

**NOTE: THIS WORKPLAN IS UPDATED ON AN ONGOING BASIS**

**❖ Key Issues:**

- Maintenance of agricultural lands
- Growing the market for locally grown foods
- Easy access to bulk farming materials

**❖ Quick Wins:**

- Increase WIC and Senior food program vouchers
- Develop informal bulk farming material purchases

**Crop Farming Cluster Goal 1 – Increase value and profitability of farming in Humboldt County.**

**Strategy 1A: Market Humboldt food crops with an end-user, customer-driven strategy**

<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Develop a marketing and distribution strategy that increases grocery store volume for Humboldt, Mendocino and Del Norte counties			
Involve professional marketing expertise			
Develop and utilize a common marketing image for Humboldt Produce <ul style="list-style-type: none"> <li>○ Logo</li> <li>○ Produce box</li> <li>○ Positioning message</li> </ul>	Holly Krebs		
Develop a program to make it easy for institutions to use locally grown foods...Integrate with educational components on bio-diversity, etc.	Farm to School Program		

<p>Develop an on-going educational campaign that builds community and consumer value for farming (the growing of food) and locally grown and that supports grocery store, restaurant, farmer’s markets, CSA’s and direct purchase.</p> <ul style="list-style-type: none"> <li>○ Develop definitions and distinctions that support whole industry (“organic”, “natural”, “pesticide-free”, etc.)</li> <li>○ Hire a marketing specialist to develop message and plan</li> <li>○ Set up an on-going “Farmer’s Market Stand” for 7-day a week access during tourist season</li> </ul>			
<p>Develop an agriculture-tourism strategy and plan, considering the following:</p> <ul style="list-style-type: none"> <li>○ Potentials with Tourism and Dairy and Ranching Industry Clusters</li> <li>○ What’s needed to support farm stays, trails, tours of farms, ranches, dairies, Creamery, cheese factories</li> <li>○ Other regional dairy/agriculture/tourism successes (e.g. Tillamook, Vermont, Placer County) and how they could be adapted to Humboldt County’s unique assets</li> <li>○ Organic production</li> <li>○ Benefits of “Slow Food” movement</li> <li>○ Consider European style in strategy</li> </ul>			
<p><b>Strategy 1B: Develop infrastructure for farming.</b></p>			
<p><b><i>Project</i></b></p>	<p><b><i>Leader(s)</i></b></p>	<p><b><i>Stakeholders</i></b></p>	<p><b><i>Status Notes</i></b></p>
<p>Bulk purchase of farming materials (soil amendments, cover crop seeds, etc.)</p> <ul style="list-style-type: none"> <li>○ Develop informal cooperative efforts to next level</li> <li>○ Organize through the NC Grower’s Assn</li> </ul>	<p>John LaBoyteaux</p>		
<p>Animal processing and waste disposal</p>			

<b>Strategy 1C: Increase WIC and senior food voucher programs.</b>			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>

**Crop Farming Cluster Goal 2 – Maintain agriculture land base that supports sustainable production.**

<b>Strategy 2A: Articulate land use policies in the General Plan</b>			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
	John LaBoyteaux		

<b>Strategy 2B: Enforce Williamson Act and make it more easily accessible.</b>			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>

<b>Strategy 2C: Develop a reservoir of agriculture land that can flex among users.</b>			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>

<b>Strategy 2D: Actively support local land trusts in their efforts to create models and mechanisms that preserve agriculture lands and assist in the transition of farm ownership so that farmers can retire and start up.</b>			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Match new farmers with retiring farmers			
Develop transition models			

**Crop Farming Cluster Goal 3 – Support best practices in farming and management**

**Strategy 3A: Support continuing education in best practices and management.**

<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Offer Educational Seminars in off season: <ul style="list-style-type: none"> <li>○ Environmental Stewardship</li> <li>○ Best practices in local farming</li> <li>○ Data collection and management</li> <li>○ Financial strategy and bookkeeping in farming</li> <li>○ Experts</li> <li>○ Wholistic resource management</li> </ul>			
Create roundtables where young and retiring generations can learn from each other			

**Strategy 3B: Conduct on-farm research so that best practices are grounded in local climates and situations**

<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
	UC Cooperative Extension Annie Eicher		

**Crop Farming Cluster Goal 4 – Stabilize labor force**

**Strategy 4A: Work with workforce development, high schools and colleges to achieve a stable workforce supply**

<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Coordinate workforce and transportation needs through the Job Market and the Ag Center			