

# Securing Ventura County's Agricultural Future

*Draft Strategies for  
Community Resilience*

*Project Partners Meeting  
October 20, 2022*





# Meeting Objective

Solicit input on:

## Four Lead Draft Strategies

- *Are these strategies appropriate for Ventura County?*
- *Are these strategies ones you would be willing to champion?*
- *What are we missing?*
- *What should be changed?*

# Agenda

- *Introduce Four Cornerstones*
- *Introduce Draft Lead Strategies*
- *Solicit input on each Strategy*
- *Review next steps & schedule*



# Four Cornerstones

## CATALYZE COMMUNITY CO-STEWARDSHIP OF AGRICULTURE

- Craft a multifaceted Rural-Urban Connections strategy that fosters co-stewardship of a vibrant agriculture sector as a foundation for health, well-being resilience, and a diverse economy.

## SUPPORT THE GROWTH OF A ROBUST AGRICULTURAL ECONOMY

- Support, sustain and diversify the agricultural economy of Ventura County.
- Lay out specific tools, strategies and actions for investment in the regional food system
- Identify and secure funding and financing strategies from local community organizations, County, State and Federal governments.

## SECURE A RESILIENT FUTURE FOR AGRICULTURE

- Facilitate sustainable and regenerative farming and ranching practices.
- Explore strategic land repurposing, restoration of habitats, and protection and enhancement of water resources to meet regional economic, environmental, and social needs.

## ENSURE A VIABLE AGRICULTURAL LAND BASE

- Identify a blend of incentives, policies, land use tools, and an organizational framework that supports investment and the security of the agricultural land base.
- Streamline permitting and encourage the use of sustainable agricultural practices.



# Cornerstone 1

## Support the Growth of a Robust Agricultural Economy

### What we heard...

*-The economics of farming has to be at the forefront of solutions.*

*-Build on SOAR goal to promote the economic viability of agricultural lands by assisting agricultural producers and establishing zoning policies that support long term investments in agriculture.*

## Lead Strategy:

Establish an Ag Enterprise Overlay.

### Why this strategy?

To accommodate and support the business development of ag operations in selected foundational areas through targeted streamlining, financial incentives, and specialized marketing efforts.



# Cornerstone 2

## Ensure a Viable Agricultural Land Base

### What we heard...

*-Conservation easements are an additional tool that are complementary to SOAR especially for farmers looking ahead...*

*-Generational business succession is a major challenge.*

## Lead Strategy:

Create a “Resiliency District” focused on acquisition of lands that are critical.

### Why this strategy?

Develop the administrative and fiscal structure to:

- 1) Support a long-range comprehensive plan to prioritize investment and land conservation.
- 2) Establish a long term funding stream to facilitate incentives and investments in ag lands.



# Cornerstone 3

## Secure a Resilient Future for Agriculture

### What we heard...

*What's been done in the past might not be possible in the future in terms of cost and availability of water.*

## Lead Strategy:

Develop a land repurposing plan and program

### Why this strategy?

To support a gradual shift from irrigated lands to other non-irrigated uses with financial incentive payments that compensate landowners for reduced pumping in exchange for the provision of other environmental services.



# Cornerstone 4

## Catalyze Community Co-Stewardship of Agriculture

### What we heard...

*-There is a need to balance public perception and the needs of intensive farming operations, and develop solutions for the public and the farming community.*

*-There is a need for real local partnering - with farmers, agencies, nonprofits, city planning, etc. to identify mutual benefit opportunities.*

## Lead Strategy:

**Establish a Rural-Urban Connectivity Program at UCCE**

### Why this strategy?

To create an operational structure and secure the resources necessary to provide a collaborative framework for coordinating, supporting and enhancing existing public education and awareness.





# Questions

- *Are these strategies appropriate for Ventura County?*
- *Are these strategies ones you would be willing to champion?*
- *What are we missing?*
- *What should be changed?*

# Next Steps



**REFINE STRATEGIES BASED ON PROJECT PARTNER INPUTS**



**COMMUNITY STAKEHOLDER MEETINGS FOR INPUT ON STRATEGIES**

**November 16**

Non-Ag  
Community  
10:00-11:30

**November 17**

Ag Community  
10:00-11:30



**DRAFT STRATEGY DOCUMENT**

**December 2022**

Refining strategies, crafting incentives to address priority areas