

## **Applegate Valley Valley Vision**

### **Focus Area #4: Steward & Sustain**

#### **Goal #4.3: To maintain and enhance our local food and agricultural system**

*Summary Statement: To maintain and enhance our local food and agricultural system through increasing educational and technical assistance opportunities for farmers, ranchers, and growers; connecting producers and consumers by raising awareness, communication and building relationships; ensuring farm, land and water viability for new and existing farmers; assessing and building necessary infrastructure; and creating vibrant and efficient local food distribution and marketing channels.*

#### **Strategy 4.3.A: Increase education, communication and connection between producers, resource and service providers, and consumers**

##### Ideas for Action:

1. Increase awareness and build relationships in the community about local food and agriculture
  - a. Raise consumer awareness on the importance of buying local and supporting local producers
  - b. Improve relationships and increase cooperation with hemp & cannabis growers
  - c. Include the Farmer's View and the Local Food System in the Applegater
  - d. Establish educational opportunities for youth and adults about food, agriculture, nutrition, and food waste via classes, and school/community gardens
  - e. Communicate with local producers about local market gaps and opportunities
2. Increase technical assistance, educational resources, and funding opportunities available to farmers, ranchers, and growers
  - a. Skill share opportunities and resiliency networks
  - b. Business development, including marketing, financial skills, and human resources
  - c. Dry Farming methods and techniques
  - d. Increase skills and practices to build soil and increase water retention
  - e. Provide alternatives to large-scale plastic use
3. Develop a central communication system for consumers & producers

#### **Strategy 4.3.B: Increase Farm & Land Viability**

##### Ideas for Action:

1. Increase cooperation and understanding with the counties related to farm-use permits and other issues
  - a. Change land-use regulations to support and increase farm and agricultural production

2. Support land access efforts and other efforts to assist new farmers
  - a. Work w/ Land Trusts and Conservation Easements for the conservation and protection of agricultural land
  - b. Affordable leases that secure land 5-10 years or more
  - c. Better utilize Oregon Farm Link or develop some local version
  - d. Tie land values to production values (WA County example)
  - e. Assist w/ business planning for food & farm business start-ups
  - f. Build partnerships, mentorships, intergenerational, and professional development opportunities for youth in agriculture
  - g. Provide livable wage food and agriculture jobs
  - h. Job connection/labor pool sites (see Prosperous & Vital Section D)
3. Enhance on-farm land and water management capacity
  - a. Manage water usage among multiple systems and users
  - b. Update and optimize water delivery systems
  - c. Identify funding for agricultural capital improvements
  - d. Subsidize farmers/ranchers in order to preserve agricultural diversity
  - e. Support for farmer/farmworker health during smoke season
  - f. Make landowners accountable for cannabis land leases
  - g. Identify and share models for land management collaborations, including those w/ indigenous communities
  - h. Prioritize agriculture that produces food

#### **Strategy 4.3.C: Assess and build necessary infrastructure**

##### Ideas for Action:

1. Create a list of commercial kitchen and processing spaces
2. Support Williams Commercial Kitchen development in the Grange
3. Set up tool and equipment sharing system
4. Invest in worker accessible housing opportunities

#### **Strategy 4.3.D: Create vibrant and efficient local food distribution channels**

##### Ideas for Action:

1. Increase food access & food security
  - a. Continue and increase Farm to Food Pantry project
  - b. Develop ways to deliver prepared food to those in need
2. Support the development and use of local Farmers' Markets
  - a. Develop marketing plan and mailer
  - b. Increase SNAP and Double-up Food Bucks opportunities and usage at the Applegate Farmers' Markets
  - c. Hire a person to run an "Applegate Grown" booth @ Markets
3. Increase local retail and distribution outlets
  - a. Local source market or co-op with cafe (could include agricultural history, education, commercial kitchen, and cannery)
  - b. Develop a "food hub" helps to aggregate product, coordinate marketing, and set up distribution sites

- c. More farm stands
- d. Put together an “order list” so a delivery truck could pick up from each farm and deliver to people’s homes
- e. Explore unused or underused commercial spaces

#### **Strategy 4.3.E: Strengthen local marketing channels and branding development**

##### Ideas for Action:

1. Increase local purchasing by the local community
  - a. Increase purchasing by restaurants and grocery stores
  - b. Develop and encourage use of Applegate Food Bucks
  - c. Build relationships with the 20 Vineyards for points of sale for locally produced food and seasonal pairings (could include a local farm tour for winery managers)
2. Develop and encourage use of “Applegate Valley Grown” label
  - a. Better distribution of the Rogue Flavor Guide in the Applegate, including an Applegate insert
  - b. Incentives for local stores to have Applegate products and use branding signage for consumer awareness
  - c. Increase recognition of Applegate Valley food and wine products outside the region
3. Create Food & Agricultural Events and Activities
  - a. Harvest, Arts, Wine Festival
  - b. Make an Applegate Food Trail as part of the Rogue Valley Food Trail
  - c. Create Winery or Lavender hosted locally sourced food events

#### **Food and Farm Highlight→ Cannabis**

***Summary Statement: To strengthen collaboration and transparency with local hemp and marijuana growers by improved planning, cooperation, and engagement with industry associations, and by developing needed infrastructure.***

#### **Strategy 1: Improve planning and cooperation between hemp and marijuana growers and food producers**

##### Ideas for Action:

1. Best practices education and technical assistance for cannabis growers
2. Network w/ food farmers to grow on extra land to diversify crops
3. Manage water among multiple users

#### **Strategy 2: Form an Applegate Growers, Collective**

##### Ideas for Action:

1. Host quarterly cannabis growers networking opportunity potluck event
2. Produce a list or brochure promoting “legal cannabis in the Applegate” or incorporate into an existing marketing channel (like Rogue Flavor Guide)

3. Participate in a “Grown in the Applegate” campaign
4. Participate in local business maps and local farm tours
5. Host private supper clubs that feature local products
6. Establish an appellation system for regional branding
7. Engage in positive neighborly and community relations

### **Strategy 3: Engage with hemp and cannabis associations**

#### Ideas for Action:

1. Advocate for social consumption rule changes that would allow for cannabis tasting rooms
2. Promote jobs in legal marijuana
3. Work on a consumer education campaign to express the importance of buying local and following the \$
4. Host local expungement clinic
5. Prepare to support the industry once federally legal

### **Strategy 4: Develop local cannabis infrastructure**

#### Ideas for Action:

1. Create a cannabis education center and tasting room for tourists & locals (if rules are changed)
2. Create a cooperatively-owned Applegate Dispensary (check county regs)
3. Find avenues for distribution of medicine for those that cannot afford it
4. Develop a facility to utilize hemp waste —> make hempcrete