands from conversion to Urban and Rural Residential Development
* Building upon the Agricultural Legacy of Santa Clara Valley
* Unified Policy for the Future
Designation of a priority area that focuses all policies and programs

- Prime Farmland Soils
- Groundwater
- Outside Cities
- Large Contiguous tracts of farming
Creating the ideal environment in the Agricultural Core

- 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

LANDUSE ORDINANCES AND POLICIES

REGIONAL AGRICULTURAL CONSERVATION EASEMENT PROGRAM & VOLUNTARY FINANCIAL INCENTIVES

AGRICULTURAL ECONOMIC DEVELOPMENT STRATEGY

REGIONAL BRANDING, EDUCATION & AWARENESS STRATEGY
Vibrant Agricultural Economy

ELEMENT 1: LAND USE ORDINANCES & POLICIES

* **General Plan & Zoning- Agricultural Core**

* **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 Ordinance**
Vibrant Agricultural Economy

ELEMENT 2:
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

ELEMENT 3:
AGRICULTURAL ECONOMIC DEVELOPMENT STRATEGY

* Agriculture Economic Development Action Plan
* Agricultural Enterprise Grant Program
* Small Farms Initiative Program
* Local Food Preference Procurement Policy
* Farmbudsperson
* Farmer Training Program
Vibrant and Sustainable Agricultural Economy

ELEMENT 4:
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
LANDUSE ORDINANCES AND POLICIES
- General Plan Land Use Designation
  - Agricultural Core
- Development Standards for Agricultural Zoning Districts:
  - Cap on residential building size and location
  - Restrict non-residential (non) agricultural development
  - Streamline agricultural supportive uses and farmworker housing
- Agricultural Buffers
- Mitigation Program/Agricultural Conversion Fees
- Strengthening Right to Farm Ordinance

REGIONAL AGRICULTURAL CONSERVATION EASEMENT PROGRAM & VOLUNTARY FINANCIAL INCENTIVES
- Agricultural Conservation Easement (ACE) Purchase Program
- Farmland Security Zone (FSZ)
- Transfer of Agricultural Credits (TAC) Program
- Stewardship Payments for Environmental Services

AGRICULTURAL ECONOMIC DEVELOPMENT STRATEGY
- Agricultural Economic Development Action Plan
- Agricultural Enterprise Grant Program
- Small Farms Initiative Programs
- Farbmudsmen
- Local Food Preference Procurement Policy
- Farmer Training Programs

REGIONAL BRANDING, EDUCATION & AWARENESS STRATEGY
- Marketing & Branding Program:
  - Placemaking/Branding
  - Identify farmers
  - Market local Ag produce to tech companies/institutions
  - Increase agricultural tourism
  - Educate the populace about Ag in Santa Clara County

VIBRANT AGRICULTURAL ECONOMY
Next Steps

* Application for SALC Grant for ACE Regional Purchasing Program

* **September 12th Board of Supervisors**
  * CAPP Update & Resolution for SALC Grant Application

* Finalize CAPP Action Plan
* Outreach - Technical Panels, Local Agencies, Farm Bureau

* Board of Supervisors Adoption
  * **November / December 2017**