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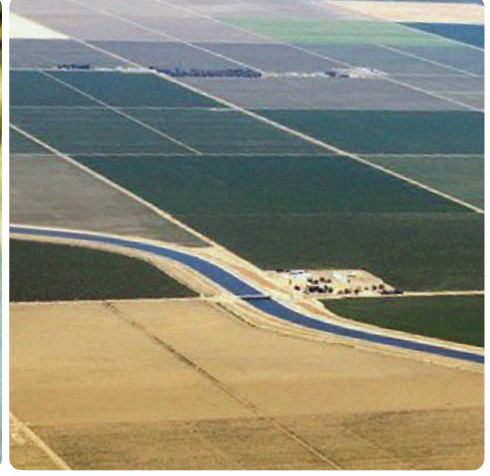
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California Agricultural Vision: Strategies for Sustainability



A Report by
American Farmland Trust
to the California Department
of Food and Agriculture
and the State Board
of Food and Agriculture

DECEMBER 2010



California Agricultural Vision: Strategies for Sustainability

Table of Contents

Acknowledgments	3
Executive Summary	4
Introduction	5
Ag Vision Advisory Committee Members	8
Strategies for Sustainability	9
1 Improve Access to Safe, Healthy Food for All Californians	9
2 Ease the Burden of Regulation on Agriculture While Maintaining Health, Safety and Environmental Standards	11
3 Secure an Adequate Supply of Water for Agricultural Purposes	13
4 Assure a Strong Labor Force through Fairness to Agricultural Workers and Employers	14
5 Effectively Detect, Exclude and Control Invasive Species	16
6 Adopt a Policy of Conserving Agricultural Land and Water Resources	17
7 Expand Environmental Stewardship on Farms and Ranches	19
8 Promote Renewable Energy & Substitutes for Fossil-Based Inputs	20
9 Assure Agricultural Adaptation to Climate Change	21
10 Promote Robust Regional Markets for All California Producers	22
11 Cultivate the Next Generation of Farmers and Ranchers	23
12 Promote Agricultural Research that Anticipates 21 st Century Challenges	24
Observations and Final Recommendations	25
Appendix	
State Board’s California Agricultural Vision Goals	
Roster of Stakeholders at Workshops	

For more information about California Agricultural Vision, please visit the CDFA web site at www.cdfa.ca.gov/agvision

Acknowledgments

American Farmland Trust wishes to thank all those who have made California Agricultural Vision possible and productive, including the hundreds of people who turned out at the listening sessions and the leaders who participated in the workshops. Special thanks are owed to:

The State Board of Food & Agriculture and its President, Al Montna, for launching Ag Vision in recognition that it is better for agriculture to plan for the future than to just let it happen;

Honorable A.G. Kawamura, Secretary of the California Department of Food & Agriculture, whose own vision helped inspire Ag Vision and whose passion for agriculture has helped fuel its progress;

Co-chairs of the Ag Vision initiative, Luawanna Hallstrom of Collaborative Communications and my AFT colleague Ralph Grossi for their insight, enthusiasm and tireless work on this initiative;

Karen Ross, former president of the California Wine Grape Growers Association and now Chief of Staff to U.S. Secretary of Agriculture Tom Vilsack, who was the member of the State Board originally responsible for orchestrating Ag Vision;

The S.D. Bechtel Jr. Foundation, the Columbia Foundation, the Clarence E. Heller Charitable Foundation, the California Agricultural Technology Institute and California State University Agricultural Research Initiative for their generous financial support of Ag Vision;

Josh Eddy, executive director of the State Board of Food & Agriculture, for organizing the workshops, overseeing CDFA's participation and attending to myriad administrative details with skill and good humor;

Joseph McIntyre and his team at Ag Innovations for expert professional facilitation of the Ag Vision stakeholder workshops;

Dan Sumner and the U.C. Agricultural Issues Center for preparing issue papers for the stakeholder workshops; and

Last but not least, members of the Ag Vision Advisory Committee, whose wisdom, leadership and dedication to California agriculture have been indispensable to the Ag Vision process.

Edward Thompson, Jr.
AFT California Director



Executive Summary

California agriculture is the envy of the world, producing an abundance of remarkably safe, healthy and affordable food, while taking care of the land and environment. As one of only five Mediterranean growing regions on Earth, California is a major contributor to the global food supply and to the national security of the United States. To keep pace with growing demand for food, as the world's population expands to nine billion people, California agriculture must remain profitable and competitive in a global market by efficiently using resources and controlling production costs. But it now faces unprecedented challenges to its sustainability in the form of pressures on its profitability and productivity related to water, regulations, labor, invasive species, urbanization and many other factors.

California Agricultural Vision (Ag Vision) was conceived by the California Department of Food & Agriculture and the State Board of Food & Agriculture to address these challenges. After holding public listening sessions and formulating a set of goals, the State Board turned to American Farmland Trust (AFT), a nonprofit conservation organization, to manage the Ag Vision process. AFT convened workshops in which more than 90 agricultural and other leaders proposed actions to address the key issues facing California agriculture in order to meet the State Board's goals. It then recruited an Advisory Committee that included representatives from agriculture as well as from environmental, labor, hunger and nutrition interest groups. This Committee winnowed the proposals from the stakeholder workshops and now recommends a set of strategies to address the most critical challenges and assure the sustainability of California agriculture.

The dozen strategies recommended here are to be implemented by 24 specific actions, some to be taken immediately, others over the longer-term after further refinement. These strategies and actions are not intended to supplant other efforts being made to address the same issues, but rather as a framework for helping to organize and coordinate them. The strategies that the Advisory Committee deems to be of the highest priority are assuring better access to food for all Californians; easing the burden of regulation on agriculture while maintaining health, safety and environmental standards; and assuring an adequate water supply for agriculture. The recommendations of the Committee do not necessarily imply that every member or the institutions they represent agree with every statement or recommendation in this report.

This report recommends that the State Board play an even more active role in advancing all of the strategies in partnership with CDFA and the Ag Vision Advisory Committee. It also encourages everyone within agriculture as well as other stakeholders to work collaboratively on the initiatives proposed here to achieve positive, effective solutions that will secure a sustainable future for California agriculture and everyone who depends on it for healthy bodies, a healthy environment and healthy communities, today and especially for future generations.

California Agricultural Vision: Strategies for Sustainability

Introduction

California agriculture is blessed with a combination of land, water and climate that is the envy of the world. The industry is diverse, creative and resilient, with an entrepreneurial class of farmers and ranchers who produce an abundance of remarkably safe, healthy and affordable food. In 2008, the farm gate value of California agricultural products exceeded \$36 billion – one-eighth of total U.S. output. Our farmers and ranchers are also stewards of almost half the land in California and are responsible for “producing” clean air and water, wildlife and other contributions to a clean and healthy environment.

However, as the 21st Century enters its second decade, California agriculture faces unprecedented challenges to its

sustainability. Water, regulations, labor, invasive species, urbanization, environmental quality, energy and climate change head a long list of issues that presents both risks and opportunities for agricultural producers and the industry as a whole. To ensure that California agriculture continues to prosper, while serving consumers and the broader public interest, agriculture cannot sit back and wait for solutions to emerge. It must address the challenges pro-actively by identifying and implementing concerted strategies calculated to minimize risks and capitalize on opportunities. California Agricultural Vision was conceived expressly for this purpose.

California Leadership in Sustainably Feeding Nine Billion People

The central challenge of agriculture in the 21st Century is to achieve and sustain the capacity to feed a growing global population that is expected to reach nine billion people by 2050. As one of only five Mediterranean growing regions on Earth, California is a major contributor to the global food supply, particularly of nutritious fruits, nuts, vegetables and dairy products. To keep pace with growing demand, California agriculture must remain profitable and competitive in a global market by efficiently using resources and controlling production costs, both of which are under pressure from the many

challenges it now faces. At the same time, it must meet the public’s increasing expectations for high-quality food, long-term resource stewardship and environmental protection – or suffer a decline in the consumer and political support it is going to need to meet those challenges.

But if the challenges are daunting, the upside potential is equally significant. And that’s where the vision enters in; the vision of a California agriculture that is universally admired and economically rewarded for its contributions to a healthy population and a

healthy planet as well as for its productivity and the prosperity it brings to the one in five people employed in our food system. That, broadly speaking, is the California

Agricultural Vision that the strategies proposed in this document will help achieve within the next generation.

The Evolution of California Agricultural Vision

California Agricultural Vision (or simply “Ag Vision”) is an effort to plan for the future of agriculture and the food system in the nation’s leading farm state. It was inaugurated in 2008 by Secretary A.G. Kawamura of the California Department of Food & Agriculture (CDFA) and the State Board of Food & Agriculture (State Board) under the leadership of its president, Alfred G. Montna.

From May through July of that year, CDFA and the State Board held seven public listening sessions around the state, from Redding to Escondido, which attracted more than 500 participants from agriculture and other stakeholder interests.¹ Partnering with CDFA to organize these sessions was Roots of Change, a nonprofit organization that promotes a sustainable food system, with funding from the Columbia Foundation and the Clarence E. Heller Charitable Foundation.²

Based on input from these sessions, the State Board developed a vision for California agriculture in the year 2030 to guide the strategic planning process. This vision is based on three goals:

- Better Health and Well-Being: Meeting the Nutrition Needs of California’s Diverse Population
- A Healthier Planet: Agricultural Stewardship of the Natural Resource

¹ Lists of participants and transcripts of these listening sessions can be found on the CDFA web page at www.cdfa.ca.gov/agvision.

² For more information on these institutions, see www.rocfund.org, www.columbia.org, and www.cehcf.org.

Base upon which California and Food Production Depend

- Thriving Communities: Food Production is a Driver of Sustainable California Economic Growth

Each of these broad goals is further articulated by a series of more specific objectives, each addressing a critical challenge facing California agriculture.³

The State Board then asked American Farmland Trust (AFT)⁴ to partner with CDFA to organize a process by which a strategic plan could be designed to meet its visionary goals and objectives. Supported by a grant from the S.D. Bechtel Jr. Foundation, they recruited a balanced group of more than 90 leaders from agriculture and organizations interested in the environment, farm labor, hunger and nutrition, and regional food systems. They retained Ag Innovations, another nonprofit organization, to professionally facilitate three workshops held between September and December 2009 at which participants discussed the challenges facing California agriculture and proposed bold ideas to address them. The Agriculture & Natural Resources Division of the University of California prepared white

³ These objectives are listed in the Appendix to this report.

⁴ AFT is a nonprofit organization committed to reconciling the interests of agriculture and society in conserving the resources on which U.S. food production depends. Its mission is to protect farmland for food production and help farmers improve the environment. More information about AFT can be found at www.farmland.org.

papers on 17 topics to inform these discussions.⁵

Out of these workshops came a paper proposing specific, short-term actions to address what the group ranked as the most critical challenges confronting agriculture: regulatory improvement, workforce and immigration, water security, land and natural resources, access to healthy food, invasive species and environmental stewardship.⁶ This paper was posted on the web for public input.

In June 2010, AFT recruited an advisory committee composed of leaders from agriculture and other interest groups. The advisory committee was charged with winnowing all the proposals and public input, and recommending a suite of immediate and longer-term actions to strategically address California agriculture's major challenges and thereby assure its sustainable future. This report, the result of months of deliberation, summarizes the strategies recommended by the Advisory Committee and subsequently endorsed by the State Board of Food & Agriculture.⁷

Understanding the Strategies

The dozen strategies outlined in this report are designed to make progress toward the goals of the State Board's vision for the future of California agriculture and its broader food system. While they are all important elements of a comprehensive approach to sustainability, they are organized in order of priority established by

the Advisory Committee, and are grouped into actions to be taken immediately and those requiring longer-term action. Generally speaking, the immediate action items are calculated to begin to address each challenge in a purposeful and meaningful way while generating momentum for broader actions that will ultimately be needed to successfully achieve their ambitious objectives.

The strategies are not intended to substitute for, or compete with, other on-going efforts to address the same issues. Instead, they are designed to complement such efforts by providing a strategic framework for coordinating them and by multiplying their impact on the significant challenges facing California agriculture and everyone who depends on it. Above all, they are intended to help forge a more constructive and productive relationship among all sectors of California agriculture and with the many interest groups whose support will be needed to address these challenges in a meaningful way.

Implementing the Strategies

Implementation of the actions endorsed by the State Board will begin immediately. Those proposed by stakeholders who participated in Ag Vision will be further refined by the Advisory Committee with the intention of arriving at strategies that will be pursued later on.

Responsibility for implementation of the strategies will be the charge of a subcommittee that will be recruited for each initiative to provide leadership and expertise. As indicated under each strategy, individual members of the Ag Vision Advisory Committee, the State Board and other institutions have volunteered to co-chair these subcommittees. The State Board and Advisory Committee will oversee the progress of the subcommittees. American

⁵ The full list of workshop participants can be found in the Appendix to this report. The white papers can be found on the CDFA web site at www.cdfa.ca.gov/agvision.

⁶ These, too, can be found on the CDFA web site.

⁷ This does not imply that every member of the Advisory Committee or the institutions they represent agrees with, approves of or endorses every statement or recommendation in this report.

Farmland Trust has expressed its desire to continue to staff the Ag Vision process and serve as a liaison among all of those

involved in translating its recommendations into reality.

Ag Vision Advisory Committee

Ralph Grossi, Marindale Ranch & American Farmland Trust (Co-Chair)
Luawanna Hallstrom, Collaborative Communications & State Board (Co-Chair)
Barry Bedwell, California Grape & Tree Fruit League
Ashley Boren, Sustainable Conservation & State Board
Matt Byrne, California Cattlemen's Association
Michael Dimock, Roots of Change
Cornelius Gallagher, Bank of America
Eric Holst, Environmental Defense Fund
Tim Johnson, California Rice Commission
Paul Martin, Western United Dairymen
Richard Matteis, California Farm Bureau Federation
Paul Muller, Full Belly Farm
Tom Nassif, Western Growers Association
Dave Puglia, Western Growers Association
Emily Rooney, Agriculture Council of California
Sue Sigler, California Association of Food Banks
Paul Wenger, California Farm Bureau Federation
Chris Zanobini, California Pear Advisory Board
Al Montna, Montna Farms & State Board (Ex-Officio)
Edward Thompson, Jr., American Farmland Trust (Staff)

Strategies for Sustainability

1

Improve Access to Safe, Healthy Food for All Californians

California farmers and ranchers produce a remarkable abundance of safe, healthy food. While this cornucopia is accessible to most Californians, too many of our fellow citizens cannot afford to eat well or cannot find a full range of healthy foods in neighborhoods lacking full service grocery stores. Other people are unaware of, or simply ignore, dietary guidelines such as USDA's healthy food pyramid. The results are food insecurity for one out of six Californians, an increase in chronic health problems associated with obesity and malnutrition, and lost market opportunities for California growers of fruits, nuts, vegetables and grains, and dairy, poultry and beef producers.

Federal guidelines call for 40 to 50 percent of food dollars to be spent on fruits and vegetables, but the range for most families is only 16 to 18 percent. Not coincidentally, 37 percent of the state's population is overweight and another 24 percent is obese. If federal nutrition guidelines were fully met, fruit consumption would increase 62 percent and vegetable consumption by

113 percent, offering additional market opportunities for California producers.

Only half of the four million Californians eligible for food stamps now take advantage of the increased buying power they afford, one of the lowest rates in the nation. As a result, each year the state fails to claim more than \$3 billion in federal funds that could be used to increase access to healthy food for its poorest residents. Meanwhile, a significant amount of the food grown in California is discarded or wasted as it moves through the distribution system from farm to table.

Occurrences of illness traced to produce grown in our state are rare, but cause serious public concern that must be addressed through continued vigilance and care throughout the supply chain. Food recalls can also be very costly to producers, packers and shippers alike. And practices designed to increase food safety can have unanticipated impacts on the environment, such as the clearing of native field border vegetation that serves as wildlife habitat and as a buffer to filter polluted runoff.

Objectives

- Reduce hunger and malnutrition, chronic diseases and health care costs associated with poor diets
- Expand statewide participation in food assistance programs and increase their efficiency
- Expand markets for California grown fruits, vegetables, grains, dairy and meat
- Assure that food safety practices result in the highest level of food safety without compromising environmental quality

Immediate Actions Endorsed by the State Board of Food & Agriculture

1A To encourage wider use of available federal food stamp funds, the State Board should ask the Governor to order that effective methods other than finger imaging be used to deter fraudulent claims in the Supplemental Nutrition Assistance Program (SNAP), and this practice be banned, which the USDA estimates will increase participation 7%. All states except four, including California, use other methods to good effect. The State Board should make this request as soon as practicable and submit helpful information to support the request.

1B The State Board should ask the Governor to convene a panel of state agency heads and private sector stakeholders to conduct an inquiry into reasons why California is failing to access more than \$3 billion a year in available federal SNAP funding, taking into consideration all relevant issues at the federal, state and local levels. The panel should be charged with submitting a report within 6 months that proposes ways to encourage greater use of SNAP funding.

1C The State Board should convene a volunteer working group of private sector agricultural leaders and representatives of food banks for the purpose of formulating a plan to increase the amount of food being contributed by producers to food banks in California. The plan should build on existing efforts that resulted in 90 million pounds of food contributions to state food banks in 2009. It should include an educational and public relations component to facilitate producer contributions and to increase public awareness of how agriculture is contributing to the food security of California families in need.

Longer-Term Actions Proposed by Stakeholders

1D The State Board should ask the Governor to convene a task force comprised of leading experts and practitioners from all necessary fields to devise a comprehensive, systemic strategy to promote food security and healthy diets in California. At a minimum, the task force should include representatives of growers, farmers, ranchers, processors, wholesalers, retailers, government program administrators, nutritionists, low income consumers, food educators and food access practitioners. Among the specific ideas that the task force should consider are: reinvesting identifiable health care cost savings in improved food access; creating food access enterprise zones; increasing agricultural literacy including an understanding of the continuum of California farms; improving food access through urban agriculture, food preservation and farmers markets; consolidating and coordinating existing feeding programs; creating an office with CDFA to concentrate on improving food access while increasing agricultural economic opportunity for California farmers and ranchers; linking farmers with consumers of same ethnicity to increase access to culturally appropriate food; expanding grocery outlets in low-income neighborhoods by adapting Pennsylvania's Fresh Food Financing Initiative; providing tax incentives for producers to expand gleaning, full harvest and distribution of non-marketable produce; and starting an Access to Excess program.

1E The State Board should work with the recently-formed Scientific Panel on Environmental Farming to assure that food safety practices are based on scientific evidence of their need and adequately consider their impact on the environment, and to propose changes that will achieve both the highest level of food safety and adequate environmental protection and enhancement.

Responsible Ag Vision Subcommittee Co-Chairs

Sue Sigler, California Association of Food Banks
Kerry Tucker, Nuffer, Smith & Tucker, Inc. & State Board

2 **Ease the Burden of Regulation on Agriculture While Maintaining Health, Safety and Environmental Standards**

California agriculture is the most highly-regulated in the nation and probably the world. Producers must comply with many different government regulations covering everything from environmental quality and food safety to farm labor standards. These regulations were adopted to protect our health, the environment and those who work in the fields; and the progress that producers have made in complying with them has resulted in improvements in each of these areas. But the regulations are often duplicative, conflicting, uncoordinated, inflexible, inconsistently administered or needlessly burdensome. They can also stifle innovation that might better achieve the objectives of the regulations than the actions that are now required of producers.

The global competitiveness of California agriculture is at risk because of the increasing burden of regulation. It is estimated that the annual cost of regulations to California producers is \$2.2 billion or roughly 6.5 percent of the total market value of the state's agricultural production. A recent survey found that regulatory compliance costs are increasing and now account for about 11 percent of

capital and operating costs in the specialty crop industry.⁸

While continuing to improve the quality of life and the environment, as regulations intend, the interpretation and administration of regulations can and should also be improved and aligned to reduce the cost and difficulty of compliance and to enable California producers to do what they do best, namely, apply their ingenuity and innovation to remain the world leaders in food production.

⁸ Hurley, S., R. Thompson, C. Dicus, L. Berger and J. Noel, *Analysis of the Regulatory Effects on California Specialty Crops: An Examination of Various Issues Impacting Selected Forest Products, Tree Fruit, Nut and Vegetable Crop Industries, report for California Institute for the Study of Specialty Crops, 2006* (www.cissc.calpoly.edu/research)

Objectives

- Reduced regulatory conflict, duplication, inflexibility and cost to producers in both dollars and time
- Promote cost-effective innovation in achieving the objectives of regulations
- Greater accountability of regulators for fair and even treatment of the regulated as well as to the public
- No reduction in environmental quality, labor standards or other public benefits of existing regulations, with the hope of an increase in these benefits through easier compliance

Immediate Action Endorsed by the State Board of Food & Agriculture

2A The State Board should ask the California Roundtable on Agriculture and the Environment (CRAE), composed of representatives of the agriculture community and environmental organizations, to evaluate the pros and cons of a variety of institutional arrangements and to suggest alternatives for improving the administration of environmental and other regulations affecting agriculture. The primary purpose is to help farmers and regulatory agencies avoid duplication of effort, reconcile conflicting mandates and requirements, reduce paperwork and cut compliance costs where feasible, all without compromising environmental quality standards and compliance. CRAE should consult with agricultural representatives and regulatory agencies for the purpose of identifying specific regulations and policies that appear to be obstacles to the wider adoption of agricultural practices that could maintain or improve environment quality. CRAE should also identify and recommend practical fixes permissible under current law, and prepare a report of its findings and recommendations within nine months of beginning its work.

Note: CRAE has already begun this task and has issued a preliminary report entitled “Permitting Restoration: Helping Agricultural Land Stewards Succeed in Meeting California’s Regulatory Requirements for Environmental Restoration Projects.” This report is limited to an examination of regulatory obstacles to environmental restoration projects and does not propose strategies for moderating the impact of other regulations on the costs and business operations of agricultural producers or food purveyors.

Longer-Term Action Endorsed by the State Board of Food & Agriculture

2B The State Board should work with the Little Hoover Commission on its on-going investigation of the regulatory burden on California agriculture and other sectors of the economy. The objectives should be to document specific examples of regulations and other mandates that could be changed to reduce the burden and cost to agricultural producers while still fulfilling the purpose of the regulations; and to propose specific changes in regulatory substance and processes that would achieve this objective. Among the ideas that should be considered are a state-level regulatory ombudsman, general permits for categories of regulated agricultural activities, independent analysis of the costs and benefits of new and revised regulations, and a one-stop-shop for permits covering the same regulated activity.

Responsible Ag Vision Subcommittee Co-Chairs

Dave Puglia, Western Growers Association

Tim Johnson, California Rice Commission (Alternate)

Ashley Boren, Sustainable Conservation & State Board

3**Secure an Adequate Supply of Water for Agricultural Purposes**

Water is the lifeblood of California agriculture. But adequate supplies of water for irrigation, livestock husbandry and food processing are far from assured. Not only must agriculture compete with an increasing number of urban water users and do its part to satisfy environmental needs; short-term drought and long-term changes in our climate portend diminishing overall water supplies in the future.

In an average year, the state receives about 200 million acre-feet of water from precipitation and imports from Colorado, Oregon and Mexico. Of the total supply, about 60 percent is used directly by vegetation (including some crops) or percolates into aquifers. The remaining 40 percent, or about 80 million acre-feet, enters stream flows or wells and is distributed among agricultural, urban and environmental uses. Today, agriculture uses about 34 million acre-feet of water annually, while California's cities use almost 9 million acre-feet. By 2050, it is estimated that current trends will lead to a 7 million acre-feet increase in urban and environmental demands for water, which

could reduce irrigated cropland from 9.6 to 8.5 million acres.

California growers have significantly increased irrigation efficiency as measured by "crop per drop." Between 1967 and 2000, the amount of water applied to the state's irrigated cropland increased 9.6 percent from 31.2 million to 34.2 million acre-feet. During the same period, production volume for field crops, fruit and nut crops, and vegetable and melon crops jumped from 35.8 to 67.7 million tons, an increase of 89 percent.

A warming of the climate will put additional stress on water supplies for all uses due to a shrinking of the Sierra Nevada snowpack – California's largest "reservoir" – rising sea level, increased evapo-transpiration and additional urban demand. Complicating the water situation is the difficulty of transferring water from where it is most abundant to areas of greatest need, including agricultural lands on the west side of the San Joaquin Valley. Both legal and physical impediments now inhibit such transfers.

Objective

- Assure an adequate supply of affordable water of acceptable quality to meet agriculture's future needs while accommodating reasonable urban needs and improving environmental quality

Immediate Actions Endorsed by the State Board of Food & Agriculture

3A The State Board should charge its existing water task force to document on-going efforts by agricultural producers and processors to use water more efficiently; identify opportunities to expand the most significant of these efforts and to facilitate the short-term, voluntary transfer of water from areas of plenty to areas of deficit during periods of drought while maintaining existing water rights; calculate the potential statewide and regional savings in water use that could be devoted to other agricultural and environmental purposes; and identify obstacles to increasing most efficient use of water by agriculture; and prescribe programs, policies and practices to overcome these obstacles.

3B Private sector agricultural institutions and state agencies should promote public education to broaden support for a statewide bond measure or other methods of financing needed improvements in the water storage and conveyance system serving California agriculture.

Longer-Term Action Proposed by Stakeholders

3C The State Legislature should pass a California Agricultural Land and Natural Resources Policy Act that would clearly articulate that it is the policy of the state to support and maintain California agriculture as an essential part of the state's economy and environment by assuring that there are sufficient supplies of land, water and other natural resources to sustain the necessary levels of food production and ecosystem services.

Responsible Ag Vision Subcommittee Co-Chairs

Adan Ortega, State Board

Dave Puglia, Western Growers Association

Rich Matteis, California Farm Bureau Federation (Alternate)

4

Assure a Strong Labor Force through Fairness to Agricultural Workers and Employers

California agriculture relies heavily on hand labor. The remoteness of agricultural jobs, the seasonal nature of the work, its physical demands and competition from other industries like construction, all make it difficult for agriculture to recruit domestic labor, despite high unemployment in many agricultural communities. Thus, an estimated 75 percent of California's agricultural workforce is foreign-born, primarily Mexican, and about half of the

workers are believed to be unauthorized under current immigration laws.

The current H-2A temporary agricultural worker visa program is cumbersome and ineffective, resulting in the certification of at best only a few thousand of the hundreds of thousands of agricultural workers needed by the industry. An enforcement-only approach to immigration issues does not address the needs of agriculture or of the immigrant families who are responsibly

seeking greater opportunity. The farm labor crisis presents a clear and present threat to jobs and domestic food security. Over the past several years, labor instability has driven some agricultural producers to cease production of high-value crops and move

some of their production out of the country. California agriculture needs reform of federal immigration and workforce laws to ensure its stability, future viability and a secure and vibrant workforce.

Objective

- Secure a sustainable agricultural workforce, by decriminalizing agricultural workers and employers and by providing a better quality of life for workers, employers and the communities they serve

Immediate Actions Endorsed by the State Board of Food & Agriculture

4A The State Board should ask the Governor to encourage, and issue a statement calling for, federal immigration reform, including passage of the AgJOBS bill designed to meet the fundamental needs of California farm workers and employers. The Governor’s statement should emphasize that Congress must take these credible steps to improve our immigration laws and end the current chaos suffered by our family farms, our farm workers and our rural economies.

4B Meanwhile, in keeping with the long-standing position of California agriculture, the State Board should ask the Governor to direct various departments of state government, including the California Highway Patrol, to focus their efforts on enforcing state laws and use caution to avoid unnecessary intrusion into uniquely federal areas of law enforcement. This should include providing direction to these state departments to refrain from needless federal jurisdiction referrals of those who have merely committed traffic violations or other minor infractions.

Longer-Term Actions Proposed by Stakeholders

4C Through private sector initiative, administrative action and, where necessary, state legislation, adopt a suite of policies and actions to secure a sustainable agricultural workforce for California agriculture. This should be framed by a specific agenda that could include actions such as: establishing an out-of-state driver’s license exemption for farm workers who rely on interstate work and enabling farm workers to obtain a California driver’s license and/or identification card while working in the state; increasing farm worker access to job training, public transportation, affordable housing, health education and medical care; and recruiting agricultural workers from other sectors where job skills may be transferable.

Responsible Ag Vision Subcommittee Co-Chairs

Luawanna Hallstrom, Collaborative Communications & State Board
Barry Bedwell, California Grape & Tree Fruit League

5**Effectively Detect, Exclude and Control Invasive Species**

Invasive species are non-native pests and diseases that cause damage to agricultural crops as well as to native plants and animals. They now affect more than 20 million acres of California agricultural, forest and wild lands, posing a threat to both our food supply and to the state's ecosystem. In 2009, CDFA confronted 15 new infestations of fruit flies, moths and other insects and is engaged in the control of invasive species in 25 different locations covering more than 2.6 million acres.

Invasive species are costly to exclude, detect, contain and eradicate. Each first-time pest invasion (e.g., Light Brown Apple Moth, Asian Citrus Psyllid) requires expensive new strategies for control and eradication. In 2003, \$450 million was spent to control invasive agricultural pests and diseases in California, most of it from government. However, the potential cost of not dealing with invasive species in terms of decreased productivity, loss of crops, livestock and human health, is estimated to be three to five times as great.

A policy of pre-emptive surveillance and exclusion would minimize the need for control measures that sometimes cause excessive public concern. But while the number of invasive species is growing as global trade expands, funding and other support for all of the activities needed to address the invasive species challenge are declining. There are now vacancies in agricultural inspection positions at all major ports of entry into California. And the federal Customs and Border Protection function, transferred from USDA to the Department of Homeland Security in 2003, is now concentrating on interdicting terrorists and drug traffic, and is finding it difficult to fulfill its mission of excluding invasive pests and diseases. The Invasive Species Council of California, comprised of the heads of CDFA and four other state agencies, is primarily responsible for the detection, control and eradication of invasive species.

Objectives

- Increased detection, exclusion, control and eradication of invasive species through a comprehensive strategy that emphasizes exclusion as the most cost-effective and publicly-accepted approach
- Sufficient financial and other resources for all these approaches plus research on new low-impact solutions
- Federal interagency coordination led by USDA and including Homeland Security, Department of Defense and EPA
- Understanding and support from public and environmental organizations for responsible control measures

Immediate Action Endorsed by the State Board of Food & Agriculture

5A The State Board should work with the state’s Invasive Species Council, the California Invasive Species Advisory committee and the National Invasive Species Council to assure that, in formulating its final Strategic Framework for Protecting California from Invasive Species, it develops a comprehensive strategy supported by an adequate and stable source of funding. At a minimum, the strategy should evaluate the possibility of dedicating a percentage of the state’s general fund to invasive species; place the highest priority on rapid detection and exclusion of pests to minimize the need for, and costs of, control and eradication; include collection of baseline data on the economic impacts of invasive species and a catalogue of existing and prospective pests and diseases; provide a template for interagency coordination of all response functions and specifically address public outreach and education to assure that effective controls that pose little or no threat to public health or safety are not delayed or eliminated from consideration.

Responsible Ag Vision Subcommittee Co-Chairs

A.G. Kawamura, Secretary of Food & Agriculture

Barry Bedwell, California Grape & Tree Fruit League

6

Adopt a Policy of Conserving Agricultural Land and Water Resources

One of the most insidious threats to California agriculture is the steady loss of agricultural land to urban development. Inextricably linked to agricultural land is the water necessary to make it productive in a semi-arid state where agriculture competes with urban uses and environmental needs for a supply that is not increasing. Together, these trends are narrowing the options for the production of food on which millions of people depend. Yet California has no firm policy aimed at conserving these indispensable and irreplaceable resources for agricultural use. Indeed, we have no idea of how much land and water California agriculture will need to supply future demand for food, fiber, fuel and ecosystem services under changing economic, environmental and demographic conditions.

Since 1990, the state has lost more than 350,000 acres of agricultural land to urban development. Roughly half of this was once

highly productive irrigated cropland and half was other cropland and grazing land. Urbanization tends to occur on land with relatively abundant water and better soils on the floor of California’s major valleys, while rural development more often occurs on grazing and forest lands. If we continue to develop agricultural land at the current rate of an acre for every nine new residents, it is estimated that by 2050 the state will lose another two million acres of agricultural capacity.

On top of this permanent loss of agricultural land, hundreds of thousands of acres of California farmland are under pressure from insufficient water supplies, notably on the west side of the San Joaquin Valley. There, as a result of drought and reduced water deliveries from the Sacramento-San Joaquin Delta, about 200,000 acres of farmland have been left idle or taken out of production over the past two years. And the total would have been greater were it not

for transfers of water from other areas. Unless a long-term solution is found to the conundrum of the Delta, these and other lands that rely on water from the Central

Valley and State Water Projects may also be permanently removed from agricultural production.

Objectives

- Supplies of land and water resources sufficient to sustain all sectors of an economically viable California agriculture industry through the year 2050 and beyond
- A clear state policy that leads to the establishment of measurable goals for conserving California's agricultural land and water resources, and an effective statewide strategy for achieving those goals

Immediate Action Endorsed by the State Board of Food & Agriculture

6A The State Board of Food & Agriculture should ask the Agriculture & Natural Resources Division of the University of California (UC-ANR) to conduct a study of California's long-term agricultural land, water and other resource needs, based on future demand for food, fiber, renewable energy and ecosystem services, and on the influence of urbanization, water availability, climate change, energy costs, technology and other factors on future agricultural productivity and production capacity. In conducting the study, UC-ANR should consult with California State University, the California Department of Food & Agriculture and other agencies, agricultural interests and other private sector stakeholders. The study should ultimately lead to recommended long-term goals and strategies for retaining, conserving and otherwise assuring that there will be adequate land, water and other resources to sustain long-term California agricultural production while maintaining environmental quality.

Longer-Term Action Proposed by Stakeholders

6B The state should adopt a California Agricultural Land and Natural Resources Policy Act that clearly articulates that it is the policy of the state to support and maintain California agriculture as an essential part of the state's economy and environment by assuring that there is a sufficient supply of land and water resources to sustain the necessary levels of food production and ecosystem services. The policy legislation should specify that measurable statewide and regional resource conservation goals be established based on the UC-ANR study of agriculture's future needs and that, once these conservation goals are established, all state agencies and instrumentalities, including local governments, should be rewarded for cooperating in formulating and carrying out strategies to achieve them.

Responsible Ag Vision Subcommittee Co-Chairs

Dan Dooley, University of California & State Board
Ralph Grossi, American Farmland Trust & Rancher

7

Expand Environmental Stewardship on Farms and Ranches

Over the past several decades, California farmers and ranchers have continually worked to enhance environmental quality and to reduce the impact of food production on air, water and living systems. Integrated pest management, rotational grazing, more efficient irrigation and habitat restoration are among the beneficial management practices that have become increasingly commonplace. Driving environmental innovation have been technological improvements, the increasing cost of inputs, new federal conservation programs and funding, environmental curricula in the agriculture schools and, not least, consumer preferences. But the adoption of these and other practices is not as widespread as it could be; nor has California agriculture capitalized on the opportunity to improve its “brand” and

expand markets by emphasizing its across the board environmental stewardship.

In addition to further improving the quality of California’s environment and expanding marketing opportunities, improved environmental stewardship is likely to have additional economic benefits for agricultural producers. The cost of major production inputs such as energy, agrichemicals and water – the use of which often has environmental implications – continues to increase with little relief in sight. On top of these hard costs are both the financial and time costs of complying with environmental laws and regulations, which could be reduced through more widespread adoption of feasible stewardship practices.

Objectives

- Documentation of existing environmental stewardship efforts by producers and their value to all Californians
- Widespread adoption of beneficial management practices that improve the farm viability and the agricultural economy as well as the environment
- Markets that economically reward and promote good environmental stewardship
- Adequate public financing of stewardship practices and ecosystem benefits that do not necessarily result in economic returns in the marketplace
- Avoid the adoption by supply chain purchasers of multiple, conflicting systems for evaluating environmental performance by agricultural producers

Immediate Actions Endorsed by the State Board of Food & Agriculture

7A The State Board should ask CDFA to partner with private agricultural institutions and nonprofit organizations to document the on-going stewardship efforts of California agricultural producers and associations to improve environmental quality. This should include an analysis of what prompted these efforts and what has made them successful. On the basis of this analysis, CDFA should be charged with formulating a plan to use this information to promote similar initiatives and practices in all sectors of agriculture, and to educate the public about the contribution that agriculture is already making to environmental quality. CDFA should be asked to submit to the State Board within 12 months a report that highlights the most successful and

promising stewardship programs and individual producer initiatives, that to the extent possible documents their environmental benefits, and that includes a plan for disseminating this information.

Longer-Term Action Proposed by Stakeholders

7B It is recommended that CDFA and the California agricultural industry affirmatively pursue the goal of making environmental stewardship an integral and prominent feature of the California “brand.” This could include cooperation in the development of standard metrics for voluntary assessment of environmental performance such as the Stewardship Index for Specialty Crops, aggregating data on California agriculture’s overall environmental performance and aggressively seeking federal funding of adoption of stewardship practices by California producers.

Responsible Ag Vision Subcommittee Co-Chairs

Matt Byrne, California Cattlemen’s Association
Eric Holst, Environmental Defense Fund

8

Promote Renewable Energy & Substitutes for Fossil-Based Inputs

Agriculture in California, as elsewhere, is heavily dependent on fossil-derived inputs, both on the farm and by “upstream” producers of inputs and “downstream” processors and distributors. Everything from fertilizers and pesticides to the electricity and fuels used to pump irrigation water and run tractors and trucks now comes from oil or natural gas. As the fossil fuel era wanes and the price of fossil-

derived inputs increases, agriculture has a large economic stake in substituting alternative, renewable sources of energy and other inputs, some of which can be produced on the farm itself. The substitution of alternatives to fossil-derived agricultural production inputs should also have significant benefits to the public in terms of regional air quality and mitigation of global climate change.

Objectives

- Achieve the maximum feasible substitution of renewable energy and other renewable inputs for fossil-derived energy and inputs now used by agriculture
- Thereby increase economic productivity while reducing greenhouse gas emissions and improving air quality

Immediate Action Endorsed by the State Board of Food & Agriculture

8A The State Board should appoint a task force to identify the most promising ways in which agriculture could reduce fossil-derived inputs, including diesel fuel, nitrogen fertilizer, pesticides and other agri-chemicals that are sources of greenhouse gas emissions; to assess opportunities for substituting other, renewable sources of energy and other inputs without sacrificing

productive agricultural land. This should include those that can be produced on farms and ranches, e.g., biomass, methane from manure, that can reduce lower greenhouse gas emissions. The task force should also document the economic benefits and costs of the substitution of renewable inputs; and identify the most significant obstacles to the reduction of fossil sources and the adoption of renewable energy sources. Based on this information, the task force should devise a practical strategy for achieving the maximum feasible substitution of renewable for fossil-derived inputs used by agriculture. This strategy should take full advantage of the 25 x 25 renewable energy initiative.

Responsible Ag Vision Subcommittee Co-Chairs

Paul Martin, Western United Dairymen
Eric Holst, Environmental Defense Fund

9

Assure Agricultural Adaptation to Climate Change

Few sectors of the California economy will be as affected by a changing global climate as agriculture. Among the potential climate-related phenomena that could threaten agricultural production are further reductions in water supplies, increases in plant heat stress, decreases in nighttime cooling (needed to break dormancy in tree crops) and shifts in pollinator life cycles.

In California, agricultural and forest production release each of the three main

greenhouse gases: carbon dioxide, methane, and nitrous oxide, accounting for about six percent of total state greenhouse gas (GHG) emissions. Agriculture can help avoid disruptive impacts of climate change by reducing its GHG emissions and by sequestering carbon. At the same time, it must also begin to develop strategies to enable producers to adapt to changing conditions that are most likely to occur under probable climate change scenarios.

Objective

- Assure that all sectors of California agriculture can adapt to the most likely climate-related changes in seasonal weather, water supply, pests and diseases, and other factors affecting agricultural production

Immediate Action Endorsed by the State Board of Food & Agriculture

9A The State Board should ask the UC-ANR to survey existing studies, on-going research, projects and other practical steps being taken to assess the potential impact of climate change on California agriculture; to determine the most significant likely impacts and propose strategies to help agriculture adapt to and benefit from these changes.

Responsible Ag Vision Subcommittee Co-Chairs

Emily Rooney, Agriculture Council of California
Ashley Boren, Sustainable Conservation & State Board
A.G. Kawamura, Secretary of Food & Agriculture

10**Promote Robust Regional Markets for All California Producers**

The global market is important to California agriculture, accounting for almost \$11 billion in exports in 2007. California growers also supply more than half of all U.S. fruits and vegetables. Yet a rapidly growing segment of agriculture is direct marketing to consumers through farmers markets, community supported agriculture and other channels, typically on a regional or local basis.

Although most California agricultural products will continue to be marketed through national and export markets,

regional markets offer producers options for diversifying their revenue streams as a hedge against fluctuations in these traditional markets. They also appear to offer the opportunity for producers to connect more directly with urban consumers and thereby promote better public understanding of, and support for, agriculture. There may also be significant synergies between global and regional markets that would benefit all producers. An example is regional branding of Napa and Sonoma wines leading to global marketing opportunities.

Objective

- Take full advantage of regional marketing opportunities within the state, particularly those that capitalize on the growing public demand for locally-sourced food

Immediate Action endorsed by the State Board of Food & Agriculture

10A The State Board should encourage a partnership between agricultural and nonprofit organizations to study the potential of regional food markets to create economic opportunity for all California agricultural producers, ranging from those who now produce only for the global market to those who are trying to expand existing regional markets for their products. A key issue for study should be infrastructure shortcomings (processing and distribution) and regulatory barriers that now inhibit regional marketing options for producers. The study should recommend strategies for meeting infrastructure needs, overcoming regulatory obstacles and otherwise promoting regional markets in California's metropolitan areas to better serve all producers who wish to access these markets.

Responsible Ag Vision Subcommittee Co-Chairs

Rich Matteis, California Farm Bureau Federation
Michael Dimock, Roots of Change

11

Cultivate the Next Generation of Farmers and Ranchers

It is essential that California farms and ranches can be passed along to the next generation, whether by inheritance or by recruiting and training new farmers and ranchers. But there are significant barriers to both inheritance and entry into agriculture. Estate and inheritance taxes are an obstacle to intergenerational succession of California farms and ranches, which tend to have a higher overall capitalization than farms in other parts of the country because of the higher-value crops they produce, the larger size of operations in the West and higher land values. To satisfy the burden of estate and inheritance taxes, operating and investment capital are diverted from productive use by the need for estate planning and the accumulation of debt to pay the taxes themselves.

Between 1992 and 2002, the number of California farm operators under the age of 35 declined 43 percent. The aging of the farm population poses a question about where the next generation of operators will come from. Though there seems to be great interest among the younger generation in entering agriculture, there do not appear to be sufficient educational opportunities for them to learn both the physical and economic skills necessary to operate farms and ranches. Federal and state extension programs and technical assistance to beginning farmers can be a crucial element of this process, but funding of these programs has been inconsistent. Other barriers to entry by beginning farmers include affordable agricultural land and access to capital.

Objectives

- Assure that California farms and ranches can and will be passed to the next generation of qualified, committed owner-operators
- Train and equip the next generation of young and beginning farmers in agronomic, economic and environmental stewardship skills

Immediate Actions endorsed by the State Board of Food & Agriculture

11A The State Board should appoint a committee to work with qualified professionals to quantify and describe the impact of federal estate and state inheritance taxes on California farms and ranches, including the amount of capital diverted from productive purposes by estate planning and related tax services, by debt accumulated to pay taxes and by taxes themselves. Based on this, the State Board should articulate a policy to guide taxation of agricultural assets based on principles aimed at assuring the successful transfer of equity, knowledge and expertise from one farming generation to the next.

11B The State Board should appoint a task force to study the demographics of farm and ranch succession, identify and understand additional obstacles to intergenerational succession and recruitment of new farmers and ranchers, and propose strategies for overcoming these obstacles and facilitating a successful transition from the current generation to the next generation of operators.

Responsible Ag Vision Subcommittee Co-Chairs

Corny Gallagher, Bank of America

Paul Muller, Fully Belly Farm

12

Promote Agricultural Research That Anticipates 21st Century Challenges

For nearly a century, California farmers and ranchers have stayed competitive and sustainable by being early-adopters of cutting-edge research, new technologies and innovations, and best management practices developed through research and disseminated through extension. The University of California Agriculture & Natural Resources Division (UC-ANR) has played an indispensable role in this, introducing California producers, processors and marketers to new crops and varieties that have created profitable new niches and successful new industries. With UC-ANR's help, producers have increased yields, improved water use efficiency, reduced pesticide loads, become more sustainable and made food safer. UC-ANR research has also helped producers stay ahead of new introductions of invasive species, pests and diseases, saving millions of dollars and keeping export markets open.

In 2010, UC-ANR adopted a forward-thinking Strategic Vision to guide its research and extension efforts on behalf of California agriculture and those whom it serves –

UC-ANR envisions a thriving California in 2025 where healthy people and communities, healthy food systems and healthy environments are strengthened by a close partnership between the University of California and its research and extension programs, and the people of the state. The University remains connected and committed to the people of California, who enjoy a high quality of life, a healthy environment, and economic success in a global economy.

The UC-ANR strategic plan animated by this vision is comprised of nine initiatives that address all of the challenges and objectives detailed in this report.

Objective

- Research and extension of research stimulate innovation and adaptability to keep California's agriculture and food system the world's most productive, profitable and environmentally sound

Immediate Action endorsed by the State Board of Food & Agriculture

12A The State Board should support and closely coordinate with the University of California Agriculture & Natural Resources Division and the California State University system in identifying the most critical research and extension needs and assuring that both financial and academic resources are available to carry out those needs.

Responsible Ag Vision Subcommittee Co-Chairs

Dan Dooley, University of California ANR & State Board
Chris Zanobini, California Pear Advisory Board

Observations and Final Recommendations

Californians – indeed, most Americans – tend to take food for granted. As a nation, we spend less than ten percent of our income on what we eat. Public support for agriculture (including feeding programs), as defined by percentage of the federal budget, comprises less than one percent of total annual government spending.

Gone are the days when farmers and ranchers, independent and resourceful as they may be, can alone determine their own fate.

These figures testify to the overall success of agricultural enterprise in meeting society's most fundamental need. Yet they tend to obscure the needs and challenges of agriculture itself, especially in rapidly-changing 21st Century California. Partly as a result of its own accomplishments, agriculture is not well understood by the public. Yet, gone are the days when farmers and ranchers, independent and resourceful as they may be, can alone determine their own fate. California agriculture needs the support of the public as much as the public needs agriculture.

Reaching Out

It is incumbent on California agriculture to reach out to the public – 90 percent of whom live in cities – and to the many constituencies who have an interest in what it produces and how it produces it. That is exactly what Ag Vision has tried to do from the beginning. And that outreach must continue as the recommendations of the Advisory Committee are carried out by its subcommittees and the State Board.

Good Faith Fact-Finding

Most of the initiatives recommended in this report call for additional fact-finding to refine the key issues that now challenge agriculture. This underscores another important lesson for both producers and consumers. Agriculture is as

complicated as it is vital to society. We cannot afford to make unsupported assumptions, one way or another, about what will be necessary for farmers and ranchers to feed a growing global population, nor about how agriculture impacts health, the environment and the economy. Decisions about the future of agriculture must be factually based and fact-finding must take place with open minds and in good faith.

Ingenuity

Another thing that the initiatives proposed here require is ingenuity. There is no shortage of that in California, both within and outside the agriculture community. But it bears emphasizing that, in today's challenging economy, we must look for solutions that make the best possible use of resources. The charge to the subcommittees who will tackle the challenges defined here might include the admonition of Winston Churchill: "Gentlemen [and ladies], we have run out of money. Now we have to think."

Accountability

Finally, Ag Vision is about positive, tangible outcomes. Too often, debate over the issues surrounding California agriculture has been endless and unproductive. We need to move beyond that. To instill accountability for real progress, the State Board of Food & Agriculture should play an even more active role in overseeing and helping to coordinate, not only the initiatives that comprise the Ag Vision agenda, but also the many other decision making processes and agency initiatives that are attempting to

address the same challenges. We recommend that it give the Ag Vision subcommittees specific deadlines and ask them periodically to report on their deliberations, including an explanation of how the solutions they are pursuing complement the activities of others.

Ultimately, however, everyone who eats and otherwise has a stake in California agriculture must take responsibility for keeping it productive and healthy for our bodies, the environment, our communities and for generations to come.

*Abores serit diligens agricola quarum adspiciet baccam ipsenumquam.*⁹

– Cicero

⁹ The diligent farmer plants trees from which he himself will never see the fruit.

Appendix

State Board of Food & Agriculture's California Agricultural Vision Goals

Better Health and Well-being: Meeting the Nutrition Needs of California's Diverse Population

Consumers have a California food supply at the highest possible level of safety using best management practices that protect California's unique natural resources.

All Californians have access to healthy food, understand the importance of meeting the U.S. Dietary Guidelines and have fundamental knowledge about how food is grown and prepared for the table.

A Healthier Planet: Agricultural Stewardship of the Natural Resource Base upon which California and Food Production Depends

A reliable water supply and conveyance system assures adequate quality and quantity of water to meet the needs of California and to sustain agriculture's prominence as a global food producer.

Agricultural land resources are conserved to maintain California's thriving agricultural economy and healthy ecosystems.

An updated regulatory system recognizes and fosters ecosystem services provided by working farms and ranches and encourages the sustainability of our food supply.

Natural and agricultural resources are protected from plant and animal diseases by preventing the entry and establishment of invasive species and disease.

Agriculture will help meet California's climate change goals through innovative management practices and technologies that recognize the unique opportunities in agriculture to reduce green house gas emissions.

Agriculture has adapted to changes in climate and maintained its competitive advantage in the global food production system.

California agriculture is a leader in providing renewable energy resources for California.

California agriculture is a leader in applying innovation to improve air quality conditions in California.

Thriving Communities: Food Production is a Driver of Sustainable California Economic Growth

California's economy is strengthened through growth of a vibrant agricultural sector by promoting healthy consumption, export market expansion for a growing world population and job creation.

Consumers worldwide view California as the supplier of the highest quality and most nutritious food products using the most sustainable practices.

California agricultural policies encourage and foster diverse agricultural production systems to meet a variety of market demands.

Agriculture is a highly desirable green career of choice and will have a stable, well educated and trained workforce.

Research and extension of research stimulates innovation and adaptability to keep California's agri-food system the world's most productive, profitable and environmentally sound.

Roster of Stakeholders from Workshops

Julie Adams, Vice President of Global, Technical & Regulatory Affairs, Almond Board of California
Chuck Ahlem, Co-Owner, Hilmar Cheese
Misti Arias, Conservation Program Manager, Sonoma County Agricultural Preservation
and Open Space District
Barry Bedwell, President, California Grape and Tree Fruit League
Lori Berger, Executive Director, California Specialty Crops Council
Dan Best, General Counsel, California Federation of Certified Farmers' Markets
Peggy Biltz, Chief Executive Officer, Dairy Council of California
Bob Blakely, California Citrus Mutual
Bruce Blodgett, Executive Director, San Joaquin County Farm Bureau
Ashley Boren, Executive Director, Sustainable Conservation
Paul Buttner, Manager of Environmental Affairs, California Rice Commission
Tim Byrd, E. & J. Gallo Winery, Board Member, Central Valley Farmland Trust
Matt Byrne, Executive Vice President, California Cattlemen's Association
Karen Caplan, President, Frieda's, Inc.
Eric Cardenas, Manager, s'Cool Food Initiative/Orfalea Foundation
Lesa Carlton, Executive Director, California Wool Growers Association
Kumar Chandran, Nutrition Policy Advocate, California Food Policy Advocates
Mike Chrisman, former Secretary, California Natural Resources Agency; director, Southwestern
Partnership, National Fish & Wildlife Foundation
Juliet Christian-Smith, Senior Research Associate, Pacific Institute
Jim Cochran, President, Swanton Berry Farm
Judy Culbertson, Executive Director, California Foundation for Agriculture in the Classroom
Manuel Cunha, Jr., President, Nisei Farmers League
Tacy Currey, Executive Director, California Association of Resource Conservation Districts
Michael Darnell, California Policy Director, American Farmland Trust
Kimberly Delfino, California Program Director, Defenders of Wildlife
Doug Dickson, Vice President, Ag Products Pacific Ethanol
Leonard Diggs, Manager, Shone Farm Santa Rosa Jr. College
Michael Dimock, President, Roots of Change
Daniel M. Dooley, Senior Vice President, University of California
John Duarte, President, Duarte Nurseries, Inc.
Allen Dusault, Program Director, Sustainable Conservation
Joshua Eddy, Executive Director, State Board of Food and Agriculture
Cornelius Gallagher, Senior Vice President & Agribusiness Executive, Bank of America
Bob Gallo, Co-Chairman, E. & J. Gallo Winery
Hank Giclas, Vice President, Strategic Planning, Science & Technology, Western Growers Association
Denise Godfrey, Sales, Olive Hill Greenhouses
Harold Goldstein, Executive Director, California Center for Public Health Advocacy
Bob Gore, Senior Deputy Cabinet Secretary, Office of the Governor
Ralph Grossi, Marindale Ranch & Consultant, American Farmland Trust
Martha Guzman-Aceves, Legislative Advocate, California Rural Legal Assistance Foundation
Luawanna Hallstrom, Principal, Collaborative Communications
Karri Hammerstrom, Fresno, farmer, California Women in Agriculture

Cesar Hernandez, Director of Community Organizing, Central Coast Alliance United
for a Sustainable Economy

Eric Holst, Managing Director, Environmental Defense Fund

David Hosley, President, Great Valley Center

Scott Hudson, Agricultural Commissioner, San Joaquin County

Jeana Hultquist, Vice President, Legislative Affairs, U.S. Ag Bank, FCB

Glenda Humiston, Public Policy

Edie Jessup, Hunger & Nutrition Project Coordinator, Fresno Metro Ministries

Tim Johnson, President, California Rice Commission

Thomas Jones, Assistant Lab Director & Senior Microbiologist, American Council for Food Safety & Quality

Allison Jordan, Sustainable Winegrowing

Jonathan Kaplan, Senior Policy Specialist, Natural Resources Defense Council

John Kautz, Owner, Ironstone Vineyards

A.G. Kawamura, Secretary, California Department of Food & Agriculture

Luana Kiger, Special Assistant to STC, USCA NRCS

Mary Kimball, Director, Center for Land-Based Learning

Holly King, Partner, Castle Rock Farms, LLC

Karen Klonsky, Cooperative Extension Specialist, UCD Farm Business Management

Mark Kramer, Associate Director, Federal Government, The Nature Conservancy

Sibella Kraus, President, Sustainable Agriculture Education

Eric Lauritzen, Agricultural Commissioner, Monterey County

Brian Leahy, Assistant Director, California Department of Conservation

Craig Ledbetter, Vice President, Vino Farms

Jenny Lester Moffitt, Dixon Ridge Farms

Mark Lowry, Director, Orange County Food Bank

Bridget Luther, Director, California Department of Conservation

Dan Macon, Owner, Flying Mule Farm

Jeremy Madsen, Executive Director, Greenbelt Alliance

Michael Marsh, Chief Executive Officer, Western United Dairywomen

Paul Martin, Director of Environmental Services, Western United Dairywomen

Larry Martin, VP Government Affairs and General Counsel, E. & J. Gallo Winery

Richard Matteis, California Farm Bureau Federation

Joseph McIntyre, President, Ag Innovations Network

Craig McNamara, Center for Land Based Learning

Sharon McNerney, Executive Vice President, Nuffer, Smith, Tucker, Inc.

Jeanne Merrill, Policy Director, California Climate and Agriculture Network

Alfred G. Montna, Owner, Montna Farms

Mike Montna, President & Chief Executive Officer, California Tomato Growers Association

Sopac Mulholland, Executive Director, Sequoia Riverlands Trust

John Muller, Mayor, City of Half Moon Bay

Paul Muller, Owner, Full Belly Farm

Tom Nassif, President, Western Growers Association

Steve Nation, ANR Governmental Relations, University of California

Joel Nelsen, California Citrus Mutual

Adan Ortega, Jr., Water Conservation Partners, Inc.

Stephen Ottemoeller, Water Resources Manager, Friant Water Authority
Jovita Pajarillo, Assistant Director for Water Division, U.S. Environmental Protection Agency
Michael Payne, DVM, Executive Director, California Dairy Quality Assurance
Gloria Pecina, Board Member, California WIC Association
Jason Peltier, Chief Deputy General Manager, Westlands Water District
Jim Poett, Ranch Manager, Rancho San Julian
Pete Price, Owner, Price Consulting
Dave Puglia, Senior VP Government Affairs & Communications, Western Growers Association
Claudia Reid, Policy Director, California Certified Organic Farmers
Brian Rianda, Managing Director, Agland Trust (Monterey County)
James Rickert, Owner, Prather Ranch
Emily Robidart Rooney, Vice President, Agricultural Council of California
Richard Rominger, Principal, Rominger Brothers Farms
Karen Ross, former President, California Association of Winegrape Growers; chief of staff to
U.S. Secretary of Agriculture Tom Vilsack
William Scott, Vice President, Agland Investment Services
Steve Shaffer, Consultant, American Farmland Trust
Sue Sigler, Executive Director, California Association of Food Banks
George Soares, Kahn, Soares & Conway, LLP
Scott Spear, President, Sequoia Riverlands Trust
Rebecca Spector, West Coast Director, Center for Food Safety
Dan Sumner, Director, Agricultural Issues Center, University of California
Frank Tamborello, Director, Hunger Action Los Angeles
Edward Thompson, Jr., California Director, American Farmland Trust
Andrew Thulin, Department Head, Animal Science Department - Cal Poly
Tom Tomich, Director, UC Sustainability Institute
Robert Tse, Deputy Secretary of Trade Development, California Department of Food & Agriculture
Nita Vail, Executive Director, California Rangeland Trust
Christopher Valadez, Director of Environmental & Regulatory Affairs, California Grape and
Tree Fruit League
Bill Van Dam, Chief Executive Officer, Alliance of Western Milk Producers
Arlan Van Leeuwen, Owner, New Hope Dairy
Mary Ann Warmerdam, Director, California Department of Pesticide Regulation
Paul Wenger, President, California Farm Bureau Federation
Diana Westmoreland-Pedrozo, State President, California Women for Agriculture
Annette Whiteford, DVM, Director, Animal Health and Food Safety Services,
California Department of Food & Agriculture
Dave Whitmer, Agricultural Commissioner, Napa County
John Wright, Planner, City of Clovis
Joe Zanger, Principal, Casa de Fruta
Chris Zanobini, Chairman, Buy California Marketing Agreement

CALIFORNIA AGRICULTURAL LAND

- IRRIGATED FARMLAND
- DRYLAND FARMING AND GRAZING LAND
- URBAN AND BUILT-UP LAND
- OTHER LAND
- WATER
- LOCAL, STATE AND FEDERAL OWNED LAND
- OUT OF SURVEY

