

CHPATER 6. FOCUS GROUPS AND SURVEYS.

SUSTAINABLE LOCAL AGRICULTURE IN THE TREASURE VALLEY

REPORT OF SURVEY AND FOCUS GROUP FINDINGS
for the Idaho Chapter of the Urban Land Institute

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Background

The Urban Land Institute received a Community Action Grant to study Sustainable Agriculture in the Treasure Valley of Idaho. The study had several objectives. The first objective was to provide an assessment of agricultural land use to inform public policy makers in four areas:

- (1) Amount, location, diversity and supporting infrastructure needed to sustain agriculture;
- (2) Amount and location of vacant or fallow agricultural land;
- (3) Trends in agricultural land conversion; and,
- (4) Attractiveness of available water rights on the conversion of agriculture land for urban use.

A second objective was to assess agricultural economic sustainability. The end result of the assessment is a set of metrics Identifying metrics or indicators for determining both the economic sustainability of the local food economy and for improving the region's contribution in supporting local food. Baseline data was collected to:

- (1) Estimate the local share of food consumed in the Treasure Valley food shed;
- (2) Gather data on the level of economic activity generated by agricultural tourism;
- (3) Provide an estimate of acres needed to provide a 20% local share of food consumed now and at a future date; and,
- (4) Provide a crop and livestock products that could be produced in the Treasure Valley food shed from an agronomic perspective.

The third objective is to supplement the quantitative data with examples of challenges and barriers to maintaining agricultural land use. The audiences for this research included producers, wholesalers, consumers, land developers and public officials. The outcomes included:

- (1) Land use indicators of the current conditions and trends in the conversion of agricultural land use.
- (2) Recommendations to public policy makers on changes to land use planning and zoning that should be made the support and maintain agricultural land use.
- (3) A model for other regions to use in assessing their sustainable agricultural needs and goals.
- (4) Economic indicators that benchmark the current situation that can be measured over time and used as a "local food scorecard" to measure progress in meeting sustainable agricultural goals.

A variety of research tactics were employed to answer the objectives of the study. This report details the findings from surveys, focus groups and interviews that were used to inform the research. A brief 'Methods' section will discuss how this portion of the overall research project was conducted. The 'Findings' section will detail the results of the survey to agricultural producers and the results of the focus groups and interviews conducted after the surveys. The survey instrument and focus group/interview questions are located in Appendix A.

Executive Summary of Findings

During the fall of 2011, small agricultural producers were surveyed, primarily at local farmers' markets in the Treasure Valley. Some of these producers were also participants in focus groups and interviews to expand on the findings from the survey work. Local planners, developers, policy makers, and other small and large scale producers participated in additional focus groups and interviews to round out the picture of local agriculture. This report describes the results of that work.

- Agricultural producers that participate in local farmers' markets typically sell product through a combination of outlets, including local restaurants, wholesalers, grocery outlets and via direct mail or online. About half donate food to charities to feed the hungry. About half of the respondents farm 20 acres or less. Approximately two-thirds own the land they work and some rent additional land for production. About the same proportions who own land also own the water rights to the property and would put more land into production given the right mix of resources. Very few have a conservation easement in place.
- 'Local' agriculture has at least two distinct meanings. Small-scale agriculture producers typically view 'local' agriculture as that is produced and consumed in the local communities; therefore, large-scale production that is exported out of state is not 'local'. Large-scale agricultural producers view 'local' agriculture as production within a geo-political boundary, regardless of final destination of the product. This difference in definition was important in discussions centered on the sustainable nature of agriculture and policies about agriculture, but not necessarily in the context of planning. As professionals, planners and developers did not hold strong philosophical feelings about the 'local' aspect of the agricultural production. As individuals, they were concerned about the sustainability of small, local agriculture.
- The most common barriers to success mentioned by survey respondents were: access to/the cost of labor, the availability of local markets, transportation expense, and land availability. Many respondents did not indicate that any one barrier was most difficult, but chose multiple barriers as most difficult. The planner/develop community were most concerned about the conversion of prime agricultural land to urban-style development. This group also desired to know more about the potential barriers to maintaining sustainable local agriculture in the Treasure Valley. Only one-third of the producers surveyed felt than county zoning restricted their agriculture opportunities.
- Small-scale producers saw opportunities to prosper in the future through a mix of marketing, production of niche/high-value products, enhanced volume through local restaurants and institutions, and meeting changing market demands. The 'local food' movement and the growth in demand for organic products were seen as very beneficial. The small producers did not see conversion of land to non-agricultural purposes (development) as an option and did not intend to do so in the next 5 years or less.
- The planner/developer participants were more concerned for the future of local agriculture than the small scale operators. This group feared that once the economy improved, land development practices would continue to transition more prime agricultural land to low density housing. Planners and developers saw this potential path as destructive to the local

communities and economies. This group was more inclined to worry about long-term food security issues for the local communities should local agriculture be forced out.

- Most agricultural producers – large or small – were unaware, uninformed, or disengaged from the planning process at the county or community level. While large agricultural producers had been active in the recent past to enact statutory change to protect agricultural land uses in Canyon County, most other producers had never participated in the process. The few smaller producers, who had participated, generally had a very local, one-time issue to defend, or attended a meeting in support of a neighbor and had neutral feelings about the planning process. Planners and developers agreed that agricultural producers were almost never involved in the land use planning process. Planners also indicated a strong preference for local participation in the process. Currently, the ‘voices’ of the community are absent in the discussions, and therefore, ignored.
- Forty-one percent of the survey respondents (small agricultural producers) believe that local officials are supportive of their agricultural operation, and 29% were unsure. However, fewer believe that state-level officials are supportive for their endeavors, and a higher proportion were unsure. When asked specifically about land use policy, focus group attendees and interviewees did not have a clear vision of what land use policies might be changed or added to assist small producers in achieving (economic) sustainability. Several small operations mentioned that the advocacy organizations were generally geared towards ‘industrial agriculture’ concerns. Generally, small producers agreed that they are not organized or cohesive in their approach to any issue that might give them ‘voice’ in policy decision making, including land use policy. (Participating in a focus group and meeting other small producers was the first ‘community-building’ that many had experienced.) All agricultural producers agreed that following (enforcing) the comprehensive plan (and avoiding conditional use permitting on ag land) would lend certainty to their operational planning.

Methods

Between June and December of 2011, the Urban Land Institute (ULI) Idaho District Council, in partnership with the University of Idaho, Boise State University, the Community Planning Association of Southwest Idaho (COMPASS), Idaho Center for Sustainable Agriculture, Treasure Valley Food Coalition and Idaho Smart Growth, studied the relationship between sustainable agriculture and land use. The research program was funded by a Community Action Grant from ULI, with in-kind and volunteer contributions from the partner entities.

After rapid market assessments were performed at the local farmers' markets, a paper survey was distributed to agricultural producers at the Capital City Public Market (the farmers' market in Boise) and at the Nampa farmers' market. The purpose of the survey was to determine the attitudes and perceptions of local producers on a variety of issues, quantify some practices, and invite interested producers to local discussion groups. Surveys went to field during the first week of September 2011. Surveys were distributed over the course of two weeks and retrieved over the subsequent two week period for data entry. In total, 38 surveys were completed. Not all respondents answered all questions.

While the paper survey was in the field, a web-based survey link was live (for those that preferred online access rather than paper) and made available for wider access. Additionally, market management emailed the web-based survey link to vendors that were not in attendance or who had not responded to the paper version previously. The email distribution was subsequently augmented by research team members who knew other local producers that were not on the original distribution or response list or 'virally' via producers to those outside of the farmers' market pool.

The survey results provided a base of data to refine questions used in the focus groups, discussion groups or interviews that followed. The survey instrument and focus group/interview questions are found in the Appendix to this report.

The focus groups and interviews were held beginning in mid-October and concluding the first week of December. Because the producers were generally concluding harvest and gearing up for the holiday season, focus groups were difficult to recruit. Much of the producer input came from one-on-one interviews; policy makers, developers, planners and others provided most of their input via focus groups. Interviews were conducted in person where practical and via scheduled phone calls otherwise. Large agricultural producers were contacted for brief phone interviews.

Note: Recruiting sufficient restaurateurs for focus group participation became difficult as the holiday season approached. Because of time constraints, this group was dropped from the schedule.

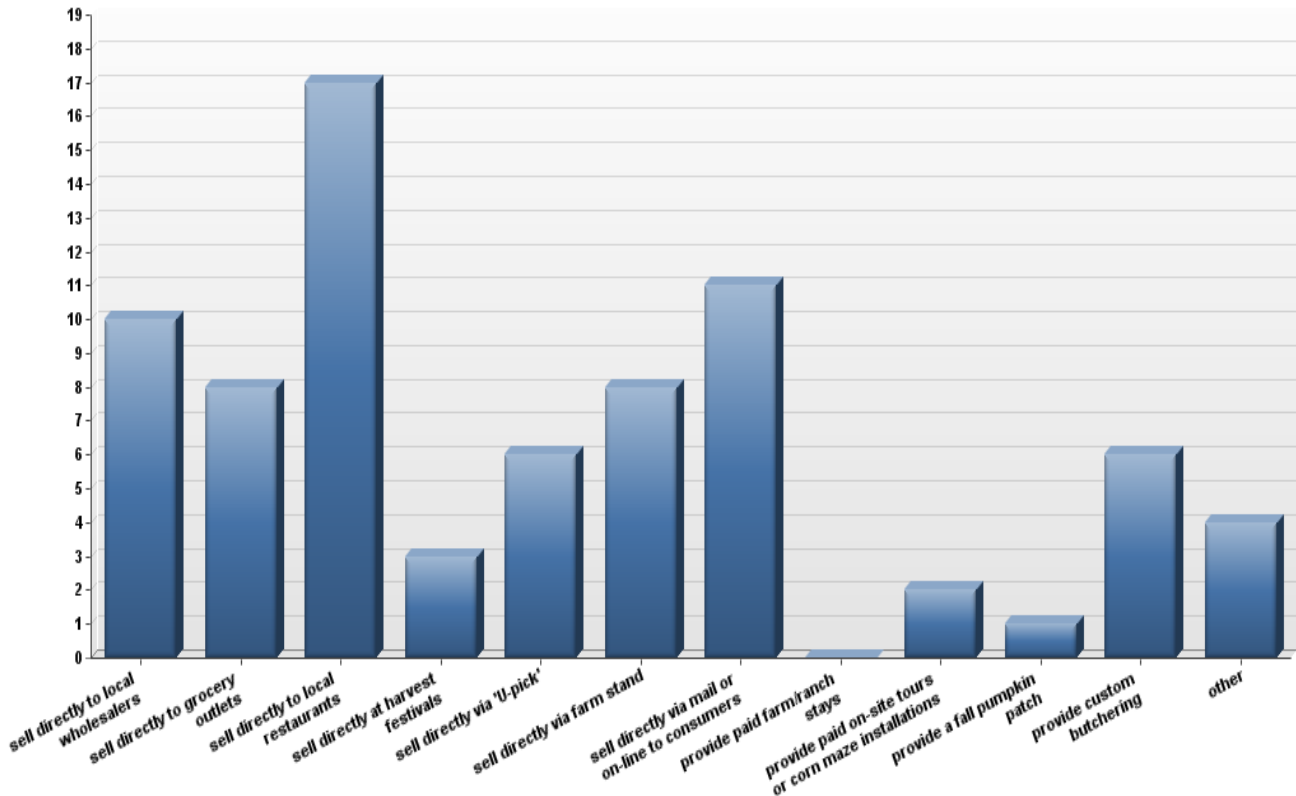
Findings

The findings of this study report the results of the survey targeted to agricultural producers first. Following this section are the results of the focus groups and interviews. The survey instrument and the frequencies of answers to the survey questions are found in the Appendix to this report. Descriptive summary narrative of the focus group and interview results are organized by agricultural producer audience first and followed by the planner/developer/policy maker results.

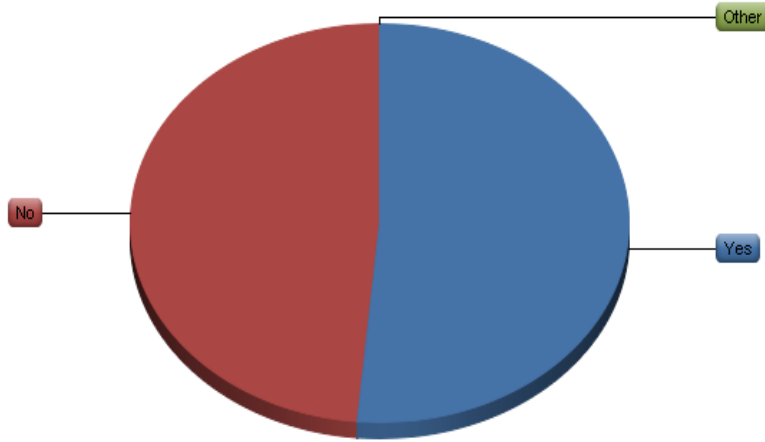
Survey Findings:

Most of the producers who sell at farmers' markets also market and sell through multiple outlets; most sell directly to local restaurants, wholesalers, grocery outlets or via mail or online to customers.

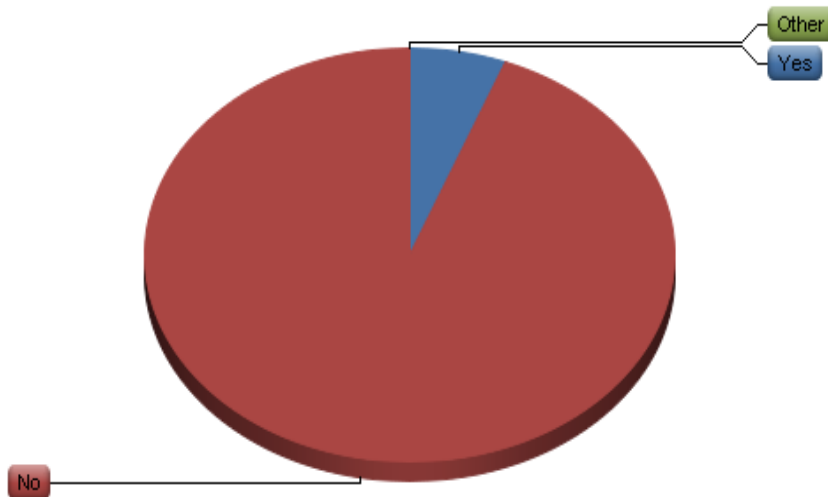
In addition to the farmers' market, do you: (check all that apply)



Do you donate any of your production to local food pantries or gleaners?
Equal numbers of producers donate excess food to the local food supply.

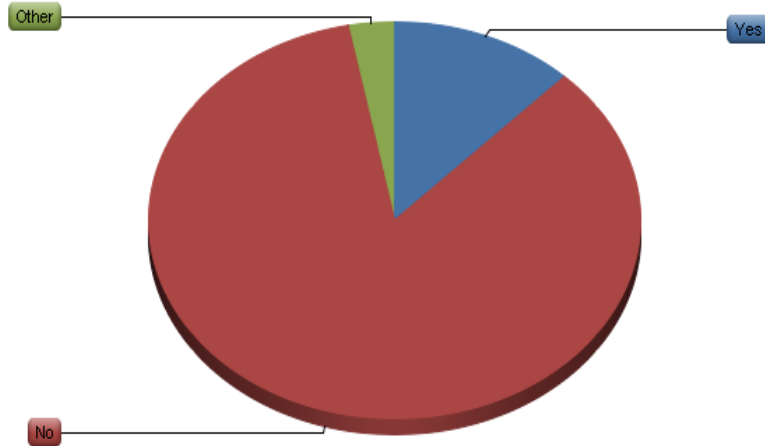


Has any of your agricultural land been sold or converted to non-agricultural development?
Few small producers said that their agricultural land had been sold or converted to non-agricultural development.



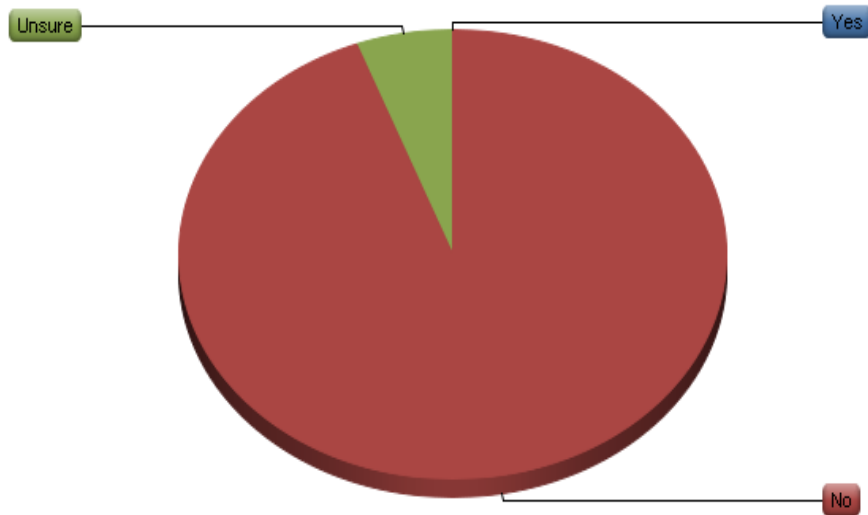
Do you have a conservation easement?

Few small producers have a conservation easement on their property; over 80% do not.



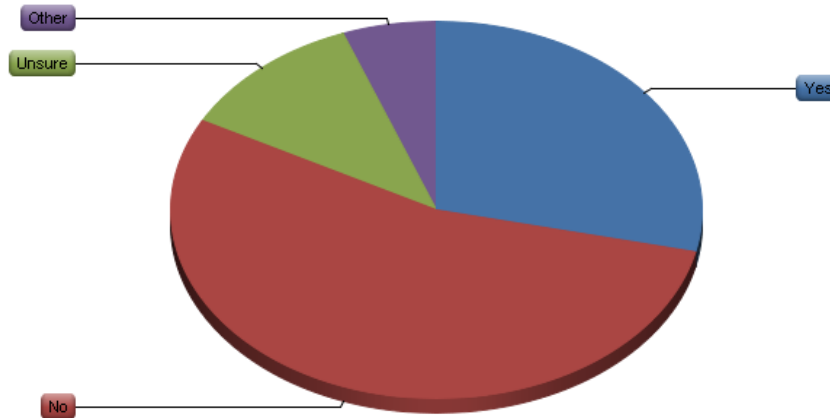
Do you intend, in the next 5 years or less, to convert any of your production land to non-agricultural development?

Almost all (94%) of respondents have no intention of converting agricultural land to non-agriculture purposes in the near future; none indicated an intent to sell or convert. However, 6% of respondents were unsure if their production land would be converted to another use.



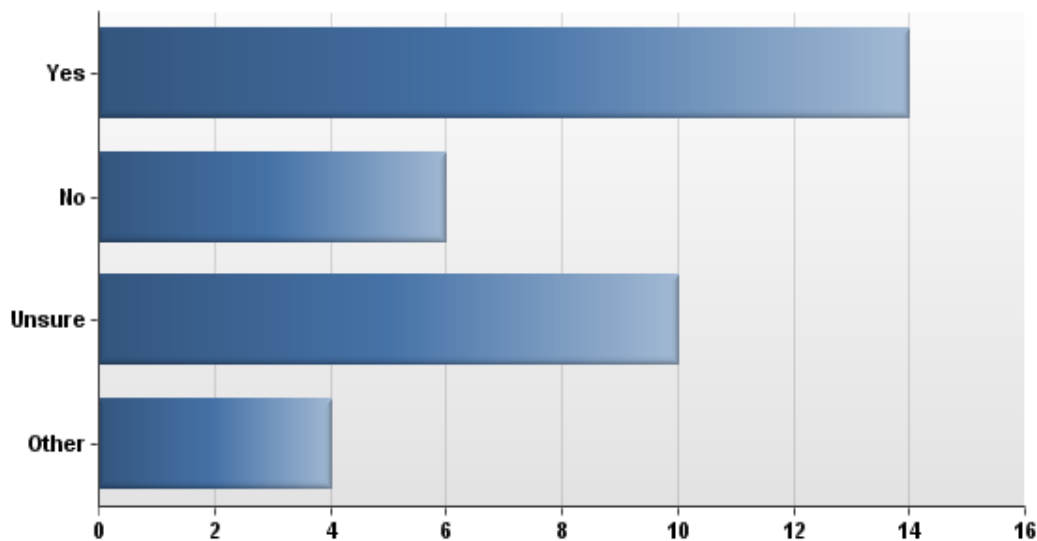
In your opinion, does county zoning restrict your agricultural opportunities?

Over half of the respondents do not believe that opportunities for agriculture are restricted by county zoning. About one-third said opportunities were restricted. Another 10% were unsure. Comments indicated that zoning for housing should not 'over reach' until housing was needed and zoning in cities needed to allow for urban agriculture/small growers.



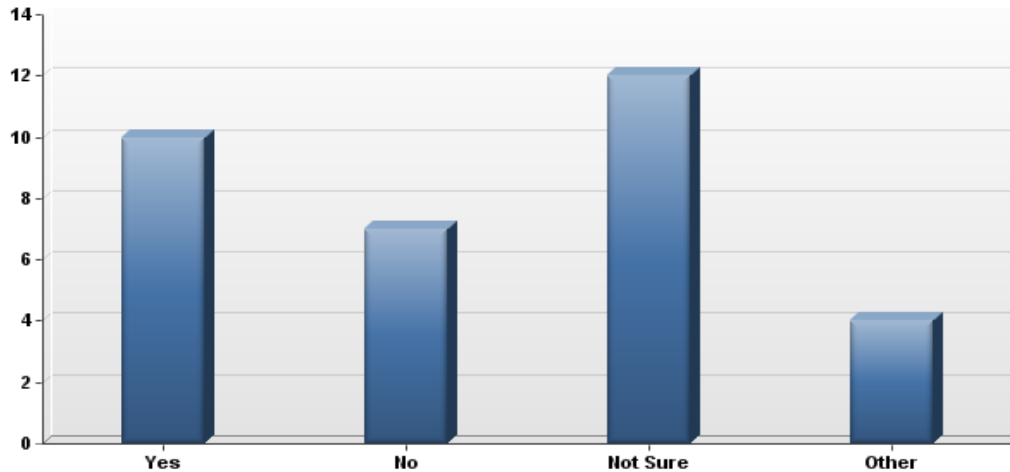
In your opinion, do your local officials (e.g. county commissioners and other city/county officials) support your agricultural endeavors?

Forty-one percent of respondents think local officials are supportive of agriculture, 29% were unsure, and 18% did not believe they are supported. Comments indicated that support was situational or was politically motivated.



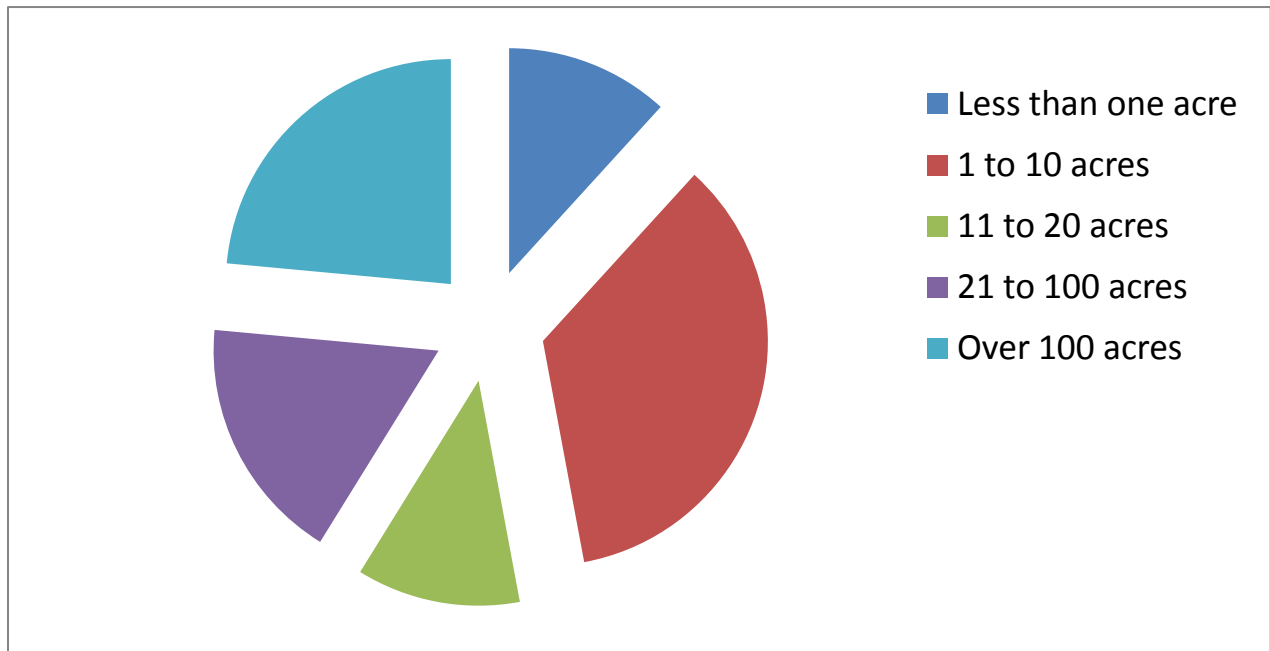
In your opinion, do state officials (e.g. governor, legislators, state agencies, etc.) support your agricultural endeavors?

State officials were viewed as having less support for local/small agriculture than local officials, and overall, a third of respondents said they were unsure of the level of state support. When compared to the opinions about local support, perceptions followed a similar pattern. Comments indicated that corporate or 'big' ag garners more support at the state level.



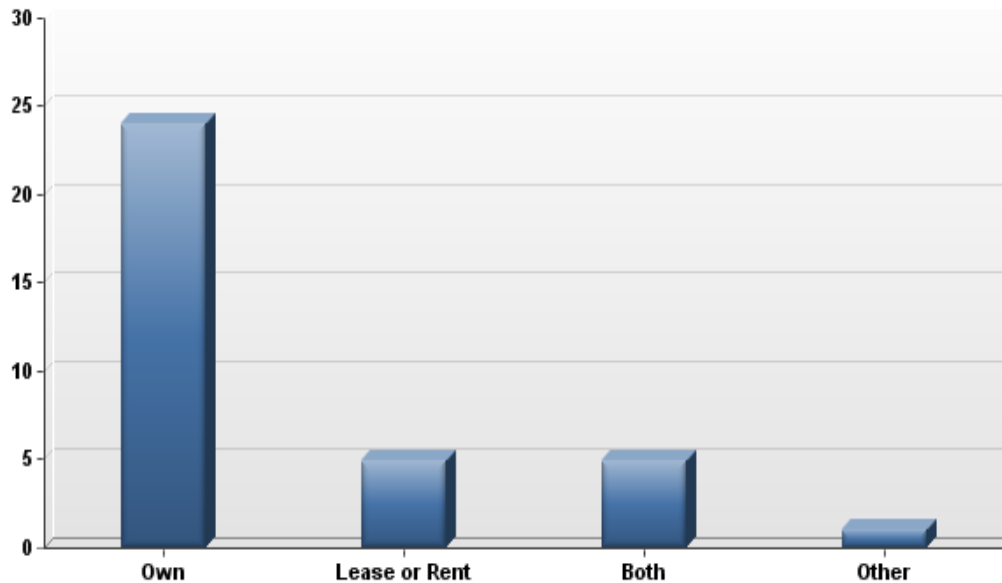
How much acreage do you devote to your total agricultural production? (number of acres)

Acreages ranged from between ¼ of an acre in production to 11 thousand acres. The median acreage was 15.5 acres; the mode was 1.5 acres.



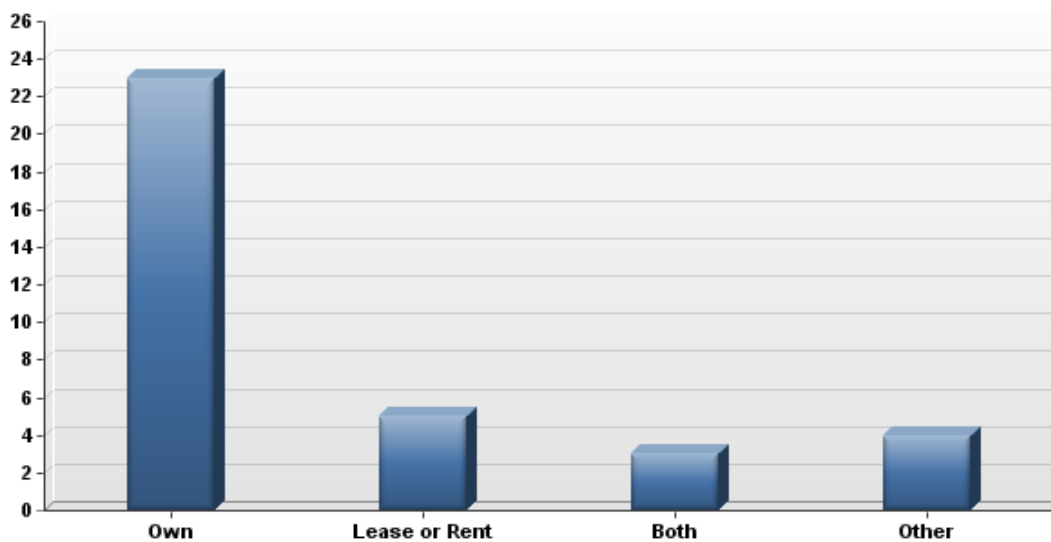
Do you own or lease or rent your production land?

Most respondents (69%) own the land they produce on. Fourteen percent each rent their production land or have a combination of rented and owned land. One commented that they farm land owned by someone else (and pay no rent).



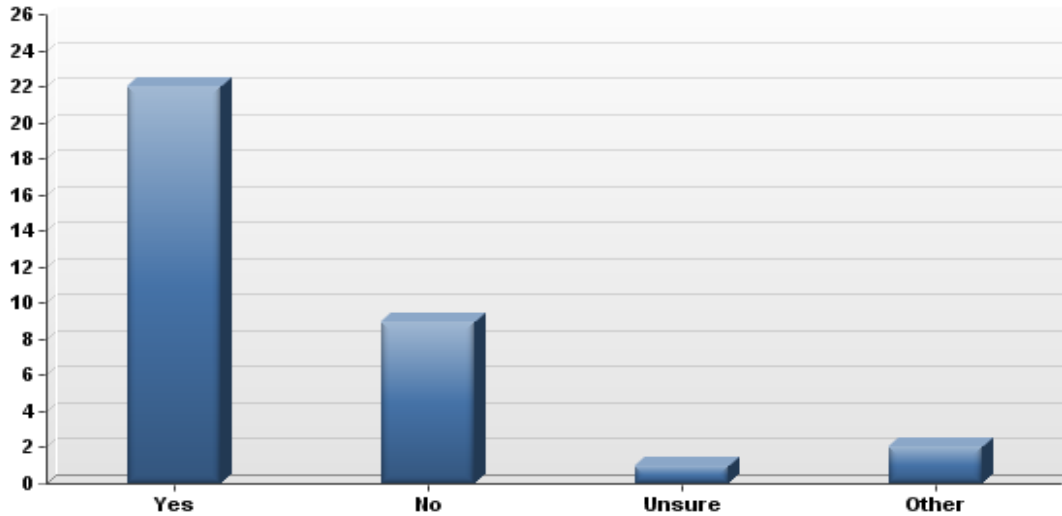
Do you own or rent the water rights on your production land?

Two-thirds of the respondents own the water rights on the land the farm. Nine percent both own and rent water, and 14% rent water rights. One respondent indicated that they do neither; and one indicated that they could not afford either.

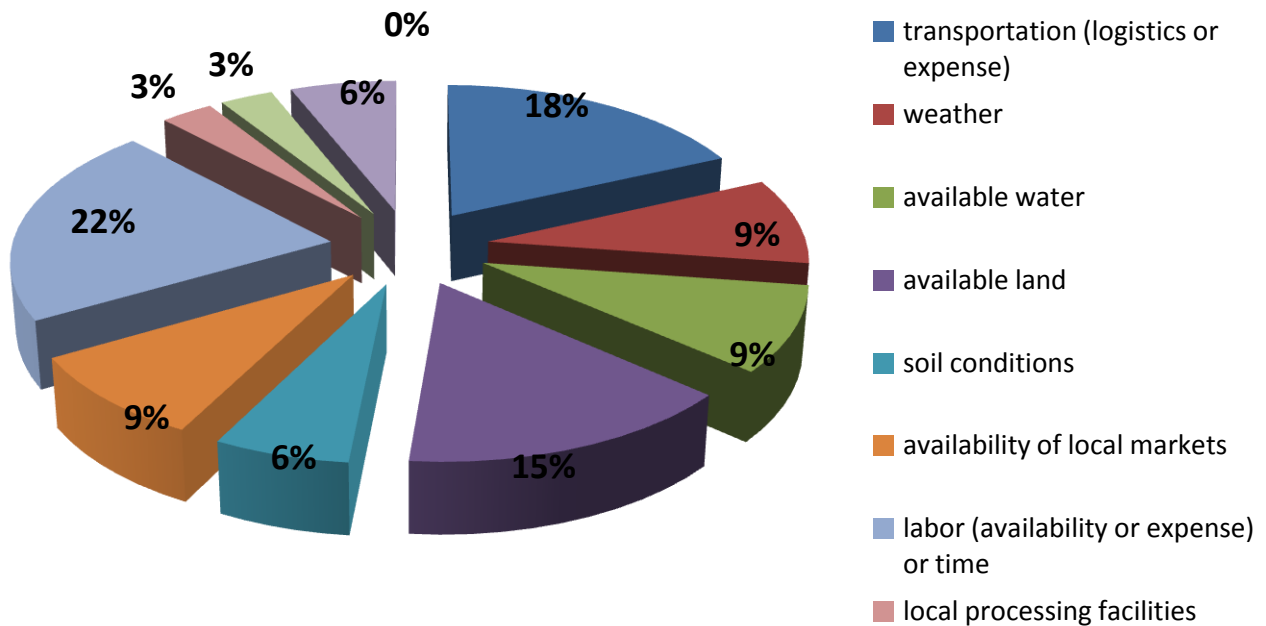


If you had available land, water rights, and other resources, would you put more land into production?

Two-thirds of the respondents would put more land into production if resources were available. Twenty-six percent would not. Two respondents said that they either had land already (not in production) or they did not have time to do so.



In your experience, what is the most difficult barrier that you face as an agricultural producer? Excluding weather, the most common barriers given for agricultural producers are labor (availability/expense/personal time), the availability of local markets, transportation (expense/logistics), and land availability. Many respondents did not indicate that any one barrier was most difficult, but chose multiple barriers as most difficult.



Findings

This section describes the findings from focus groups and interviews conducted with agricultural producers and the planner/developer/economic development or policy making community in the Treasure Valley. Quotes are paraphrased from the scribed notes and may not be verbatim comments. Focus Group/Interview Findings:

Agricultural Producers

How did you get involved in farming/local agriculture?

The most common answer in focus groups and interviews was family history or the allure of living close to the land. Large, commercial agriculture interests were more inclined to mention the unique soil, weather and water attributes of the land in Canyon County, particularly for seed production. Several smaller farm operations also cited the health benefits to themselves and to others and the gratification that came from making something tangible that was valuable to others. Other comments generally focused on the western lifestyle or value of independence. Small operations typically mentioned that making a 'good' living was not the motivator; many stressed how economically fragile farming/ranching is even in normal economic times.

What have you found is the biggest barrier to being a successful farmer or agricultural producer?

Discounting weather as beyond their own control, most small producers mentioned transportation costs, local market availability, and the cost of labor (beside their own) as major obstacles to economic sustainability. Additionally, several producers spoke about the lack of local storage or production facilities that could enable them to extend the season or reduce waste of production. Rarely did comments about regulation or government intervention occur. Several small agriculture producers lamented local facilities (which used to exist) for further processing were gone or gobbled up in consolidation by large commercial concerns.

Several small producers also expressed a need for assistance marketing, especially to local wholesalers, grocery stores and restaurants. Two respondents said that access to capital to expand land in production was an issue. Few of the small producers felt that the availability of land overall was an issue yet. However, increases in transportation costs would make some land in Canyon County marginal for small producers. Land values in Ada County were seen as a barrier to expansion by a few participants.

When asked directly, the small producers could cite very few instances where agricultural nuisance issues arose and did not see that as a barrier.

What opportunities do you see for your operation?

Most of the small operators did not see their operation becoming much bigger or being substantially more lucrative in the next several years. Some spoke of doing what they currently do more efficiently or cost-effectively, but most mentioned that the economic downturn caused them to be more wary about future commitments or expansion.

Several small operators mentioned that the ‘local foods’ movement had been good for their business. They were also proud that they contribute in some way to producing American products for Americans. Keeping our food source secure was a point of patriotic pride for several of the participants.

Growing farmers’ market geographic coverage and expanding the local market was also seen as an opportunity for many of the producers. One producer was actively working with local schools and a college to increase his direct sales. Another producer was working to integrate healthy eating concepts into the local school. Several farmers told of changing the mix of what they produce to better align with market demand, while worrying about the upfront investment of time and labor and the lag of actually getting product to market.

To expand, or become more profitable, several producers talked about the niche opportunities they had identified that were becoming more important. For example, one farmer was diversifying from a crop-only operation to include a few ‘boutique’ cows for friends and family. One farmer was concentrating more on exotic herbs that were not readily available in the market here. Another recognized that further production (juicing) of grapes would reduce waste/spoilage, and provide a longer shelf life for his table grape production. Several participants talked about exploiting the health benefits of organic production to entice customers to pay slightly more to cover the costs.

None of the local producers volunteered that agro-tourism was a target. Some thought they might consider it, but most felt that it would not benefit as much as cost, given the demands on their time.

What do you think about the land use planning process (or results) in your county?

Generally, small producers were unaware, uninformed, and uninvolved in the zoning and planning process. Several participants had some spotty history of participation (when a neighbor or friend needed support, for example), but most did not have a notion of how to proactively engage in the process. Most participants seemed to understand that participation might be valuable, especially if development in Canyon County was ever to rebound to the level of the last decade, but felt no compelling need. The general feeling of the small operators was that they were not invited to participate, nor did they see the benefit of participation given the status quo.

Most of the small agriculture operations did not view planning and zoning activities as ‘bad’ or at odds with their operation. While sentiments were not enthusiastic toward the planning process, they were usually neutral in their perceptions of the value. To paraphrase one respondent, “I really don’t know enough to say anything. Unless (what is being decided) threatens me today, I don’t have time to care.”

The ‘right to farm’ movement in Canyon County was mentioned several times. A couple of small farmers noted that they felt more secure in the future of their operation when new landowners had to acknowledge the rights of farmers to continue farming (thus avoiding future agricultural nuisance claims or development pressures). Opinion was mixed as to whether private property rights should ‘trump’ right to farm, but symbolically, the farmers felt less threatened.

Large agriculture producers saw encroaching development, particularly when it became fragmented with 'island' development, as a threat. Several of the larger organizations mentioned that they will be more vigilant about protecting land for agriculture now that development has slowed and with the recent 'win' at the state level (e.g. the enhanced statutory requirement to consider agriculture in the comprehensive planning process). There was no sense that large agricultural interests would become more consistently active in the planning process unless a significant perceived threat arose.

What could local or state agencies or officials do that would help you the most, or help you make your operation more successful?

Generally, small operations wanted more support marketing what they produce and the value they bring to communities within the state. A few were looking for help promoting their products out of state, as well. A few of the meat producers wanted less regulation of processing (while maintaining high food safety standards) to make their products more competitive locally. However, all attendees agreed that good land use planning, and the political will of County officials to stick to the plan was important. The certainty that land use plans designating agricultural lands would be followed would remove one barrier to continued investment, or expansion, of their current operations.

For several urban farmers, the restrictive ordinances in the city related to agriculture were bothersome, but not formidable. These participants seemed flexible in their approach to small plot farming, and willing to be good neighbors and build community rather than try to 'buck the system'. Several mentioned that they were currently working with or had knowledge of efforts to allow more urban farming activities in Boise.

Several of the small operations did advance the idea that they were not organized to fight any threats to their way of life, property or agricultural land, and could see that they may need to engage. The consensus view was that the usual advocates (Farm Bureau, Idaho Department of Agriculture, County Commissioners, etc.) would not represent the interests of the small producers.

Large agriculture interviewees were asked this question only in the context of the planning process. The overwhelming response was that the County must follow the comprehensive plan (e.g. no conditional use permits to allow low density urban-style development on prime ag land) and not 'give in to developers' (because developers know how to advance their agenda/pay fees that are attractive to the County).

What is 'local agriculture'?

(This question was added into the discussions after it became clear that participants wanted a definition of 'local agriculture'.) Small agriculture producers typically view 'local' agriculture as that produced and consumed in the local communities; large-scale production that is exported out of state not 'local'. Large-scale producers view 'local' agriculture as production within a geo-political boundary, regardless of final destination of the product. This difference in definition was important in discussions centered on the sustainable nature of agriculture and policies about agriculture, but not necessarily in the planning context.

Policy makers/Planners/Economic Development

What is 'local agriculture'?

Planners and developers professionals did not hold strong philosophical feelings about the ultimate destination of 'local' agricultural production, but did care that agriculture is included in the planning process. Most felt strongly that local agriculture was an important contributor to the local economy and they wanted to know how to encourage further engagement with the agricultural community. The planners and developers were cognizant that 'local agriculture' is "given lip service but policies devalue (it) and regulation discourages (preservation)"; agricultural land "becomes a target of 'easy' suburban development "; and "misdirected growth".

Several participants were concerned about the concept of local food security in the context of local agriculture sustainability (for local consumption) and the "local food system". Some participants said they worried about the availability of high quality products produced locally if agriculture continued to struggle. One attendee explained that "local ag has been co-opted by big, industrial ag" and that food security must be a concern for our local community. Expanding this idea, one participant asked, "What if trucks can't run?" He also noted that Boise is not a transportation hub and doesn't have warehousing for more than the current inventory on store shelves (e.g. 2 – 3 days).

The concept of food security arose in a variety of ways in almost every group or conversation. Those who were articulate about food security issues indicated that local communities need to be aware of the consequences of driving out local producers. Community leaders need to make better efforts to educate the community, as well as local farmers and citizens.

What do you think local agriculture will look like in the Treasure Valley in the future (e.g. next 10 years)?

Policy/planner participants expressed concern for the future of agriculture in both Ada and Canyon Counties, but more so in Ada. They recognized Canyon County as the most 'agriculture friendly' of the two counties, and also that land values were more conducive to ag interests there. The inventory of available land did not seem to concern the planners/economic development professionals, especially if housing development stays depressed. A decline in the number or supply of farmers willing to farm was a concern to almost everyone in these groups. This speaks to the benefits of a diversified economy and the economic benefits that the counties and local communities receive from local agriculture.

All expressed grave concern over the quantity of agricultural land taken out of inventory over the past decade. Many indicated that the 'islands' of housing developments that fragmented vast agriculture tracts had to be halted. Transportation planners also recognized the high infrastructure costs to service development (outside of the urban boundary) could not continue given the budget constraints of local governments. Most agreed that the hiatus of development given the financial/economic crisis was an opportunity to recognize the problems of the past decade and work with all constituencies to make sure the issues did not re-arise when the economy recovers.

The issue of food security was also mentioned as a potential issue in the context of the future. Some worried about the diversity of food produced within a reasonable geographic distance, the impact to local community health/wellbeing, and the potential for economic harm locally should the agriculture base decline. Some feared that once the economy recovered, the pressure to transition land from agriculture to housing/development would continue. On the other hand, some saw that more niche farming would arise to meet local demands. This move to fill niches would increase diversity of what is produced, thus diversifying the economy in general. Many acknowledged that public infrastructure many need to include investments in transportation/distribution/warehousing

What are the barriers to local agriculture?

Generally, the planning, policy maker and economic development participants could not think of any specific barriers to agriculture (beyond the obvious economic factors of demand/pricing/costs, etc.). Some in this audience of non-farmers were inclined to believe that there is a cultural bias against farmers and ranchers that leads policy makers to be dismissive of the needs of that community. Additionally, the lack of infrastructure (local storage and processing), and year round growing season, allows agriculture to fade from our attention for long periods of time. A general sense that ‘we’ as citizens, policy makers, planning and economic development professionals should develop policies to protect the land and the ‘values’ of farming/ranching developed in most of the groups and interviews.

In the context of land use planning, the previously mentioned issues arising from ‘island’ development were cited. All recognized that we have the land for agriculture now, and building low density developments on the best parcels was irresponsible. (“You don’t know what you’ve got till it’s gone” was the refrain.) Planners typically did not know what the specific barriers to agriculture could be since they currently have very few opportunities to hear from agriculture. (None of the enumerated issues from the agriculture community were beyond the imaginings of planners/developers/policy makers. And, the planners indicated a desire to know more about the issues of the ag community so that they could be more helpful.)

Is local agriculture ‘at the table’ in the local land use planning process?

In almost all cases, the participants from planning, economic development and developers said that agriculture is absent from the local land use planning process. And, they were unwilling to say that this adversely impacted local agriculture, but admitted they did not know. Many felt that the unintended consequences of losing agricultural land to development were obvious, but reversing the trend would require a major readjustment of local priorities. And, the ‘trump card’ of private property rights could be a barrier to change in the planning process.

As one local planner stated, “Planners DO need agriculture interests to participate in the planning process. How will we plan for transportation and other infrastructure – or allocate resources wisely – if we don’t know what they (agricultural producers) are planning?”

Some planners were encouraged by the recent push by Canyon County interests to ‘beef up’ Idaho’s Land Use Planning Act to acknowledge agriculture as an important component of the planning process. Some worried that this activism would languish and it would be business as usual. Others

worried that only ‘big ag’ interests would be pushed and the smaller operations would be left to fend for themselves. However, recognizing the legitimacy of agriculture in the comprehensive planning process was viewed as a good first step toward a balance of goals.

What policies do you think will help create and sustain local agriculture in the Treasure Valley?

Other than ‘enforcing’ comprehensive plans (e.g. not allowing housing development on agricultural land), the planner/developer participants were not as vocal about specific policies that could change current practices. They believe that policies should evolve (as do all other changes to the comprehensive planning process), but don’t believe they are in a position to make those policy decisions without agriculture stakeholders engaged in the process.

Generally, the planners/developers do support having agriculture participate in the planning process and would like to include them in long range planning. They are unsure how to spark the interest of the agriculture community and inspire them to stay engaged. Another general concept was that the agriculture community (when it does engage) is too late to the process and inconsistent in their attention. (And, they acknowledged the very good reasons for level of engagement.) The planners seemed poised and ready to assist, but need the ag community to articulate and champion their needs.


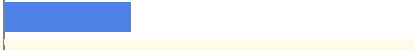




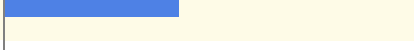

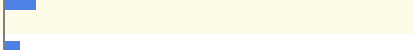
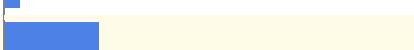


Some of the planners were interested in specific metrics or indicators that could be incorporated into the planning process. Since most participants had no baseline data for understanding the value of local agriculture, lack of data and information about the sector was a concern.

On a positive note, most of those who participated from the planning/development and policy making community are personally committed to local agriculture. They individually are concerned about the vitality of the Treasure Valley, recognize local agriculture’s contribution to history and economics, and are supportive of maintaining and strengthening local agriculture.

APPENDIX


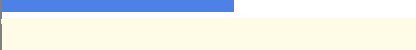

Survey of Agricultural Producers

1. In addition to the farmers' market, do you: (check all that apply)

| # | Answer | | Response | % |
|----|---|--|----------|-----|
| 1 | sell directly to local wholesalers |  | 10 | 38% |
| 7 | sell directly to grocery outlets |  | 8 | 31% |
| 8 | sell directly to local restaurants |  | 17 | 65% |
| 9 | sell directly at harvest festivals |  | 3 | 12% |
| 10 | sell directly via 'U-pick' |  | 6 | 23% |
| 11 | sell directly via farm stand |  | 8 | 31% |
| 12 | sell directly via mail or on-line to consumers |  | 11 | 42% |
| 13 | provide paid farm/ranch stays |  | 0 | 0% |
| 14 | provide paid on-site tours or corn maze installations |  | 2 | 8% |
| 15 | provide a fall pumpkin patch |  | 1 | 4% |
| 16 | provide custom butchering |  | 6 | 23% |
| 6 | other |  | 4 | 15% |

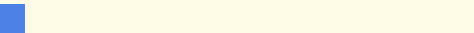

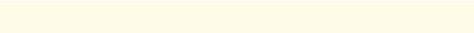
| other |
|-------------------------------|
| Florists we sell flowers |
| beal elevator[?] |
| on-line co-op, Idaho's Bounty |

2. Do you donate any of your production to local food pantries or gleaners?

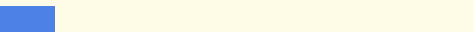


| # | Answer | | Response | % |
|---|--------|---|----------|------|
| 1 | Yes |  | 18 | 51% |
| 2 | No |  | 17 | 49% |
| 3 | Other |  | 0 | 0% |
| | Total | | 35 | 100% |

APPENDIX

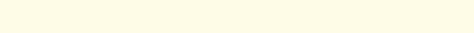
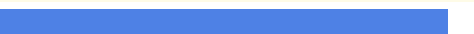
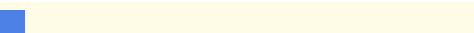
3. Has any of your agricultural land been sold or converted to non-agricultural development?

| # | Answer | | Response | % |
|---|--------|--|----------|------|
| 1 | Yes |  | 2 | 6% |
| 2 | No |  | 32 | 94% |
| 3 | Other |  | 0 | 0% |
| | Total | | 34 | 100% |

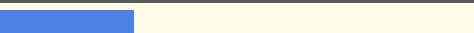


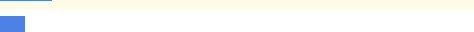
4. Do you have a conservation easement?

| # | Answer | | Response | % |
|---|--------|--|----------|------|
| 1 | Yes |  | 4 | 12% |
| 2 | No |  | 28 | 85% |
| 3 | Other |  | 1 | 3% |
| | Total | | 33 | 100% |

5. Do you intend, in the next 5 years or less, to convert any of your production land to non-agricultural development?

| # | Answer | | Response | % |
|---|--------|--|----------|------|
| 1 | Yes |  | 0 | 0% |
| 2 | No |  | 33 | 94% |
| 3 | Unsure |  | 2 | 6% |
| | Total | | 35 | 100% |

6. In your opinion, does county zoning restrict your agricultural opportunities?

| # | Answer | | Response | % |
|---|--------|--|----------|------|
| 1 | Yes |  | 10 | 29% |
| 2 | No |  | 19 | 54% |
| 3 | Unsure |  | 4 | 11% |
| 4 | Other |  | 2 | 6% |
| | Total | | 35 | 100% |

Other





Ag land should stay ag until the city makes it to them do not zone for building homes 2 miles out

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7. Comments:

| Text Response | |
|---|--|
| Need better zoning for urban agriculture for a small grower | |

8. In your opinion, do your local officials (e.g. county commissioners and other city/county officials) support your agricultural endeavors?





| # | Answer | | Response | % |
|---|--------|---|----------|------|
| 1 | Yes |  | 14 | 41% |
| 2 | No |  | 6 | 18% |
| 3 | Unsure |  | 10 | 29% |
| 4 | Other |  | 4 | 12% |
| | Total | | 34 | 100% |

| Other | |
|--|--|
| Yes unless there is more money to be made otehrwise they jump ship fast | |
| Yes and No depending on where you are! Ada County makes things impossible! | |
| Lip service | |
| when convenient[?] or polittically motivated | |

9. Comments:

| Text Response | |
|--|--|
| without support at this level, urban farming will not be able to gain support from consumers | |
| They don't have a good vision of what smaller ag can do for them | |

10. In your opinion, do state officials (e.g. governor, legislators, state agencies, etc.) support your agricultural endeavors?

| # | Answer | | Response | % |
|---|----------|---|----------|------|
| 1 | Yes |  | 10 | 30% |
| 2 | No |  | 7 | 21% |
| 3 | Not Sure |  | 12 | 36% |
| 4 | Other |  | 4 | 12% |
| | Total | | 33 | 100% |

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| Other |
|--------------------------|
| When it fits their needs |
| Yes and No See above |
| Lip service |
| same as above |

11. Comments:

| Text Response |
|--|
| Elected politicians at this level seem to support big corporate agriculture not small producer |
| They also aren't sure on what to do Big ag has their ear. |
| [?] - Big food Blockades |

12. How much acreage do you devote to your total agricultural production? (in number of acres)

- Size ranged from .20 acres to 11,000 acres
- Average acreage represented is slightly over 463 acres
- Mode 1.5 acres
- Median number of acres: 15.5

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| Text Response |
|---------------|
| 3/4 |

| # | Answer | Response | % |
|----------|--------|----------|---|
| 1/4 acre | | | |
| 260 | | | |
| 40 | | | |
| 2 | | | |
| 4 | | | |
| 40 | | | |
| 30 | | | |
| 1/4 | | | |
| 9 | | | |
| 1.5 | | | |
| 2 | | | |
| 100+ | | | |
| 2 | | | |
| .2 | | | |
| 20 acres | | | |
| 72 | | | |
| 15 | | | |
| 3000 | | | |
| 16 | | | |
| ~ 20 | | | |
| 1.5 | | | |
| 40 | | | |
| 260 | | | |
| 265 | | | |
| 1 | | | |
| 5 | | | |
| 10 | | | |
| 312 | | | |
| 1.5 | | | |
| 11,000 | | | |
| 50 | | | |
| 8 | | | |
| 120 | | | |

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13. Do you own or lease or rent your production land?

| # | Answer | Response | % |
|-------------------|---------------|----------|------|
| 1 | Own | 24 | 69% |
| 2 | Lease or Rent | 5 | 14% |
| 3 | Both | 5 | 14% |
| 4 | Other | 1 | 3% |
| | Total | 35 | 100% |
| Other | | | |
| manage for others | | | |

14. Do you own or rent the water rights on your production land?

| # | Answer | Response | % |
|-----------------|---------------|----------|------|
| 1 | Own | 23 | 66% |
| 2 | Lease or Rent | 5 | 14% |
| 3 | Both | 3 | 9% |
| 4 | Other | 4 | 11% |
| | Total | 35 | 100% |
| Other | | | |
| Don't Know | | | |
| no | | | |
| can't afford to | | | |

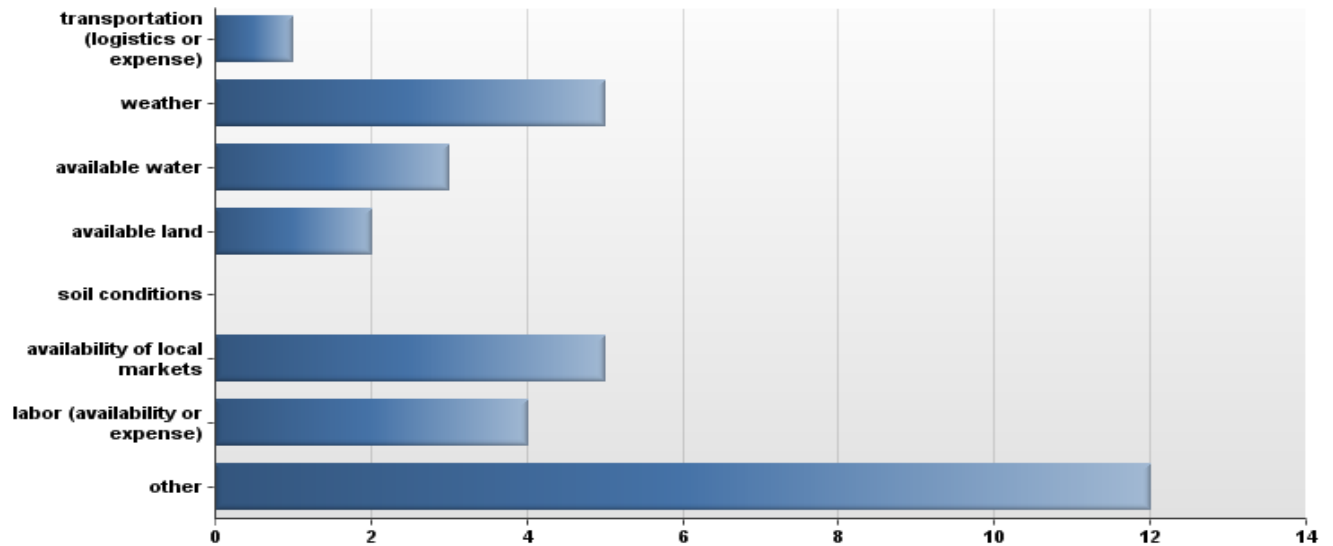
APPENDIX

15. If you had available land, water rights, and other resources, would you put more land into production?

| # | Answer | Response | % |
|---|--------|----------|------|
| 1 | Yes | 22 | 65% |
| 2 | No | 9 | 26% |
| 3 | Unsure | 1 | 3% |
| 4 | Other | 2 | 6% |
| | Total | 34 | 100% |

| Unsure | Other |
|--------|--|
| | I have more land that has not been put into production |
| | no time |

16. In your experience, what is the most difficult barrier that you face as an agricultural producer?
(Un-recorded responses -no multiples)



APPENDIX

| # | Answer | Response | % |
|---|---------------------------------------|----------|------|
| 1 | transportation (logistics expense) or | 1 | 3% |
| 2 | weather | 5 | 16% |
| 3 | available water | 3 | 9% |
| 4 | available land | 2 | 6% |
| 5 | soil conditions | 0 | 0% |
| 6 | availability of local markets | 5 | 16% |
| 7 | labor (availability or expense) | 4 | 13% |
| 8 | other | 12 | 38% |
| | Total | 32 | 100% |

| other |
|---|
| all |
| (selected "availability of local markets" and "other," stating "making a profit need more traffic at existing markets") |
| time |
| [marked local markets and labor] |
| [transportation, available water, available land, and labor] |
| Time, access to convenient processing |
| transportation, available, money to grow |
| transportation, weather, labor |
| costs for start-up |
| all |
| transportation, available land |

APPENDIX

Re-coded responses to include multiple responses

| Answer | recodes | Response | total |
|---|-----------|-----------|-----------|
| transportation (logistics or expense) | 6 | 1 | 7 |
| weather | 3 | 5 | 8 |
| available water | 3 | 3 | 6 |
| available land | 5 | 2 | 7 |
| soil conditions | 2 | 0 | 2 |
| availability of local markets | 3 | 5 | 8 |
| labor (availability or expense) or time | 7 | 4 | 11 |
| local processing facilities | 1 | | 1 |
| additional traffic at farmers market | 1 | | 1 |
| access to capital | 2 | | 2 |
| other | | 6 | 6 |
| Total | 33 | 26 | 59 |