

Farm Bureau and Napa Valley Grapegrowers Memembers Strategic Planning Meeting
September 20, 2018

The aspirations of the group were to: Community / Agriculture Farming Interface - informed community and tourist; proper infrastructure: housing to support people who work in the agriculture industry; Highest and Best Use of the Ag Land (Protection of Natural Resources);

Solutions included: County education, marketing campaign; collaboration with City/ Town/ Count for Smart Growth; Farmers need to be more proactive in informing the public of the work farmers are doing and have done in protecting the highest and best use of the land (including watershed); decisions based on data and science with the agreement on facts before coming up with solutions (including the updating of ordinances);

Aspiration: Community / Agriculture Farming Interface - informed community and tourist		
Specific Challenge or Problem	Evidence this Challenge or Problem Exists	Impact of the Challenge or Problem on You?
Better / lack of outreach to non-Ag Community	Measure C	Future threats to Ag
	Polarized view on Ag effectives on environment	Votes / Initiatives
Lack of visibility/ recognition of Ag Benefits including economic, environmental, (appreciate superficial - benefits instead of real ones)	Processes are too complex to be easily digestible	Potential urbanization - impact to Ag preserve
	Media	More rules and regulations on Ag
	Shallow understanding - Local & State	Environmental
External angst about society problems focused	New Wars	Economic effect
City Annexation/ Growth impact on Ag	Neighbor complaints	unintended consequences
	Lack of outcome driven solutions	
	Public Comment / Agenda Driven	

Red indicates top vote getter(s).

Solution			
Actions to Solve	Who Needs to Be Involved	Pros Cons	
County education, marketing campaign	County and Ag Experts	County leadership	Costs a lot
Aligned industry effort	Marketing Firms	uniform voice	Backlash
Collaboration between County, Industry, Cities	Four main industry groups and others	Overall cost positive	specialization
	LAFCO, cities, Counties, Industry, Growers, esp.		compromise
Ag education in schools	Special Districts	Better regs	different agendas
	Ag experts, Board of Education, School Districts, Industry Groups	Better environment	Unclear some part of voting public
		Clear message	
		more buy in	including kids in the community
		Ag protected	
		more bandwidth	Connected to Napa
		people not working against	None
		Share goals	
		Efficiency/ effectiveness	
		Informed next generation	
		Future farmers	

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Aspiration: Infrastructure: housing to support people who work in the agriculture industry		
Specific Challenge or Problem	Evidence this Challenge or Problem Exists	Impact of the Challenge or Problem on You?
Affordable housing	Community workforce	Not strong community
Less/fewer for entry-mid level jobs	Cannot afford to live where you work	Support of Ag weakening
outside our community work here	Not as vested in community	Needed to connection to municipalities to
traffic	1+ hour to get home	Disconnect about the best needs
lack of farmworker housing for families	Road closures Hwy 29	No opportunity to stagger hours / work needs
Fulfilling H2A requirements (time consuming and expensive)	Not considering Road Closures at time of the year and times of the day	
Are the right people at the right places (positions & geographic locations) because of Use Permits	Regional Traffic Solutions	
	Not seasonal workforce	
	Beds are full	
	Section 8/ FRP/ Housing eligibility unclear	

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Solution			
Actions to Solve	Who Needs to Be Involved	Pros Cons	
Evening / Off Season Road Work	County / State / DOL / Special Events	Convenience	Public Safety
Special Events - take our roads	Other Counties (i.e. Sonoma/ Lake) Regional	Costs	Night work could be upsetting
CalVans - Ag Vans (and other transportation options for workforce) (I.e. Fresno)	The Vine / VTA	Compatibility	
	Farm Bureau / Growers	Simpler, more productive lifestyle	Time, resources, knowledge to communicate
Geographic placement of non direct service staff (out of congestion)	Employees		
		County	
Education about the Federal Poverty Level (FPL) Section 8 Availability	Grower Organizations		
	Vintners		
Public / Private Partnership	Cities, Towns, County - Collaboration & Partnerships		
Delivering the message - who, what, how, why, reach			
Collaboration with City/ Town/ County for Smart Growth	Growers / Vintners		
Growers provide more housing - ease/ incentive/ zoning regulations/ requirements / relaxed to create more			

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Aspiration: Highest and Best Use of the Ag Land (Protection of Natural Resources)		
Specific Challenge or Problem	Evidence this Challenge or Problem Exists	Impact of the Challenge or Problem on You?
Urban sprawl - annexation of Ag Lands by Cities	Expanded and New uses since WDO Amendments (Food Pairings, etc.)	Chipping away at the preservation of Ag Lands and Open Space
Extension of LAFCO services	Feeding events, outside Chefs at wineries	If you cannot put in Ag someone is going to want to put up houses \$\$ Increased costs
Commercial creep (WDO) Uses permitted under WDO Ordinance	Largest land use has been in conversion of public ownership, conservation easements.	
Opposition to conversion of land for farming	\$\$ Costs go up with need to hire compliance personnel	
Added regulations that impact right to farm	Restriction on portable propane wind machines and nighttime framing practices	
Tourism unrelated to Ag / Wine Industry		

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Solution			
Actions to Solve	Who Needs to Be Involved	Pros Cons	
More public/ private partnerships (i.e. Napa River Restoration Project)	Farmers	Public Perception of Napa as an Ag Community	Restrictions on restaurants type activity at wineries
	Community		
Farmers need to be more proactive in informing the public of the work farmers are doing and have done in protecting the highest and best use of the land (including watershed)	County	Removes WDO ambiguity + Ag ambiguity	
	RCD		
	RCS		
	Academics	Use of facts and science will end defensiveness	
	Scientists		
Lobby LAFCO (Educate) on the importance of requiring services occupied areas (i.e. hauling water to Carneros Inn)	Facts		
	Science (Peer reviewed)		
Decisions based on Data and Science Agreement on facts before coming up with solutions (updating ordinances)			
Update definition of Ag / WDO (limit WDO to Protect Ag)			

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