

San Diego Agricultural Planning Program Producer Needs Assessment Results

May 25, 2022

Codi Hale, Agricultural Outreach Assistant
Resource Conservation District
of Greater San Diego County



**RESOURCE
CONSERVATION
DISTRICT**
Greater San Diego County



Resource Conservation District Carbon Farming Program



PLANNING



TECHNICAL
ASSISTANCE



IMPLEMENTATION

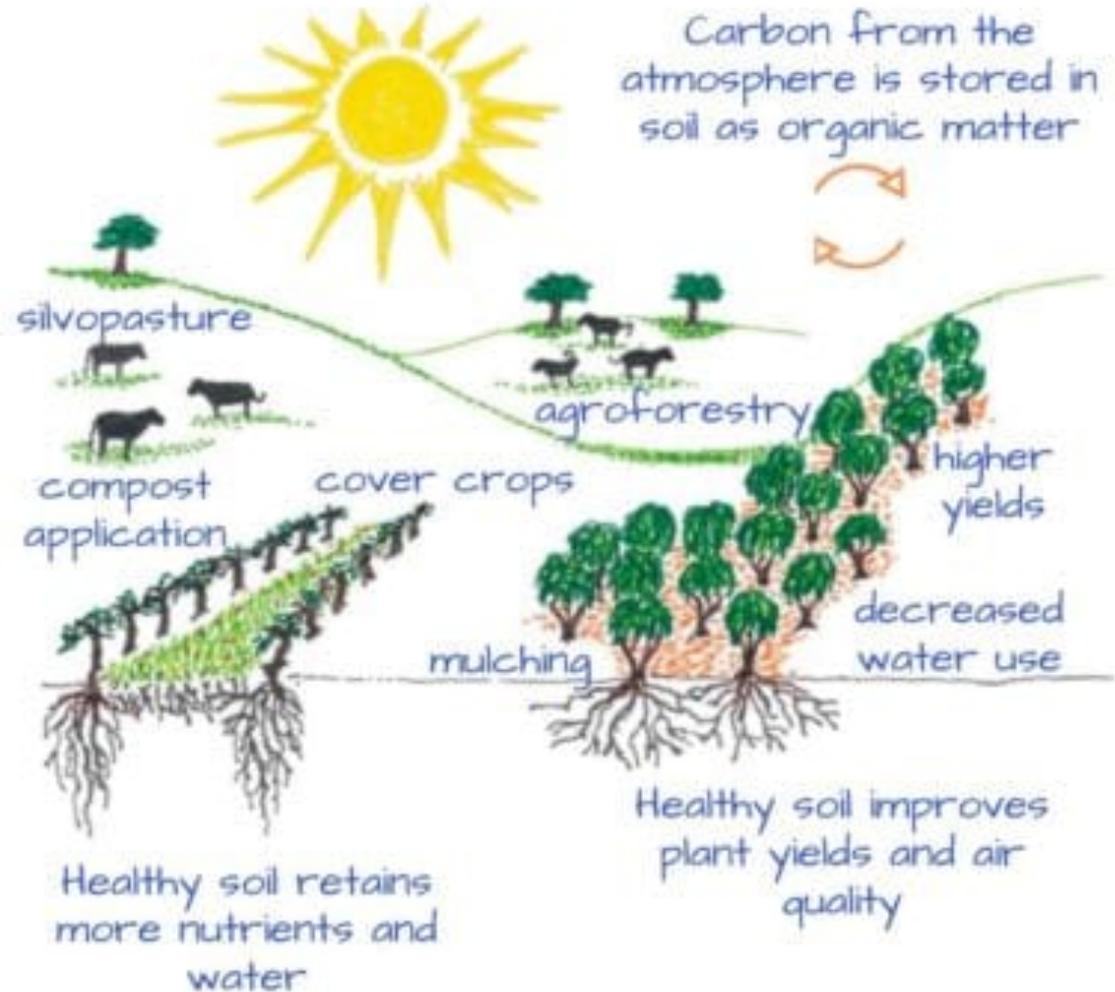


MONITORING &
ANALYSES



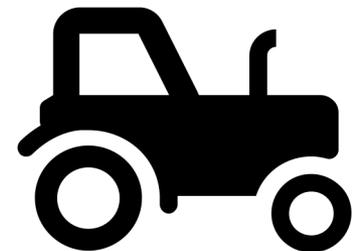
Regenerative Practices

- Goals include
 - Soil health
 - Water retention
 - Sequester carbon
 - Resilience to climate change



San Diego Agricultural Planning Program

- Sustainable Agricultural Lands Conservation (SALC) - Planning Grant
- Grant Funder: Department of Conservation
- Grant Manager: Priscilla Allen, San Diego Local Agency Formation Commission (LAFCO)
- Grant Duration: June 2021 – May 2023

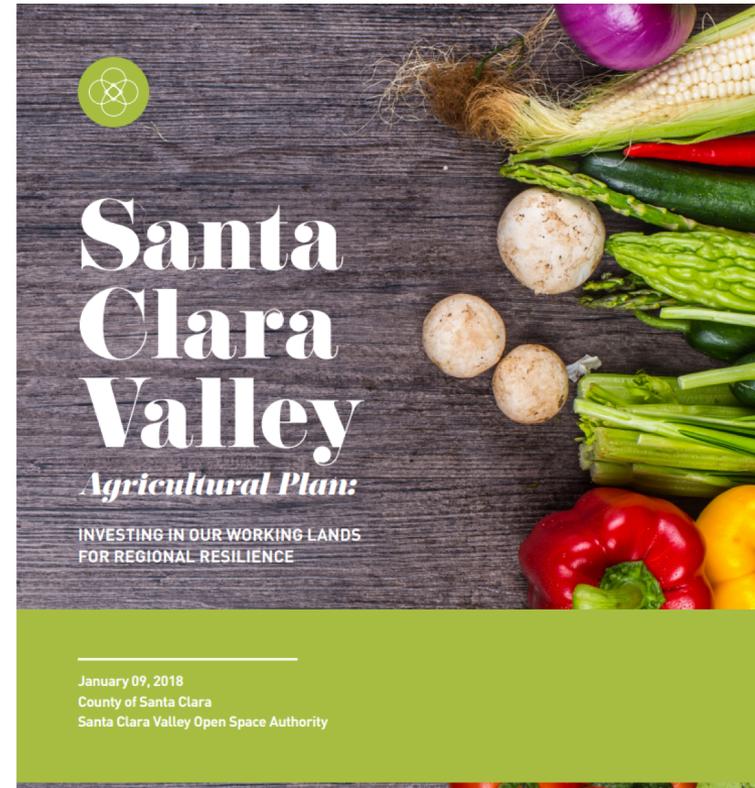


Other SALC Planning Grants

- Santa Clara County
- Inland Empire RCD



- Mendocino Resource Conservation District





San Diego Agriculture Planning Program

Sustainable Agricultural Lands Conservation Grant

June 2021 – May 2023



UCANR 2018 Report

- Research Project
- Method of Survey Collection
- Demographics

Frequency Distribution of Survey Respondents by Zip Code

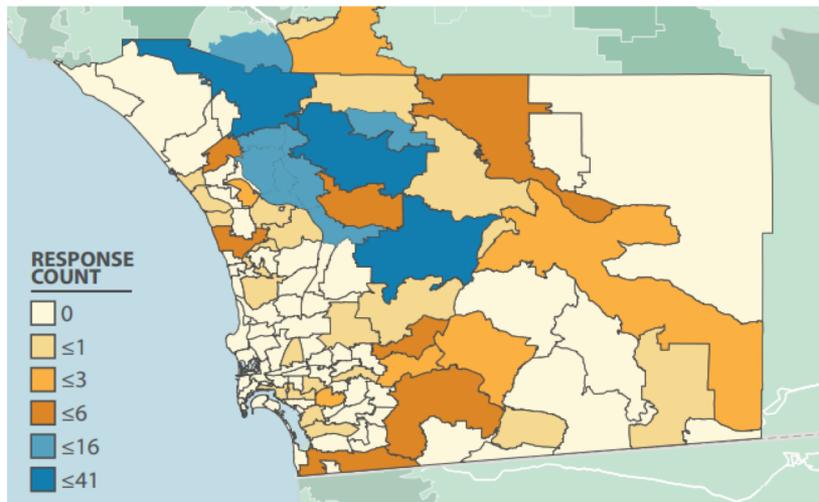
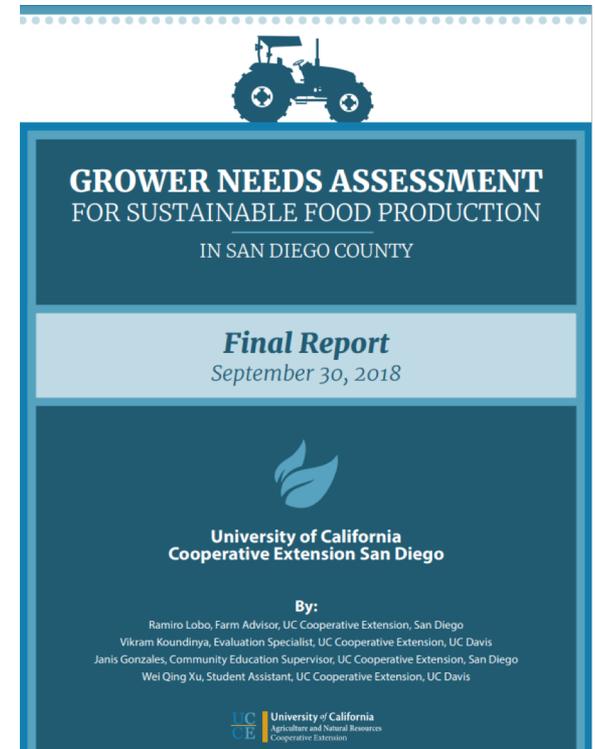


Figure 2



Producer Needs Assessment (PNA)

- Created with support from UC Cooperative Extension
- Eligibility Requirements
- Process of Distribution



Digital PNA

- Link and QR code available
- Eligibility requirements met prior to access
- 10 – 15 minutes

Name *

First Name Middle Name (optional) Last Name

Which organization did you receive this assessment from? *

RCD of Greater San Diego County
 Mission RCD
 CHIP
 Foodshed
 Other:

Is anyone helping you fill out this assessment? *

Name of Agricultural Operation (Ex: Farm or Ranch): *

What is your position at the operation? *

Which race, ethnicity or nationality do you identify with? If you do not wish to answer, please write "Prefer not to state."

What is your gender?

San Diego Agricultural Planning Program | Producer Needs Assessment

Date: _____ Location: _____ Surveyor Name/Organization: _____

Format:

- **Bold font** indicates that surveyor should circle one answer
- Where multiple answers can be selected, options are indented on the following line
- Conditional answers are indicated on the following line with 'If so,'
- Optional questions are identified with a *NOTE in italics*
- Notes to the surveyor are underlined

First name _____ Last name _____
 Operation name _____

What is your preferred language? **English** / Spanish / Other: _____

What race, ethnicity or nationality do you identify with? _____ or **Prefer not to state**

What gender do you identify with? **Male** / **Female** / **Prefer not to state** / Other: _____

What age group are you in? <20 / 20 – 29 / 30 – 39 / 40 – 49 / 50 – 59 / 60 – 64 / 65 or older

What is the best way to reach you?
Phone _____ **Email** _____

In total, how many years have you worked in agriculture in your career? _____

1. Do you currently work in agriculture, or have you within the last 10 years worked in agriculture, as an owner, manager or staff person? **Yes / No**

2. Have you worked in agriculture for at least three years consecutively? **Yes / No**

3. Is the operation that you work on or worked on located in San Diego County? **Yes / No**

If the participant answered "No" to questions 1, 2 or 3, they are not eligible to participate. Do not continue.

If the participant answered "Yes" to questions 1, 2 and 3, they are eligible to participate. Notify the participant that the assessment will take up to 30 minutes. Read aloud or summarize the consent form. If they consent, obtain their signature.

Has the participant signed the consent form? **Yes / No**

Where is the main location of the agricultural operation located?
 City/Town _____ Zip Code _____

Since what date has the operation leased or owned this land? _____

Does the operation cultivate additional locations? **Yes / No**

If so, in which communities are the additional parcels located? _____

Does the operation own or lease the majority of its land? **Own / Lease / Even mix of both**

What type of operation do you identify as?
Annual crops / Perennial Crops / Livestock / Nursery Production / Other: _____

Is the operation certified? **Yes / No**

If so, what certification does your operation have? _____

Which labor do you use? **Self / Family / Staff / Contract / Apprentices / Advisers**

Direct PNA

- Phone or in person appointment
- 30+ minutes

San Diego Agricultural Planning Program | Producer Needs Assessment

Purpose

This Needs Assessment is intended for agricultural producers in San Diego County. The assessment is part of the Agricultural Planning Program which focuses on regional planning involving agriculture in San Diego County. The Agricultural Planning Program is funded by a grant from the California Department of Conservation, administered by the San Diego County Local Agency Formation Commission (LAFCO) and managed by the Resource Conservation District of Greater San Diego County (RCDGSDC), with support from our project partner Mission RCD (MRCO) and outreach partners Community Healthy Improvement Partners (CHIP) and Foodshed. This producer needs assessment will be distributed to approximately 400 participants. A series of stakeholder listening sessions will follow the assessment to explore these topics in greater depth. The results of this assessment and the listening sessions will inform agricultural support organizations in San Diego which policies and technical assistance resources can better support local agricultural producers.

Eligibility

This assessment is intended for agricultural producers in San Diego County. In order to participate, you should have (1) worked on an agricultural operation as an owner, manager or staff person of the operation in the last ten years (2) for three years consecutively (3) in San Diego County.

If you do not meet all three of these criteria, you should not complete the assessment.

Please answer the questions below to see if you are eligible to take this assessment.

To move forward and back between questions, select the arrow on the top right corner.

Listening Sessions

Feb 22nd from 11am – 1pm

- Lindo Lake Park, Lakeside
- 16 Producers

May 2nd from 9am – 11am

- SD Farm Bureau, Escondido
- 11 Producers

Facilitators

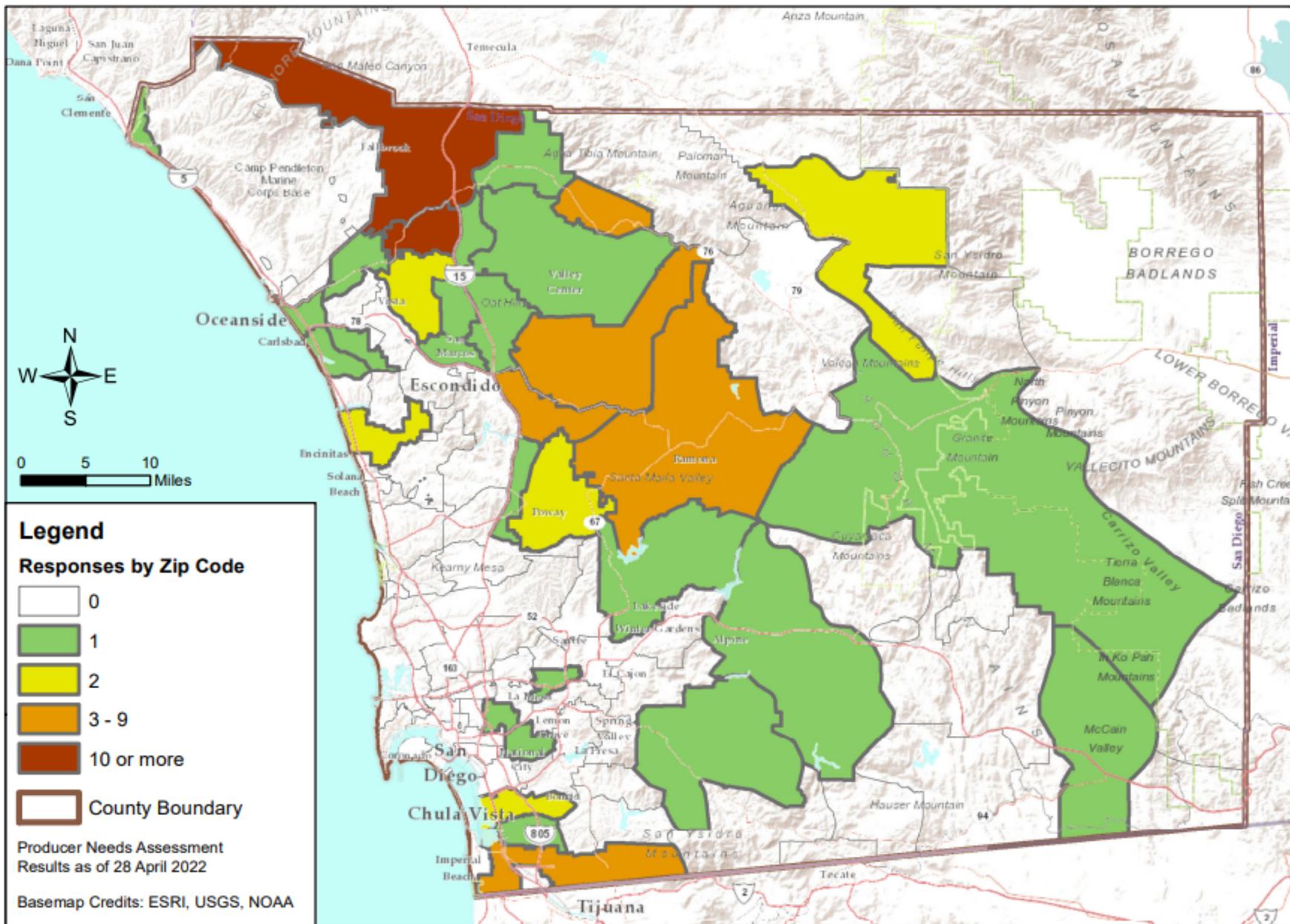
- Joel Kramer – RCD GSDC, Ag Specialist
- Odette Gonzalez – RCD GSDC Board Member
- Darcy Cook – Mission RCD, Executive Director
- Toni Kraft – Farm to Institution Center, Senior Program Manager
- Bea Alvarez – Foodshed and Solidarity Farm, Climate Resilience Project Coordinator



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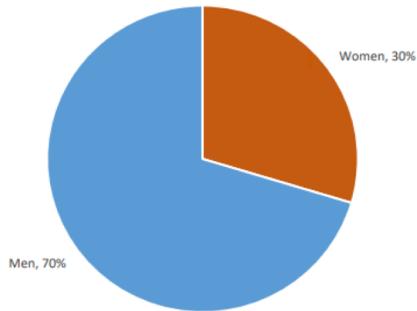


Summary of Key Findings

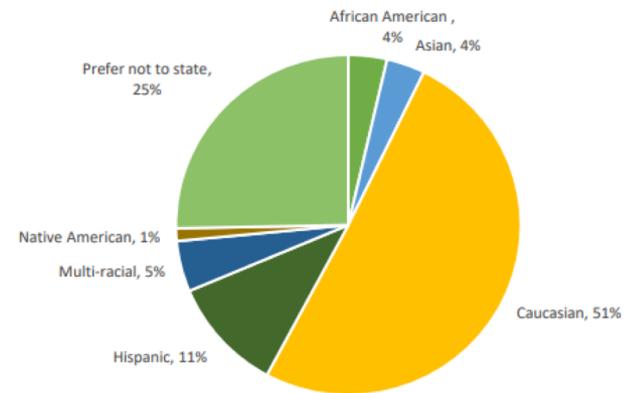


Demographics - Respondents

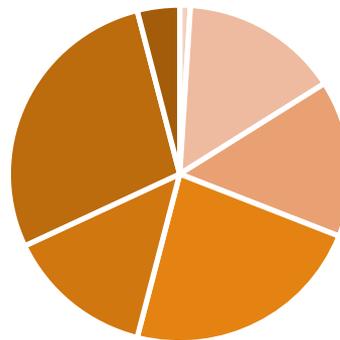
GENDER



RACE, ETHNICITY OR NATIONALITY



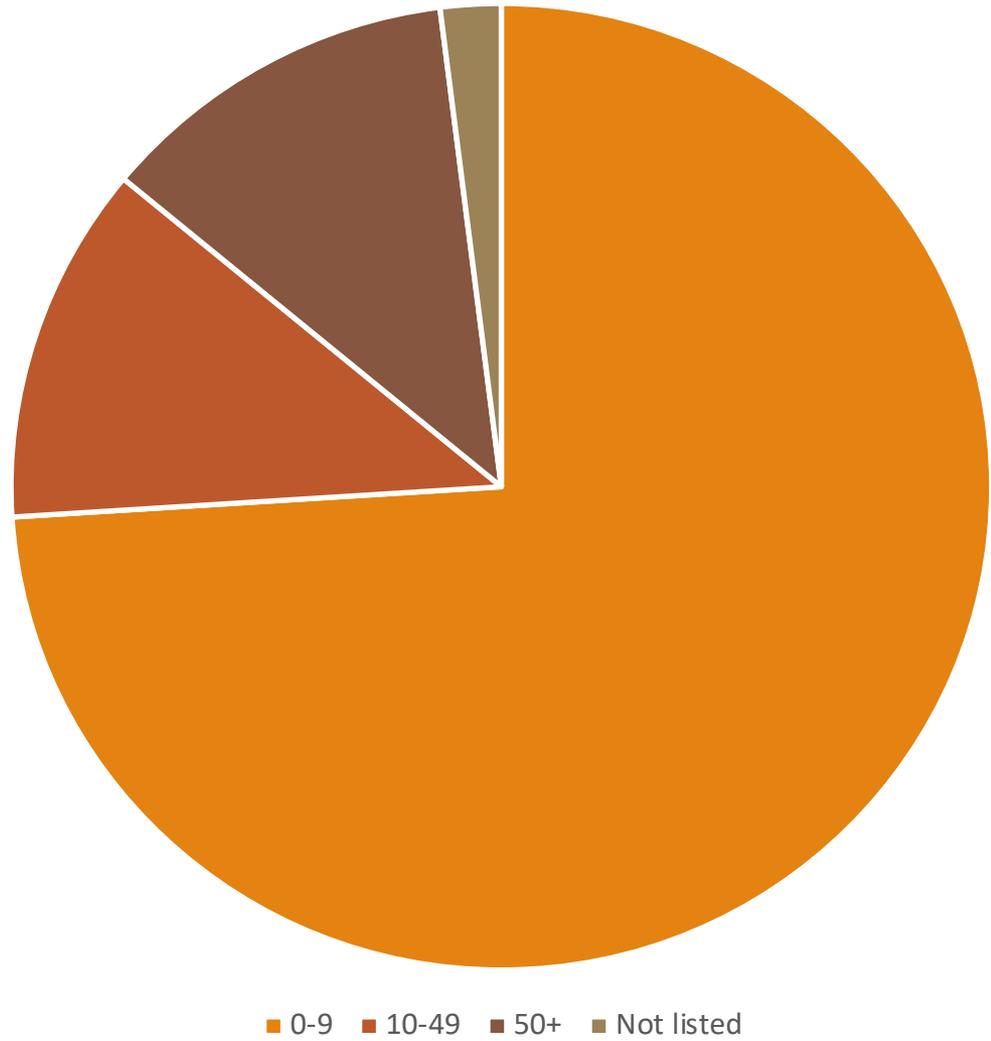
AGE



■ 20-29 ■ 30-39 ■ 40-49 ■ 50-59 ■ 60-64 ■ 65+ ■ Not listed

Demographics

Farm Size

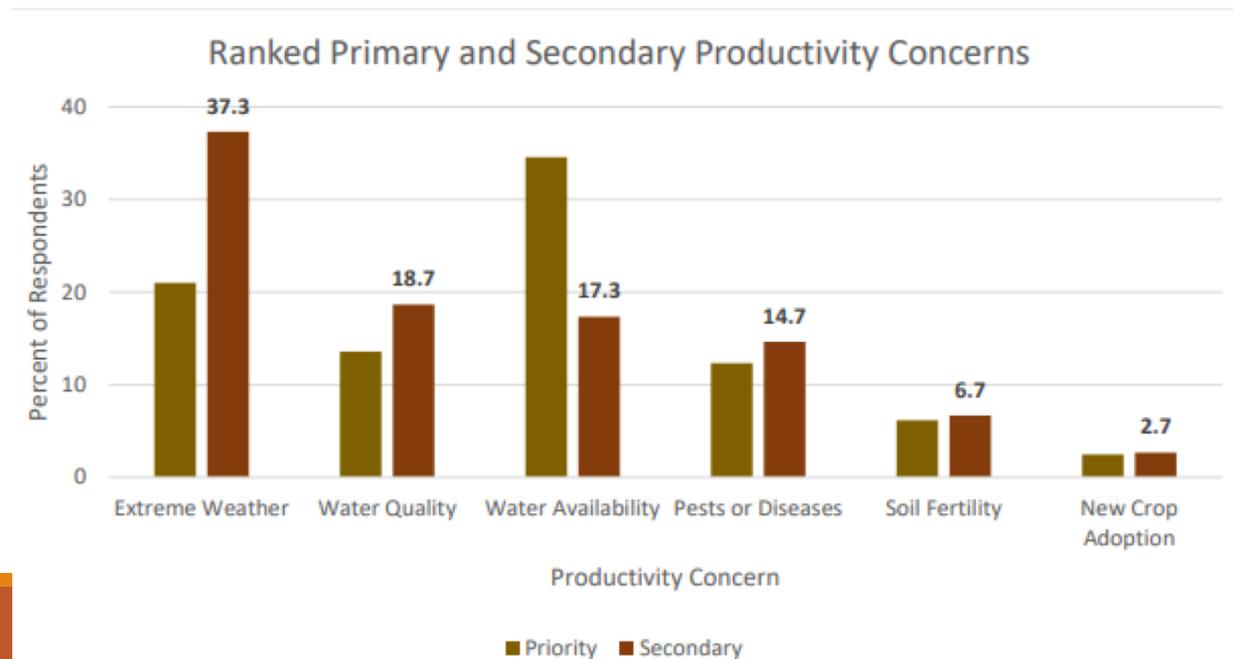
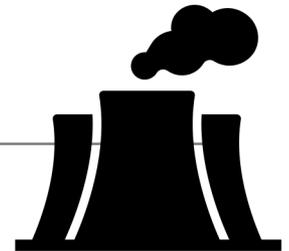


Concerns with Climate Change

Leading 1st and 2nd priority productivity concerns

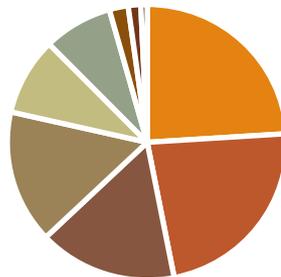
Regional programs addressing Extreme Weather

- UCCE Agricultural Advisors
- City of San Diego [Climate Action Plan](#)
- County of San Diego [Regional Decarbonization Framework](#)
- Food Systems Alliance [Food Vision 2030](#)



Conservation Practices

Types of Conservation Practices

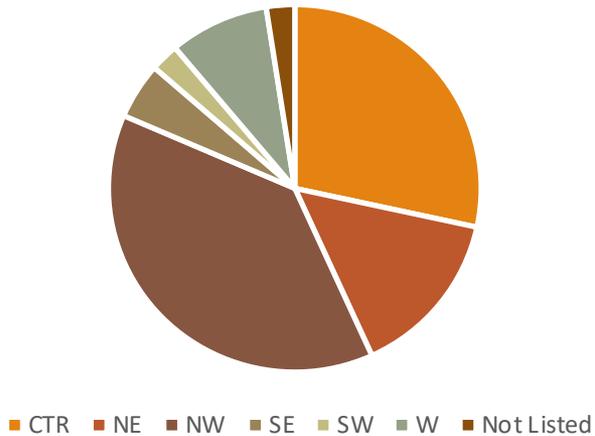


- Compost
- Mulch
- Cover Crop
- Reduced or No Till
- Crop Rotation
- Plant Perennial Cover
- Prescribed Grazing
- Restore Stream Buffer
- Reduce Nutrients 15%

| Type | Percentage (n=81) |
|-----------------------|-------------------|
| Compost | 81% |
| Mulch | 78% |
| Cover Crop | 54% |
| Reduced or No Till | 53% |
| Crop Rotation | 31% |
| Plant Perennial Cover | 27% |
| Prescribed Grazing | 7% |
| Restore Stream Buffer | 5% |
| Reduce Nutrients 15% | 2% |

Conservation Practices

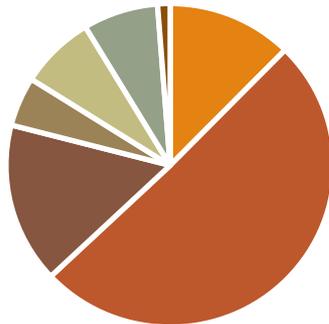
Regions Using Practices



| Region | Communities (n=81) |
|----------------|--------------------|
| Northwest (NW) | 38% |
| Central (CTR) | 28% |
| Northeast (NE) | 15% |
| West (W) | 9% |
| Southeast (SE) | 5% |
| Southwest (SW) | 2% |
| Not Listed | 2% |

Conservation Practices

Size of Operations



■ Under 1 acre ■ Under 5 acres ■ 5 - 10 acres ■ 11 - 20 acres
■ 21- 100 acres ■ 101+ acres ■ Not Listed

| Region | Communities (n=81) |
|---------------|--------------------|
| Under 1 acre | 12% |
| Under 5 acres | 51% |
| 5 - 10 acres | 16% |
| 11 - 20 acres | 5% |
| 21- 100 acres | 7% |
| 101+ acres | 7% |
| Not Listed | 1% |

- Types of Growers
- Length of Time Applying Practices



San Diego
Agricultural
Planning
Program

Policy Phase

March – September 2022



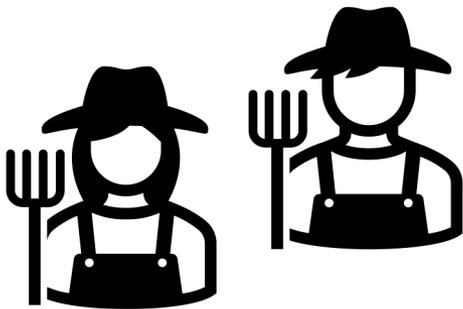
Moving into the Policy Phase

- Water Availability
- Extreme Weather
- Market Prices
- Input Costs
- Streamlining Regulations and Programs
- Labor Availability and Quality
- Land Costs and Access



Creating a Strategic Plan

- Topical Policy Meetings – July 2022
- Strategic Planning Meeting – September 2022
- Creation of Working Groups
- Final Report



We Are Here to Help



- Soil Sampling
- Irrigation Evaluation
- Conservation Grant Application Support
- Guidance on Conservation Practices
- Habitat Plant Selection
- Free Chipping for Defensible Space



Stay Connected!



Codi Hale

ag@rcdsandiego.org
(619) 562 – 0096 x 104