

# Specialty Crops Program Logic Model

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## THEMES:

**Ongoing  
Needs Assessment  
& Advising**

**Sustainable Specialty  
Crops Production  
Programming**

**UC Master  
Gardener Program  
of Sonoma County**



## PROJECTS:

Individual Advising,  
Group Discussions,  
Local Partnerships



Outreach,  
Extension Education,  
& Applied Research  
on Key Needs

Academic &  
Administrative Oversight  
of the Sonoma Master  
Gardener Program

## INTENDED IMPACTS:

- Increased specialty crop system resilience, innovation & climate adaptation
- Increased implementation of sustainable farming approaches:
  - Sustainable Integrated Pest Management (IPM)
  - Sustainable soil, water & nutrient management
  - Appropriate crop & variety selection
- Increased plant health, crop production, yield & contribution to food system

## ANTICIPATED UC ANR CONDITION CHANGES:

Increased  
ecological  
sustainability of  
agriculture

Increased  
agricultural  
efficiency &  
profitability

Increased preparedness  
& resilience to extreme  
weather & climate change

## CLIENTELE:

- Specialty crop growers: rural & peri-urban orchards, vegetables, berries, flowers, etc.
  - Most are commercial, some are nonprofits, others are exploring viability
  - Most use organic/agroecological practices & are small to mid-scale
  - North Bay Region: Sonoma, Marin, & Napa counties

## PARTNERS:

- Community Alliance with Family Farms (CAFF)
- Kitchen Table Advisors (KTA)
- Resource Conservation Districts (RCDs)
- North Coast Soil Hub
- Conservation Works
- FEED Cooperative
- Agriculture Institute of Marin (AIM)
- Santa Rosa Junior College Shone Farm
- Sonoma County Farm Trails
- Natural Resources Conservation District (NRCS)
- Local processors
- Local Pest Control Advisors & consultants
- County Staff
- Local Tribes & Intertribal Organizations
- Local Spanish Interpreters
- County Farm Bureaus
- UCCE Advisors & Specialists
- UC Master Gardeners
- UCANR Organic Agriculture Institute
- Southwest Regional Food Business Center
- UC Sustainable Agriculture Research & Education Program (SAREP)
- California Farm Demonstration Network
- County Agricultural Commissioners Offices